Program Area: Leadership Development

Category: Best Executive Development Program

The category Best Executive Development Program is for a written description of best practices in developing executives. Executive development should impact the business, specifically lagging and leading indicators including significant KPIs in all talent lifecycle processes as well as key business KPIs.

Training, learning, talent, HR, or other related department can enter either alone or together with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations cannot enter alone.

**Instructions:**

1. You must use this Word document for your submission.
2. Type your submission description into the appropriate sections of this document.
3. Do not change the formatting or font – *Helvetica body 12* (size, color, or type).
4. Do not remove any sections of the application.
5. If any fields are not applicable, please leave them blank or write N/A.
6. Read the Judging Criteria below. The judges will evaluate your submission according to these criteria.
7. Write in paragraph form and check the spelling.
8. Write using the third person. Do not use “we, our, us,” etc.
9. Avoid “marketing” languages; focus on details and outcomes.
10. Include images, charts, and graphs in this document form; please do not include separate documents. Please insert these items within the context of your responses. These items may also be added to the end of the document in an appendix if necessary.
11. If applicable, you may provide supporting reports, videos, and course links. Please provide proper access information to courses and details for special instructions. If providing passwords to courses or videos, ensure they are valid for one year or more and can be easily accessed by the web. Do not include any links or embedded links within this form. Provide all links, URLs, and User access information in your online application for submission. Make sure access is available to reviewers for at least one year.
12. When completed using the same font size, this document should be approximately (15-20 written pages), font size Helvetica 12, not including instructions, questions, or graphics. If you have additional supporting information, you may include it within the appropriate sections of this entry form or in an appendix at the end of the document.
13. Within the online application, if you have selected “Yes” to granting Brandon Hall Group publishing permission of your entry, but there are parts of your application you wish not to have published, please indicate by **highlighting those details within this form in red,** so they are omitted from publishing.
14. Save as a **Word Document** with a new file name. Example: Company Name\_Category\_Short Title
15. Sign up or log in to the HCM Excellence Awards portal: <https://excellenceawards.brandonhall.com/hcm/>. Upload your completed entry form, complete the online application, and provide all supporting links and URLs. Check to make sure you have completed your online application and payment.

**Please direct any questions to:** **awards@brandonhall.com****. Do not send any applications via email, but only through the award application site.**

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| **Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of these criteria below.** |
| 1. **Strategic Understanding**
 | Organizations most successful in executive development understand the critical leadership proficiencies essential for the next 12 to 18+ months. These organizations have a keen understanding of how to manage generational differences, how to lead in a global economy, how to leverage technology to develop leadership capability, the importance of collective leadership capability enabled by social tools, and the development of leaders via a combination of targeted development in alignment with critical leadership competencies as well as mobility to grow experience vertically and horizontally. |
| 1. **Design**
 | Executive education is more than a collection of competencies mastered, functional skills and even rotations and special assignments completed. It is a process unfolding over time that enables self-reflection and substantive dialogue and networking about one’s behaviors, traits, and emotional mastery. The executive education solutions should not focus on technical expertise, but on team leadership and relationship skills. |
| 1. **Proficiency**
 | In addition to intensive self-reflection, executive education exists for the purpose of producing executives with broad social awareness, who are adaptive and critical thinkers, capable of making informed decisions with the capacity for personal and responsible development, and who know how to build and sustain collaborative and accountable cultures. Top development approaches will include networking opportunities, coaching, and mentoring. |
| 1. **Implementation**
 | Executive education is transformed from a focus on cognitive learning in the traditional off-site classroom to a holistic peer-to-peer, in-person, and virtual social learning community emphasizing participative involvement, one-to-one coaching, and application learning embracing innovation, culture change, collaboration, and diversity, and de-emphasizing technical competence, control, evaluative critique, and excessive approval seeking. Change management and measurement strategies that accompany implementation of executive education solutions will be essential in ensuring the business impact of executive education. |
| 1. **Overall**
 | Executive education is regularly measured for its impact on the business, specifically lagging and leading indicators including significant KPIs in all talent lifecycle processes (e.g., Internal promotion rate, turnover rate, engagement scores, time to productivity of new hires) as well as key business KPIs (e.g., Revenue, profit margin, defect rate). |

Entry Overview:

***Please make sure all information matches the online application.***

Entry Information

|  |  |
| --- | --- |
| **Entry Title** | (Insert text here) |
| Name of Entering Organization | (Insert text here) |
| \*Name of Helping Organization (Vendor) if submitted jointly: | (Insert text here) |
| \*OPTIONAL PR | (Insert text here) |
| Date | (Insert text here) |
| Brief Description of Entry (2-3 Sentences) | (Insert text here) |

Company Background (of entering organization, not the solution provider)

Insert company logo here

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (Insert text here) |
| Employees | (Insert text here) |
| Global Scale (Regions that you operate in or provide services to) | (Insert text here) |
| Customers/Output, etc. (Key customers and services offered)  | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

\*Optional: Company Background (of solution provider if submitted jointly)

Insert company logo here:

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
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| Customers/Output, etc. (Key customers and services offered)  | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

Budget and Timeframe

Please fill out the following grid with your best ability. You may offer an estimate or range for each. If this information is confidential or not applicable, enter N/A. Your entry will not be judged based on this information; however, this offers the judges a greater understanding of your entry, complexity, and/or maturity.

|  |
| --- |
| **Budget and Timeframe** |
| Overall budget | (Insert text here) |
| Number of (HR, Learning, Talent) employees involved with the implementation? | (Insert text here) |
| Number of Operations or Subject Matter Expert employees involved with the implementation? | (Insert text here) |
| Number of contractors involved with implementation | (Insert text here) |
| Timeframe to implement | (Insert text here) |
| Start date of the program | (Insert text here) |

Entry Details:

Judging Criteria 1: Strategic Understanding

Use this area to describe the business conditions and business needs that are the drivers of your organization’s executive development. Discuss a high-level description of your development program. Describe how your organization has a keen understanding of how to manage generational differences, how to lead in a global economy, how to leverage technology to develop leadership capability. What goals did you establish and were they achieved? Did this program tie into organizational objectives?

Details:

Judging Criteria 2: Design

Use this area to discuss the design of the executive development programs at your organization. What goals did you establish and were they achieved?

*Details:*

Judging Criteria 3: Proficiency

Use this area to discuss how your executive education provides executives social awareness, which are adaptive and critical thinkers, capable of making informed decisions with the capacity for personal and responsible development and enable them to know how to build and sustain collaborative and accountable cultures.

*Details:*

Judging Criteria 4: Implementation

Use this area to discuss how your executive education programs are implemented. Describe the change management efforts to ensure success.

*Details:*

Judging Criteria 5: Overall

Use this area to discuss the measurable benefits as seen by your organization. How do you measure ROI/impact and what were the results? How did you prioritize and identify what was important? Provide a summary of key findings. What lessons did you learn? What is next/future outlook?

Details: