Program Area: Talent Management

Category: Best Competency Management Strategy

The category Best Competency Management Strategy is for a written description of a workplace strategy and approach to developing a competency strategy and model that encompasses core competencies that are reflective of the organization’s culture and values, and leadership competencies, which shape the behaviors and traits that are required of leaders at all levels for successful performance.

Training, learning, talent, HR, or other related department can either enter 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**](mailto:awards@brandonhall.com)**. Do not send any applications via email, but only through the award application site.**

|  |  |
| --- | --- |
| **Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of these criteria below.** | |
| 1. **Strategic Alignment** | The organization has identified job roles and talent segments that are the highest priority for business success. The organization has identified the eligibility (skills, knowledge, certifications) and suitability (behaviors, traits, competencies, capabilities) factors that are required for success in all job roles and talent segments prioritizing key job roles and critical talent segments. |
| 1. **Design** | The competency strategy includes selection of a minimal number of a) core competencies and b) leadership competencies that drive acceleration of the organization’s business goals and align with the corporate culture. The core competencies are reflective of the organization’s culture and values. The leadership competencies shape the behaviors and traits that are required of leaders at all levels for successful performance. |
| 1. **Proficiency** | The competency model is matured by defining proficiency levels of mastery to each competency and in alignment with the level of the leader/employee who is expected to demonstrate mastery of the competency. |
| 1. **Implementation** | The organization implements the competency strategy within the broader talent management strategy using competency profiles and competency assessment. The organization successfully uses a competency model via competency profiles and competency assessment to improve job performance, better identification of training requirements, better results from recruiting, and facilitated succession management. |
| 1. **Overall** | The competency strategy is fully matured with well-documented business impact on 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 to 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** | |
| Headquarters | (Insert text here) |
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| 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) |

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 Alignment

Use this area to describe the business conditions and business needs that led your organization to develop the strategy and approach to developing a competency model.

Details:

Use this area to provide a description of the competency approach at your organization. Describe how your organization has identified job roles and talent segments that are the highest priority for business success.

What goals did you establish and were they achieved?

Details:

Judging Criteria 2: Design

Use this area to discuss the design of your competency strategy.

*Details:*

Judging Criteria 3: Proficiency

Use this area to discuss the proficiency levels of mastery to each competency, and in alignment with the level of the leader/employee.

*Details:*

Judging Criteria 4: Implementation

Describe how your organization implemented the competency strategy within the broader talent management strategy using competency profiles and competency assessment. Use this area to discuss the measurable benefits as seen by your organization.

*Details:*

Judging Criteria 5: Overall

Use this section to provide a summary of key findings. How did you prioritize and identify what was important? What lessons did you learn? What is next/future outlook?

Details: