Program Area: Talent Management

Category: Best Corporate Culture Transformation

The category **Best Corporate Culture Transformation** is for a written description of a workplace strategy to improve the corporate culture that includes greater career opportunities, increased team collaboration, and employee satisfaction, engagement, and retention.

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. **Fit to the Needs** | The strategy aligned to the business need and talent objectives of the organization. |
| 1. **Innovation** | The strategy included innovative ways to improve and positively transform the corporate culture across the organization. |
| 1. **Program Development and Delivery** | The approach offered multiple approaches to improve the corporate culture, including but not limited to employee satisfaction, engagement, mobility, sense of belonging, and retention. |
| 1. **Measurable Benefits** | There were significant measurable benefits and organizational outcomes from the strategy and solutions implemented to improve the corporate culture. |
| 1. **Overall** | Overall, focusing on improving corporate culture had a positive impact on employees and the performance of the organization. |

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) |
| 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) |

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: Fit to the Needs

*Use this area to describe the business conditions and business needs that led your organization to develop your strategy to improve corporate culture.*

Details:

Judging Criteria 2: Innovation

*Use this area to provide a description of your strategy to improve your corporate culture. How were you innovative?*

*Details:*

Judging Criteria 3: Program Development and Delivery

Use this area to discuss how your culture transformation strategy was communicated and implemented and how it aligned with other organizational objectives.

*Details:*

Judging Criteria 4: Measurable Benefits

*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?*

*Details:*

Judging Criteria 5: Overall

*Use this section to provide a summary of key findings. What lessons did you learn? What is the future outlook?*

Details: