Program Area: Talent Management

Category: Best Employee Value Proposition (EVP)

The category **Best Employee Value Proposition (EVP)** is for best practices in developing a formalized approach to EVP. The entry should describe the impact of the EVP on its organization. The EVP should include:

* Alignment of business goals, vision, mission, and talent and reward programs.
* Preparation, gathering, and analysis of data from engagement surveys and newly hired employees.
* Understanding of performance and development gaps and how they were addressed and improved.
* Effective communications.
* Results that improved business performance and productivity

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**](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. **Business Alignment** | The EVP effectively aligned to the organization’s business mission, vision, core values, business strategy, and talent strategy. The organization provides rewards for employee contributions in a fair manner. Organizational culture is collaborative. |
| 1. **Design** | The design of the EVP included the following components: Formation of an effective cross-functional team, alignment of the business goals, vision, mission, core values, business and talent strategies, and talent and reward programs.  The EVP components are well integrated with the organization’s other broader talent strategy.  And, the EVP is optimized regularly after reviewing and analyzing data gathered from engagement surveys, newly hired employees, and participants of development programs intended to close skill gaps. |
| 1. **Communication** | In addition to a well-designed and strategically aligned EVP, the organization’s senior leadership regularly communicates about the EVP, and offers clear messaging about EVP benefits to all employees and to constituents who are external to the organization. |
| 1. **Measurable Benefits** | The strategically well-aligned, well-designed, well-communicated EVP is consistently monitored and updated to gather new impact data while showing improved business performance and productivity. |
| 1. **Overall** | Overall, the EVP had a positive and quantifiable business impact on 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: Business Alignment

Use this area to describe the EVP at your organization. How does it effectively align with your organization’s business mission, vision, goals, and talent strategy?

Details:

Judging Criteria 2: Design

Use this area to discuss the design of your EVP.

*Details:*

Judging Criteria 3: Communication

Use this area to describe and discuss your communication process for effectively delivering your EVP to your organization.

*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? What were the success drivers?

*Details:*

Judging Criteria 5: Overall

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

Details: