



Brandon Hall Group™
EXCELLENCE
AWARDS®
2026

Excellence Awards Brochure

Technology Excellence Awards

For more details, payment information, a list of previous winners
and FAQ's, please visit

www.excellenceawards.brandonhall.com



Contact Us

Email: awards@brandonhall.com | Main Website: www.brandonhall.com

About the Excellence Awards

Now entering its 33rd year, the Brandon Hall Group™ Excellence Awards is the most prestigious awards program in the industry. Often called the “Academy Awards” by Learning, Talent and Business Executives, the program was one of the first of its kind when it debuted in 1993. The awards recognize the best organizations that have successfully developed and deployed programs, strategies, modalities, processes, systems, and tools that have achieved measurable results. We are honored to receive applications from organizations around the world ranging from small, medium, large, and global enterprises, to government, not-for-profits, and associations.

Human Capital Management

Open: Closed
Deadline: Closed
Announcements: August 13, 2026

Who should enter:

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

Technology

Open: April 20, 2026
Deadline: September 4, 2026
Announcements: December 3, 2026

Who should enter:

The Technology Program has a dedicated focus on entries from solution providers offering technologies to learning, talent management, talent acquisition, HR, workforce management and sales enablement organizations, as well as technology organizations and departments. Both can enter alone or jointly with their client organizations.

Education Technology

Open: April 20, 2026
Deadline: September 4, 2026
Announcements: December 3, 2026

Who should enter:

The EdTech Program has a dedicated focus on entries from innovative and cutting-edge trailblazers in education technology. This program is for K-12, Universities, Business Schools, Professional Development and Education Associations, Non-For-Profit, and Government Agencies.

Excellence in Action

Open: May 4, 2026
Deadline: September 25, 2026
Announcements: November 2026

Who should enter:

Excellence in Action is designed for organizations of all sizes and industries that prioritize employee feedback and strive to create inclusive, thriving workplaces. Whether you're a small startup or a multinational corporation, if you're dedicated to amplifying employee voices and driving positive change, this program is for you.

Awards FAQs

Are our entries kept confidential?

In the online entry form you are given the opportunity to decide whether or not you would like Brandon Hall Group to publish your entry. If you decide not to give permission for your entry to be published, please click "No" when asked if you are giving permission to publish when submitting your entry form. If you select "No" – the information you submit will be kept confidential and will not be published in our member center.

Can we enter if our program is still in development? Or only once completed? What if it's a new program that we just launched? What if it was launched some years ago (i.e. 2-3 years prior to the date we are entering for an award)?

While we do not have timing requirements for when a program is implemented or how long it must be in place, organizations are encouraged to submit once their programs have been in place long enough to show impact and measurable results. This is an important aspect of the judging criteria so it is critical that you can demonstrate the same before submittal.

Can I request an extension?

Please contact the program director Rachel Cooke at: awards@brandonhall.com to discuss an extension.

What language must the entry be written in?

All entries must be written in English.

How are winners selected?

Judges score each entry, and then the judging and scoring are reviewed by Brandon Hall Group's executive leadership team, led by Rachel Cooke. The level of the award is determined by the number of points. There is a point range for Gold, Silver, and Bronze. We don't grade on any kind of curve – the point total determines the award level. That is why in some categories, there may be several bronzes, and silvers, but fewer golds. Or if a category is particularly strong, maybe more golds than silver and bronze. And some categories may not have any winners.

What is the judging criterion?

Each category has its own judging criterion that is unique to the program area.

Each of the entries will need to show examples of the following:

- Design of the programs or technologies
- The use and objectives of the program
- Overall benefits and measurable results

Supporting graphics, demos, links and videos where appropriate
Please download our brochure for the full list of descriptions and judging criteria for each category.

If you have additional questions, please contact us at: awards@brandonhall.com.

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Download the Technology Excellence Awards entry form >>

LEARNING AND DEVELOPMENT TECHNOLOGY

Best Advance in AI and Machine Learning

The category **Best Advance in AI and Machine Learning** in the Learning and Development program is for a written description of technology that leverages AI and Machine Learning to personalize and contextualize learning based on individuals' objectives, preferences and learning styles.

Best Advance in Augmented and Virtual Reality

The category **Best Advance in Augmented and Virtual Reality** in the Learning and Development program is for a written description of technology that leverages augmented or virtual reality to create immersive artificial experiences that enable learners to apply knowledge, skills and competencies to address real-world situations.

Best Advance in Content Authoring Technology

The category **Best Advance in Content Authoring Technology** in the Learning and Development program is for a written description of technology built primarily to design, develop and create content used in training and learning experiences.

Best Advance in Content Management Technology

The category **Best Advance in Content Management Technology** in the Learning and Development program is for a written description of technology built primarily to assist in the management, administration, and/or dissemination of content used in training and learning experiences.

Best Advance in Education Delivered Through Technology

The category **Best Advance in Education Delivered Through Technology** in the Learning and Development program is for a description of a workforce learning program that was enabled or measurably improved by the technology through which it was designed and/or delivered.

Best Advance in Emerging Learning Technology

The category **Best Advance in Emerging Learning Technology** in the Learning and Development program is for a written description of how technologies were applied to improve the quality, depth, breadth or impact of learning in an organization.

Best Advance in Gaming or Simulation Technology

The category **Best Advance in Gaming or Simulation Technology** in the Learning and Development program is for a written description of technology that enables and facilitates experiential learning through serious games or real-world scenarios that enable learners to apply skills in a safe environment.

Best Advance in ILT Management and Delivery

The category **Best Advance in ILT Management and Delivery** in the Learning and Development program is for a written description of a technology that digitizes ILT resources into an engaging portal with robust instructor tools to manage courses and track progress. Their platform revolutionizes ILT through innovation, mobile-friendly, and data-driven.

Best Advance in Learning Management Measurement/Business Impact Tools

The category **Best Advance in Learning Management Measurement/Business Impact Tools** in the Learning and Development program is for a description of tools that enable and facilitate measurement of the impact of learning on business results. Functionality can include, but is not limited to, measurement of behavior change, KPIs and delivery of pre-learning assessments that identify knowledge or skill gaps and post-learning assessments that measure progress and identify next steps.

Best Advance in Learning Management Technology

The category **Best Advance in Learning Management Technology** in the Learning and Development program is for a description of development of technology that delivers measurable improvement in learning delivery and outcomes.

Best Advance in Learning Management Technology for Compliance Training

The category **Best Advance in Learning Management Technology for Compliance Training** in the Learning and Development program is for a written description of technology used primarily to facilitate or improve the quality of training focused on compliance with laws, regulations or policies critical to the organization.

Best Advance in Learning Management Technology for External Training

The category **Best Advance in Learning Management Technology for External Training** in the Learning and Development program is for a description of technology that facilitates or improves the quality of training designed for the extended enterprise, which includes, but is not limited to, contractors, resellers and customers.

Best Advance in Learning Management Technology for Small and Medium-Sized Businesses

The category **Best Advance in Learning Management Technology for Small and Medium-Sized Businesses** in the Learning and Development program is for a description of the development of technology that delivers measurable improvement in learning delivery and outcomes.

Best Advance in Mobile Learning Technology

The category **Best Advance in Mobile Learning Technology** is for a written description of technology that facilitates learning through mobile devices. The technology enables learners to solve learning scenarios and gain new skills and competencies through device based learning.

Best Advance in Performance Support Technology

The category **Best Advance in Performance Support Technology** in the Learning and Development program is for a written description of how an electronic performance support system or similar technology was used to provide just-in-time training or advice that enables users to apply knowledge to specific tasks or operations.

Best Advance in Performance Support Technology for Crisis Management

The category **Best Advance in Performance Support Technology for Crisis Management** for a Technology in the Learning and Development program is for a written description of a technology solution that helps provide tools and aids to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Social Learning Technology

The category **Best Advance in Social Learning Technology** in the Learning and Development Program is for a written description of technology that facilitates learning through virtual interactions between individuals, groups or teams. The technology enables learners to collaborate to solve learning scenarios and gain new skills and competencies by sharing knowledge, insights and experiences.

Best Advance in Software for a Training Company

The category **Best Advance in Software for a Training Company** is for a written description of technology that facilitates ILT and VILT. The technology enables learners to solve learning scenarios and gain new skills and competencies through event based learning.

Best Advance in Technology for Crisis Management

The category **Best Advance in Technology for Crisis Management** for a Technology in the Learning and Development program is for a written description of a technology solution that helps manage and enable a process to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Technology for Testing or Learning Evaluation

The category **Best Advance in Technology for Testing or Learning Evaluation** is for a written description of technology tools with features including user group creation, assessments for testing & quizing, tracking, analytics, reporting, and automation of processes.

Best Advance in Technology for Virtual-Classroom or Conferencing Technology

The category **Best Advance in Technology for Virtual-Classroom or Conferencing Technology** is for a written description of technology that facilitates learning through virtual conference solutions. The technology enables learners to collaborate with each other through live virtual events.

Best Advance in Unique Learning Technology

The category **Best Advance in Unique Learning Technology** in the Learning and Development program is for a written description of how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth or impact of learning.

Best Advance in Video for Learning

The category **Best Advance in Video for Learning** in the Learning and Development program is for a written description of technology that facilitates the use of video to create solutions that improve the applicability, impact and cost-effectiveness of learning.

Best Advance in a Generative AI Solution

The category **Best Advance in a Generative AI Solution** in the Technology Excellence Awards is for a written description of how generative AI was leveraged to improve processes, drive innovation, enhance stakeholder experiences, or drive significant business impact.

Best Advance in Generative AI Learning Solution

The category **Best Advance in Generative AI Learning Solution** in the Learning and Development program is for a written description of the technology that delivers personalized, adaptive content that transforms corporate training. Leveraging natural language processing, it creates tailored materials and learning paths to optimize knowledge retention and skill development. Seamlessly integrating with existing systems drives measurable improvements in learner outcomes and engagement.

Best Conversational AI for Employee Experience

The category **Best Conversational AI for Employee Experience** in the Learning and Development program is for advanced chatbots and virtual assistants that enhance employee service delivery.

Best Extended Reality for Workplace Learning

The category **Best Extended Reality for Workplace Learning** is in the Learning and Development program. While you have AR/VR categories, extended reality specifically for workplace applications (beyond educational settings) is evolving rapidly.

Best Skills Intelligence & Skills-Based Platforms

The category **Best Skills Intelligence & Skills-Based Platforms** is in the Learning and Development program. With the shift toward skills-based organizations, technology specifically designed to identify, validate, develop, and deploy skills across the enterprise is becoming increasingly important.

TALENT MANAGEMENT TECHNOLOGY

Best Advance in an Integrated Talent Management Platform

The category **Best Advance in an Integrated Talent Management Platform** in the Talent Management program is for a written description of software that assists in managing a variety of talent functions (including but not limited to recruitment, workforce planning, performance management, learning, career development, succession) in an integrated fashion that prevents the siloing of functions that must be aligned and coordinated to optimally leverage talent.

Best Advance in Career Management or Planning Technology

The category **Best Advance in Career Management or Planning Technology** in the Talent Management Technology program is for a written description of a Technology platform that enables processes for managing career succession of an organization's leadership, key talent, and employee workforce that supports an organizational vision and creates positive organizational outcomes.

Best Advance in Emerging Talent Management Technology

The category **Best Advance in Emerging Talent Management Technology** in Talent Management Technology program is for a written description of how technologies were applied to improve the quality, depth, breadth or impact of talent in an organization.

Best Advance in Employee Engagement Technology

The category **Best Advance in Employee Engagement Technology** in the Talent Management program is for a written description of technology that helps boost employee engagement in a variety of ways, including but not limited to facilitation of collaboration, recognition and rewards, social networking, gamification, communication and feedback, and workplace flexibility.

Best Advance in Leadership Simulation Tools

The category **Best Advance in Leadership Simulation Tools** in the Talent Management Technology program is for a written description of technology that enables and facilitates experiential leadership learning through serious games or real-world scenarios that enable learners to apply skills in a safe environment.

Best Advance in Online Coaching Tools

The category **Best Advance in Online Coaching Tools** in the Talent Management Technology program is for a written description of how new or enhanced technology platforms or software improved the capacity of employers to offer coaching to more employees and improved the quality and impact of coaching in the organization.

Best Advance in Online Mentoring Tools

The category **Best Advance in Online Mentoring Tools** in the Talent Management Technology program is for a written description of how new or enhanced technology platforms or software improved the capacity of employers to offer coaching to more employees and improved the quality and impact of coaching in the organization.

Best Advance in Performance Management Technology

The category **Best Advance in Performance Management Technology** in the Talent Management program is for a written description of how technology innovation improved the quality or expanded the scope of performance management and had a measurable business impact.

Best Advance in Performance Management Technology for Crisis Management

The category **Best Advance in Technology for Crisis Management** in the Talent Management Technology program is for a written description of a technology solution that helps manage and enable a process to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Social Talent Management Technology

The category **Best Advance in Social Talent Management Technology** in the Talent Management Technology program is for a written description of technology that facilitates collaboration through virtual interactions between individuals, groups or teams. The technology enables learners to collaborate to solve learning scenarios and gain new skills and competencies by sharing knowledge, insights and experiences.

Best Advance in Succession Management Technology and Tools

The category **Best Advance in Succession Management Technology and Tools** in the Talent Management program is for a description of software that facilitates a systematic approach to identifying, selecting and developing key employees to assume roles that are critical to an organization's current and future success.

Best Advance in Talent Management Measurement/Business Impact Tools

The category **Best Advance in Talent Management Measurement/Business Impact Tools** in the Talent Management program is for a description of tools that facilitate measuring the effectiveness of strategies and processes used to attract, develop, retain and deploy employees with the necessary competencies to meet an employer's current and future business needs.

Best Advance in Talent Management Technology for Small and Medium-Sized Businesses

The category **Best Advance in Talent Management Technology for Small and Medium-Sized Businesses** in the Talent Management Technology program is for a description of the talent management technology that delivers measurable improvement in talent management delivery and outcomes.

Best Advance in Technology for Crisis Management

The category **Best Advance in Technology for Crisis Management** for a Technology in the Learning and Development program is for a written description of a technology solution that helps manage and enable a process to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Unique Talent Management Technology

The category **Best Advance in Unique Talent Management Technology** in Talent Management Technology program is for a written description of how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth or impact of talent.

Best Generative AI Talent Management Technology

The category **Best Generative AI Talent Management Technology** in the Talent Management program is for a written description of the technology that harnesses the power of natural language processing to revolutionize the way organizations identify, develop, and retain top talent. By generating personalized insights and recommendations; the platform empowers HR leaders to make data-driven decisions that optimize employee performance, engagement, and career growth.

Best AI-Powered Talent Intelligence Platform

The category **Best AI-Powered Talent Intelligence Platform** in the Talent Management program is for solutions that leverage AI to provide insights on talent trends, labor markets, and workforce planning.

Best Employee Experience Platforms (EXP)

The category **Best Employee Experience Platforms (EXP)** is in the Talent Management program. These comprehensive platforms are emerging as a distinct category from traditional talent management systems, focusing on holistic employee journeys across the enterprise.

Best Internal Talent Marketplaces

The category **Best Internal Talent Marketplaces** is in the Talent Management program. Technology that facilitates project-based work, gig assignments, and internal mobility could warrant its own category separate from career management.

Best Skills Matching & Career Navigation

The category **Best Skills Matching & Career Navigation** in the Talent Management program is for solutions using AI to match employees to opportunities based on skills profiles.

Best Talent Intelligence Platforms

The category **Best Talent Intelligence Platforms** is in the Talent Management program. AI-powered platforms that combine internal and external data for workforce planning and talent acquisition deserve specific recognition.

Best Use of Generative AI for Employee Development

The category **Best Use of Generative AI for Employee Development** is in the Talent Management program. Recognizing solutions using generative AI to create personalized learning content, development plans, and coaching.

TALENT ACQUISITION TECHNOLOGY

Best Advance in Candidate Assessments Technology

The category **Best Advance in Candidate Assessments Technology** in the Talent Acquisition program is for a written description of technology that has a measurable positive impact on assessing the skills, competencies, aspirations, behavior traits or other qualities and capabilities that help organizations make hiring decisions.

Best Advance in Candidate Experience Management Technology

The category **Best Candidate Experience Management Technology** in the Talent Acquisition program is for a written description of how the solution improves the candidate experience. The entry should detail how the solution incorporates social, mobile, and video technologies to help build talent communities to connect, engage, and develop relationships.

Best Advance in Emerging Talent Acquisition Technology

The category **Best Advance in Emerging Talent Acquisition Technology** in the Talent Acquisition program is for a written description of their innovative use of augmented writing to rewrite job posts for maximum diversity and inclusion. The solution leverages AI to analyze and modify language, removing biased wording to attract a broader range of candidates. The application use of new technology promotes fairness and mitigates bias in recruiting.

Best Advance in Employee Referral Technology

The category **Best Advance in Employee Referral Technology** in the Talent Acquisition program is for a written description of the technology that helps simplify and optimize referrals with an intuitive interface, automated matching algorithms, and data-driven tools to identify and prompt top advocates.

Best Advance in Mobile Talent Acquisition Technology

The category **Best Advance in Mobile Talent Acquisition Technology** in the Talent Acquisition program is for a written description of a user-friendly app that allows candidates to easily search for open positions, submit resumes and applications, schedule interviews, and communicate with recruiters from their smartphones or tablets. This app should transform the way companies attract and engage talent.

Best Advance in Onboarding Technology

The category **Best Advance in Onboarding Technology** in the Talent Acquisition program is for a written description of a technology platform for onboarding new employees into the organization. The solution enabled the strategy and process to make onboarding effective and efficient.

Best Advance in Recruitment Marketing Technology

The category **Best Recruitment Marketing Technology** in the Talent Acquisition program is for a written description of the technology that effectively delivers recruitment marketing processes. The solution offers marketing recruiting tools to enable strategy and process of brand messaging through various channels while measuring the effectiveness and impact.

Best Advance in Recruitment Process Outsourcing (RPO) Technology

The category **Best Advance in Recruitment Process Outsourcing (RPO) Technology** in the Talent Acquisition program is for a written description of the technology for their AI-powered recruiting solution explicitly designed for enterprise-level hiring. The platform optimizes end-to-end recruiting with predictive analytics, automated workflows, and integrated chatbots that provide transparency into KPIs like time-to-fill and source of hire.

Best Advance in Social Talent Acquisition Technology

The category **Best Advance in Social Talent Acquisition Technology** in the Talent Acquisition program is written description of the technology that enables hiring processes using social technologies. The technology helps manage the hiring process and effectively acquire the best types of people based on competencies and corporate alignment.

Best Advance in Sourcing Technology

The category **Best Recruitment Marketing Technology** in the Talent Acquisition program is for a written description of the technology that effectively delivers recruitment marketing processes. The solution offers marketing recruiting tools to enable strategy and process of brand messaging through various channels while measuring the effectiveness and impact.

Best Advance in Talent Acquisition Technology

The category **Best Advance in Talent Acquisition Technology** in the Talent Acquisition program is for a written description of best practices for leveraging technology in hiring. More specifically, leaders should be able to manage the hiring process and effectively acquire suitable types of people based on competencies and corporate alignment enabled through the platform.

Best Advance in Talent Acquisition Technology for Small and Medium-Sized Businesses

The category **Best Advance in Talent Acquisition Technology for Small and Medium-Sized Businesses** in the Talent Acquisition program is for a written description of their end-to-end recruiting platform designed for lean, high-growth companies. The unified solution simplifies everything from job posting to offer letters with tailored tools optimized for efficient hiring. Machine learning matches candidates to roles, while self-service portals drive candidate engagement on a limited budget. Their platform empowers strategic recruiting regardless of size.

Best Advance in Unique Talent Acquisition Technology

The category **Best Advance in Unique Talent Acquisition Technology** in the Talent Acquisition program is for a written description how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth of hiring diverse talent.

Best Generative AI Talent Acquisition Technology

The **Best Generative AI Talent Acquisition Technology** category in the Talent Acquisition program is for a written description of the technology, revolutionizing the hiring process through personalized candidate engagement and data-driven insights leverage natural language processing; the platform generates customized job descriptions, screening questions, and personalized outreach to attract top talent. By optimizing the candidate experience and identifying the best-fit applicants, this innovative solution helps organizations build high-performing, diverse teams that drive business success.

HUMAN RESOURCES/WORKFORCE TECHNOLOGY

Best Advance in Assessment and Survey Technology

The category **Best Advance in Assessment and Survey Technology** in the Human Resources Technology program is for a written description of a solution that captures real-time employee feedback through pulse surveys, analyzing text with a natural language process (NLP) to generate insights. Advanced analytics quantify engagement drivers and emerging risks so leaders can take targeted action.

Best Advance in Compensation and Benefits and/or Payroll Administration

The category **Best Advance in Compensation and Benefits and/or Payroll Administration** in the Human Resources Technology program is for a written description of a highly configurable system that condenses complex compensation and benefits processes into a single integrated solution. Smart workflows and automation streamline payroll processing while robust analytics provide strategic insights.

Best Advance in Emerging HR or Workforce Management Technology

The category **Best Advance in Emerging HR or Workforce Management Technology** in the Human Resources Technology program is for a written description how newly developed or newly enhanced technologies were applied to improve the quality, depth, breadth or impact of HR and/or workforce management programs, initiatives or services.

Best Advance in HR or Workforce Management Technology for Small and Medium-Sized Businesses

The category **Best Advance in HR or Workforce Management Technology for Small and Medium-Sized Businesses** in the Human Resources is for a written description of an all-in-one HR platform designed for agile growth companies. The unified solution streamlines onboarding, time tracking, payroll, benefits admin, performance management, and other critical HR functions through easy-to-use tools optimized for SMBs.

Best Advance in HR Predictive Analytics Technology

The category **Best Advance in HR Predictive Analytics Technology** in the Human Resources Technology program is for a written description of the technology that leverages AI and machine learning to uncover actionable insights from HR data. Advanced statistical models and techniques identify trends and patterns to predict key workforce metrics from performance to retention.

Best Advance in Rewards and Recognition Technology

The category **Best Advance in Rewards and Recognition Technology** in the Human Resources Technology program is for a written description of a next-generation employee recognition platform. The solution utilizes advanced natural language processing to detect achievement and praise in employee communications. It can automatically trigger rewards like gift cards, trophies, and company social feed postings.

Best Advance in Technology for Readapting to the Workplace and Workplace Culture

The category **Best Advance in Technology for Readapting to the Workplace and Workplace Culture** in the Human Resources in Technology program is for a written description of how technology enabled employees to adjust to changes in how, where and when work is done and any corresponding changes to workplace culture, communication or organization.

Best Advance in Time and Labor Management (time and attendance, scheduling, absence and leave management, compliance, self-service)

The category **Best Advance in Time and Labor Management in the Human Resources Technology** program is for a written description of an innovative timekeeping and scheduling platform. The solution leverages AI and advanced analytics to simplify everything from clocking in and out to shift swapping. Real-time data provides insights to optimize staff allocation, while self-service tools drive employee engagement.

Best Advance in Unique HR or Workforce Management Technology

The category **Best Advance in Unique HR or Workforce Management Technology** in Human Resources Technology program is for a written description of how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth or impact of Human Resources.

Best Generative AI Human Resource Technology

The **Best Generative AI Human Resource Technology** category in the Human Resource program is for a written description of the technology, which leverages advanced language models to transform the employee experience. By generating personalized recommendations, automated content, and data-driven insights, the platform streamlines HR processes, enhances talent management, and empowers employees to reach their full potential. This innovative solution drives measurable improvements in workforce productivity, retention, and strategic human capital alignment.

Best AI for Diversity, Equity & Inclusion

The **Best AI for Diversity, Equity & Inclusion** category is in the Human Resource program. Specifically for AI tools detecting and mitigating bias in hiring, promotion, and other talent processes.

Best AI for Employee Sentiment Analysis

The **Best AI for Employee Sentiment Analysis** category in the Human Resource program is for recognizing technology that uses AI to analyze and act on employee feedback and sentiment.

Best AI for Workforce Planning & Optimization

The **Best AI for Workforce Planning & Optimization** category in the Human Resource program is for solutions using predictive models to optimize workforce deployment and planning.

Best Innovation in AI-Human Collaboration Tools

The **Best Innovation in AI-Human Collaboration Tools** category in the Human Resource program is for highlighting technologies that enhance how humans and AI systems work together.

Best Use of AI for Workplace Wellness & Mental Health

The **Best Use of AI for Workplace Wellness & Mental Health** category in the Human Resource program is for AI solutions that support employee wellbeing, stress management, and mental health.

Best Workforce Intelligence & People Analytics

The **Best Workforce Intelligence & People Analytics** category is in the Human Resource program. While you have HR Predictive Analytics, a broader category focused specifically on workforce intelligence platforms might be valuable as organizations increasingly rely on data-driven decision making.

SALES ENABLEMENT TECHNOLOGY

Best Advance in Client Acquisition and Retention Technology

The **Best Advance in Client Acquisition and Retention Technology** in the Sales Enablement program is for a written description of the technology for sales technologies designed to optimize client acquisition and retention. Nominees should demonstrate how they identify high-value prospects and provide insights to develop them into long-term customers. The ideal submission will showcase AI-powered capabilities to segment markets, predict buyer needs, and personalize outreach for faster deal cycles. Submissions should highlight tools to strengthen existing customer relationships through loyalty programs, education, and engagement.

Best Advance in Client Relationship Management Automation

The category **Best Advance in Client Relationship Management Automation** in the Sales Enablement program is for a written description of the technology for innovation in CRM platforms that automate and optimize sales, marketing, and customer engagement workflows. Nominees should demonstrate how advanced AI and automation capabilities help teams manage relationships more efficiently throughout the customer lifecycle. The ideal submission will showcase intuitive features that centralize CRM data and provide actionable insights to strengthen customer connections. Submissions should highlight how the solution empowers teams across departments to work more collaboratively for increased productivity and performance.

Best Advance in Mobile Sales Enablement and Performance Tools

The category **Best Advance in Sales Enablement and Performance Tools** in the Sales Enablement program is for a written description of the technology for innovation in sales enablement platforms and sales performance analytics tools designed to maximize sales productivity. Nominees should demonstrate how they provide sales teams with the strategies, messaging, content, training, and insights needed to have more effective customer conversations. The ideal submission will showcase how the solution helps sales organizations achieve revenue goals by equipping reps with the skills to succeed. Submissions should highlight advanced capabilities to track KPIs, identify coaching opportunities, deliver hyper-targeted content, and analyze interactions.

Best Advance in Sales Enablement and Performance Tools

The category **Best Advance in Mobile Sales Enablement and Performance Tools** is for a written description of the technology for innovation in mobile sales enablement and performance platforms designed to power sales through smartphones and tablets. Nominees should demonstrate optimized and responsive mobile capabilities that provide sales reps with the content, training, coaching, and insights they need anytime, anywhere. The ideal submission will showcase how the mobile solution helps reps effectively engage customers with dynamic sales collateral, interactive presentations, and more. Submissions should highlight mobile-first features that drive adoption and utilization among field sales teams.

Best Advance in Sales Enablement Technology for Small and Medium-Sized Businesses

The category **Best Advance in Sales Enablement Technology for Small and Medium-Sized Businesses** in the Sales Enablement program is for a written description demonstrating affordable capabilities in technology scaled for SMB sales organizations seeking to maximize limited resources. The ideal submission will showcase robust features offered at accessible price points for companies with constraints on budget, IT, infrastructure, and staffing. Submissions should highlight flexible tools with seamless integration and low-lift adoption for SMB sales reps and leaders.

Best Advance in Emerging Sales Enablement Technology

The category **Best Advance in Emerging Sales Enablement Technology** is for a written description of the technology for excellence and innovation in new, pioneering sales enablement technologies that represent the future of sales performance. Nominees should demonstrate cutting-edge capabilities that push boundaries and establish new best practices. The submission should showcase how it leverages new techniques or technology breakthroughs to transform sales workflows, methodologies, and productivity.

Best Advance in Sales Training Online Application

The category **Best Advance in Sales Training Online Application** in the Sales Enablement program is for a written description of the technology for online sales training platforms designed to develop critical selling skills. Nominees should demonstrate how interactive, engaging online learning tools are advancing sales training for improved performance. The ideal submission will showcase course offerings that align training to each rep's strengths, weaknesses, and role. Submissions should highlight capabilities like skills assessments, microlearning, gamification, simulations, and metrics to track adoption.

Best Advance in Unique Sales Enablement Technology

The category **Best Advance in Unique Sales Enablement Technology** in the Sales Enablement program is for a written description of the technology for excellence and innovation in creative sales enablement solutions that showcase unique, one-of-a-kind approaches. Nominees should demonstrate exceptionally novel applications of technology or methodology to empower sales teams. The ideal submission will highlight how its innovative techniques produce game-changing outcomes. Submissions should showcase how the solution pushes boundaries and reimagines sales enablement unlike anything before.

Best Generative AI Sales Enablement Technology

The **Best Generative AI Sales Enablement Technology** category in the Sales Enablement program is for a written description of the technology empowering sales teams to deliver personalized, high-impact customer engagements, leveraging advanced language models, the solution automatically generates tailored sales content, personalized prospect communications, and data-driven insights to optimize the sales process. By enhancing sales productivity, win rates, and customer satisfaction, this innovative technology drives measurable revenue growth and competitive advantage.

FUTURE OF WORK TECHNOLOGY

Best Advance in Business Automation

The category **Best Advance in Business Automation** in the Future of Work program is for a written description of technology that combines RPA, AI, and advanced analytics to automate high-volume, repetitive tasks across HR, accounting, customer service, and other business functions. The low-code solution allows non-technical users to build bots and enables end-to-end automation of workflows. The innovative platform drives digital transformation and quick ROI.

Best Advance in Business Strategy and Technology Innovation

The category **Best Advance in Business Strategy and Technology Innovation** in the Future of Work program is for a written description of technology offering cloud, mobility, and disruptive technologies to reimagine their traditional brick-and-mortar business model.

Best Advance in AI for Business Impact

The category **Best Advance in AI for Business Impact** is for a written description of technology that leverages AI and Machine Learning to meet an organizations current and future business objectives.

Best Advance in Technology Innovation for the Remote Workforce

The category **Best Advance in Technology Innovation for the Remote Workforce** in the Future of Work program is for a description of technology that provides, facilitates or enhances one or more elements of employee experience specifically for remote workers (those primarily working away from a traditional work site).

Best Advance for Leading Under a Crisis

The category **Best Advance for Leading Under a Crisis** in the Future of Work program is for technologies that can help disrupt workforces globally by providing tools to support rapidly enabled remote work while ensuring productivity and connection. Examples of technologies may include:

- Virtual collaboration
- AI-driven health monitoring
- Predictive analytics empowered data-driven decisions and workforce agility under uncertainty and others

Best Advance in Corporate Wellbeing Technology

The category **Best Advance in Corporate Wellbeing Technology** in the Future of Work program is for a written description of technology that equips employers with tools to organize, manage and administer wellness and wellbeing programs. This includes, but is not limited to, software that encourages employees to take a proactive approach to their physical, emotional or financial health and provides input and feedback that informs or inspires employees' choices about their wellness and wellbeing.

Best Advance in Social Impact Innovation

The category **Best Advance in Social Impact Innovation** in the Future of Work program is for a written description of technology or tools that organizations create and use to facilitate improvement of the welfare and well-being of individuals, groups, or communities external to the organization.

Best Advance in Diversity and Inclusion Innovation

The category **Best Advance in Diversity and Inclusion Innovation** in the Future of Work program is for a written description of the technology of a groundbreaking inclusive hiring platform. The technology mitigates unconscious bias by removing demographic identifiers from resumes and profiles before hiring managers review them. Advanced analytics further enhance equitable hiring by optimizing job ads and referrals for diversity.

Best Advance in Generative AI for Business Impact

The category **Best Advance in Generative AI for Business Impact** in the Future of Work program is for a written description of technology that leverages AI and Machine Learning to meet an organization's current and future business objectives.

Best AI Ethics & Governance Solution

The category **Best AI Ethics & Governance Solution** in the Future of Work program is for recognizing platforms that help organizations ensure ethical use of AI in HR processes and decision-making.

Best Digital Adoption Platforms

The category **Best Digital Adoption Platforms** is in the Future of Work program. Technologies that provide in-app guidance and workflow support are becoming essential as organizations implement complex enterprise applications.

Best Ethical AI & Responsible Technology

The category **Best Ethical AI & Responsible Technology** in the Future of Work program is a category recognizing solutions designed with ethical AI principles and responsible innovation practices would align with growing emphasis on these concerns.