**Excellence in Action Awards Program**

**Category: Employer Branding**

Description: The category **Employer Branding** recognizes organizations that excel in creating and maintaining a compelling employer brand as rated by their own employees. This program celebrates companies that successfully align their external employer brand promise with the actual employee experience.

**Submission Form**

**Company Information**

|  |  |
| --- | --- |
| Company Name |  |
| Year Founded |  |
| Industry |  |
| Number of Employees |  |
| Primary Headquarters |  |
| Website |  |

**Contact Information**

|  |  |
| --- | --- |
| Primary Contact Name |  |
| Title |  |
| Email Address |  |
| Telephone Number |  |

**Employer Branding Initiatives:** Please provide details of your employer branding strategy such as:

|  |  |
| --- | --- |
| Brand ambassador programs | Company culture communication |
| Social media presence | External partnerships |
| Employee advocacy initiatives | Alumni network |
| Recruitment marketing | Employer value proposition |
| Candidate experience | Digital presence management |

|  |
| --- |
| DETAILS:  |

**Measurable Impact:** Please provide details on the measurable impact that the above- described project / program / process has had on your employees, company culture, business initiatives and business objectives (up to 400 words):

|  |
| --- |
| DETAILS:  |

**Key Metrics:** Please provide details of relevant metrics for the past 12 months, including the following:

|  |
| --- |
| Candidate application rate:  |
| Glassdoor/review site ratings:  |
| Offer acceptance rate:  |
| Candidate satisfaction/Net Promote Score :  |
| Other metrics: |

**Employee Testimonials / Video Testimonials:** Please provide 2 to 3 employee testimonials, either written or video, that feature authentic employee statements outlining how your program / project / process has provided an enriched employee experience, aligned with business objectives and fostered a people-centric culture.

Each video should be 60 to 90 seconds in length and be in MP4 format. Each written testimonial should be 150 to 250 words.

Each testimonial, whether written or video, should include diverse perspectives, and highlight specific examples of successful programs, processes and/or projects. Please provide contact details for each person providing a testimonial / impact statement.

|  |
| --- |
| Contact Information for Testimonial Video or Written Statement (Required): |
| Contact Information for Testimonial Video or Written Statement (Required): |
| Contact Information for Testimonial Video or Written Statement (Optional): |

**Organizational Impact Stories:** Share specific examples of how your program / project / process has positively impacted your organization.

Responses can be written (400 words or less) or video (60-90 seconds in length in MP4 format / 1080p preferred).

|  |
| --- |
| Impact Story (Video or Written)  |

**Awards & Recognition:** List of any relevant workplace awards or recognition received in the past 3 years:

|  |
| --- |
|  |
|  |
|  |