



Brandon Hall Group™
HCM EXCELLENCE 26

WINNER RECOGNITION KIT

CONGRATULATIONS

On Your 2026

HCM EXCELLENCE AWARD®



A Message From Brandon Hall Group™

Your Achievement, Recognized.



Congratulations on earning a Brandon Hall Group™ HCM Excellence Award®. Your achievement represents more than recognition—it is independent validation that your organization has demonstrated excellence through measurable business impact, innovation, and execution. This toolkit provides everything you need to celebrate, promote, and maximize your award.

30+

YEARS RECOGNIZING HCM
EXCELLENCE

10,000+

ORGANIZATIONS TRUST OUR
RESEARCH

Independent

PANEL REVIEW OF EVERY
SUBMISSION

The Story Behind the Recognition

Why This Award Matters

For more than 30 years, the Brandon Hall Group™ HCM Excellence Awards® have recognized organizations that are shaping the future of Human Capital Management.

Over time, the program has become widely regarded as the “**Academy Awards of Human Capital Management**” for its longevity, independent evaluation, and commitment to recognizing measurable excellence. Organizations around the world aspire to earn this distinction because it represents more than innovation. It recognizes initiatives that demonstrate meaningful business impact, thoughtful execution, and measurable results.

Each submission is evaluated by an independent panel of Brandon Hall Group™ analysts, industry experts, and experienced practitioners using consistent criteria that assess business need, program design, innovation, adoption, and organizational impact. Winning a Brandon Hall Group™ HCM Excellence Award® signifies that your organization's work stands among the industry's most successful and influential initiatives.

Whether you are sharing your achievement with employees, customers, partners, or prospects, your award provides credible, third-party recognition that reinforces your organization's commitment to excellence.

Amplify Your Achievement

Making the Most of Your Award

Your HCM Excellence Award® is more than a recognition of past achievement. It is a powerful way to build credibility, celebrate your team, strengthen your brand, and showcase your organization's commitment to innovation and business performance.

By celebrating your achievement broadly, you not only recognize the people behind the initiative, but also demonstrate your organization's commitment to excellence and continuous improvement.

We encourage you to share it everywhere it counts:



Press
Releases



Executive
LinkedIn Posts



Customer
Newsletters



Recruiting
Materials



Internal
Comms



Sales
Presentations



Industry
Events



Website &
Email Signatures

Templates You Can Use Today

Press Release Guidelines

Recommended Headlines

- [Company Name] Receives Brandon Hall Group™ Excellence Award®
- [Company Name] Recognized with Brandon Hall Group™ Gold HCM Excellence Award® for Excellence in [Category]

Suggested Opening Paragraph

“[Company Name] has been recognized with a Brandon Hall Group™ Gold HCM Excellence Award® in the [Award Category] category for its [Program Name]. The HCM Excellence Awards® recognize organizations that successfully develop and deploy programs, strategies, technologies, and solutions that deliver measurable business results and advance excellence in Human Capital Management.”

Tell Your Story

- Describe the business challenge.
- Explain why the initiative was created.
- Highlight innovation and differentiators.
- Share measurable business outcomes and adoption measures.
- Recognize the people and partners behind the initiative.

Executive Quote Example

"This recognition reflects our team's commitment to creating meaningful experiences while delivering measurable business results. We are honored to receive this recognition from Brandon Hall Group™ and proud of everyone who contributed to this achievement."

Pre-Approved Quotes

Voices from Brandon Hall Group™

Approved quotes from Brandon Hall Group™ leadership - ready to insert directly into your press release or social content.

"Every year, the HCM Excellence Awards® remind us that innovation is ultimately about impact. The organizations recognized this year have demonstrated that great HR and learning strategies don't just improve programs, they strengthen organizations, empower people and deliver measurable business results. We are honored to celebrate their achievements."

Rachel Cooke, COO of Brandon Hall Group™ and HCM Excellence Awards® Program Leader

"The HCM Excellence Awards® have become the most recognized benchmark for excellence in human capital management because organizations know they are earned, not given. Every winning program has demonstrated measurable impact, innovation, and execution through one of the industry's most rigorous evaluation processes. We are proud to recognize the organizations setting the standard for the future of work."

Mike Cooke, CEO, Brandon Hall Group™



Optional Boiler Plate to Include In Your Press Release

About Brandon Hall Group™

For more than 30 years, we have helped organizations transform workforce performance into measurable business results. We combine independent research, proven practices from award-winning organizations, benchmarking, strategic advisory, and the collective intelligence of a global executive community to help leaders make better decisions with greater confidence.

Our Workforce Excellence Intelligence is built on evidence, not opinion. By continuously studying leadership, learning, talent, human resources, artificial intelligence, and the future of work, we identify what drives exceptional organizational performance—and translate those insights into practical frameworks, benchmarks, and guidance that organizations can apply immediately.

More than 10,000 organizations worldwide—including many of the world's leading employers and Human Capital Management solution providers—have engaged with Brandon Hall Group through our research, advisory services, Excellence Councils, Institute, certifications, and the globally recognized HCM Excellence Awards®. Together, they create one of the industry's richest ecosystems of workforce knowledge, best practices, and proven results.

Our purpose is to make Workforce Excellence achievable for every organization and establish it as the global standard for organizational success.

Share Your Achievement

Social Media Guidelines

Celebrate your award across LinkedIn, X, Facebook, Instagram, newsletters, blogs, recruiting materials, and internal communications.



**LinkedIn/Facebook/
Instagram:**
@BrandonHallGroup
X: @BrandonHallGrp
Hashtag: #BHGAwards



Sample Company Post

We're proud to announce that [Company Name] has received a Brandon Hall Group™ Gold HCM Excellence Award® in the [Award Category] category for [Program Name]. This recognition reflects our commitment to delivering innovative people strategies that create measurable business impact. Congratulations to everyone who helped make this achievement possible. Learn more: [Link]
#BHGAwards

Sample Partner Post

Congratulations to our customer, [Customer Name], on receiving a Brandon Hall Group™ HCM Excellence Award®. We're honored to have partnered on this award-winning initiative. #BHGAwards

Sample Executive Post

I'm incredibly proud of our team for earning a Brandon Hall Group™ Gold HCM Excellence Award®. This recognition belongs to everyone who contributed to [Program Name] and helped transform a great idea into measurable business results.
#BHGAwards

Best Social Practices

- Use the official awards medal
- Share photos or video when possible
- Recognize your team
- Highlight measurable business impact
- Link to your press release or the official Winners webpage

Keep It Consistent

Brand Standards

A few simple rules to keep every winner's recognition consistent, credible, and unmistakably earned.

DO

- ✓ Use your official Gold, Silver, or Bronze award medal
- ✓ Refer to "Brandon Hall Group" (not "Brandon Hall")
- ✓ Include your award category and level
- ✓ Use the official Brandon Hall Group™ boilerplate

DON'T

- ✗ Modify the medal artwork
- ✗ Describe your award as "best," "top," or "#1"





Everything In One Place

Winner Resources

Click any link below to go straight there. Your certificate, badge, plaque, and conference registration are ready whenever you are.



Official Winners Webpage

See your organization listed among this year's honorees.



Award Certificate & Badge

Download your official certificate and digital badge.



Award-Winning Plaque

Order a keepsake plaque like the ones shown here to display with pride.



Conference Registration

Reserve your seat at the HCM Excellence Conference.



Press Release Guideline & Template

Included in this kit - see Press Release Guidelines.



Social Media Guideline & Graphic Template

Included in this kit - see Social Media Guidelines.

JAN
26-28
2027

Save the Date

Celebrate at the HCM Excellence Conference

Award winners are invited to celebrate their achievement during the HCM Excellence Conference January 26-28, 2027.

- 1 Walk across the stage during the Awards Ceremony.
- 2 Receive your trophy from Mike Cooke, Rachel Cooke, and Michael Rochelle.
- 3 Receive a professional Step & Repeat photograph.
- 4 Network with award winners, analysts, and HR executives.
- 5 Attend keynotes, analyst-led sessions, and executive networking events.

Note: On-stage recognition is reserved for registered conference attendees.



Watch: See What's in Store

Learn more and register:
excellenceconference.brandon
hall.com



Beyond the Award

Continue Your Excellence Journey

Winning a Brandon Hall Group™ HCM Excellence Award® is more than recognition. It reflects your organization's commitment to excellence and marks the beginning of an ongoing journey with Brandon Hall Group™. Through independent research, executive advisory, capability development, and a global community of HR leaders, we help organizations continue building stronger workforce strategies and better business outcomes.

Independent Intelligence

Access research, strategy briefs, benchmarking intelligence, award-winning case studies, and practical frameworks that help leaders evaluate priorities, reduce execution risk, and make confident workforce decisions.



Executive Advisory

Engage directly with Brandon Hall Group™ analysts for objective guidance on workforce strategy, technology investments, organizational capability, and emerging trends. Our advisory services provide an independent perspective informed by research, market intelligence, and proven practices.



Capability Development

Strengthen your organization through professional learning and industry-recognized certifications designed to build expertise across today's most important Human Capital Management disciplines. Learning experiences combine research, practical application, and proven methodologies to support continuous development.



Executive Community

Connect with peers through the Brandon Hall Group™ Institute, Excellence Councils, webinars, roundtables, and executive events where HR, Talent, Learning, and Leadership professionals exchange ideas, discuss emerging challenges, and learn from one another.



Excellence is not a destination. It is a commitment to continuous improvement. Brandon Hall Group™ is proud to support organizations as they continue advancing human capital excellence through independent research, executive advisory, professional development, benchmarking, and peer collaboration.