

The Excellence in Practice Awards Application

*What you need to know to create
a strong entry*



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Manager, ATD Awards



Agenda

- Introduction to Awards program
- Overview of rules for application
- Application walk through
- What differentiates winning applications

Background of the Excellence in Practice Awards

- Established as a way for ATD to honor practices and initiatives from the entire scope of talent development
- Purpose is to recognize and promote excellence
 - Shared learning
 - Honored at Awards Ceremony during ATD International Conference & Exposition
 - Featured in ATD publications

Eligibility



Applicants do not need to be ATD members.



The Excellence in Practice program is for internal talent development practices and initiatives that organizations use to enhance and develop the knowledge, skills, and capabilities of their employees.



Practices must be fully implemented to be considered. Pilot programs are NOT eligible for review. By "fully implemented" it means the practice should be in place at least 2 years, including its pilot launch phase.

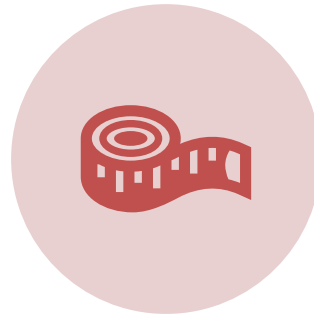


Previous Award winners may resubmit their practice in the same category five years after winning an Excellence in Practice Award. The expectation is that significant enhancements would be made to the practice if it is resubmitted.

Introduction to the Excellence in Practice Awards



TIME IN
PRACTICE



MEASURABLE,
SUSTAINABLE
RESULTS



PROVEN
METRICS

Introduction to the Excellence in Practice Awards

Review process:

- Every application is reviewed by a panel of industry experts
- Applications are scored; panel convenes to discuss merits of application.
- Panel makes recommendation for status
- All entries designated for Award consideration go to a second review panel



Introduction to the Excellence in Practice Awards



Review process – continued...



2nd review team conference call



Final determination made

13 Practice Categories

1. Career Development
2. Coaching and Mentoring
3. Change Management
4. Customer Service Training
5. Diversity and Inclusion (including Cultural Competence)
6. Integrated Talent Management
7. Leadership/Management Development
8. Learning and Development
9. Learning Technologies
10. Managing the Learning Function
11. Onboarding
12. Performance Improvement/Performance Consulting
13. Sales Enablement

Practice Categories



A Practice can be entered in one category, but multiple practices may be submitted (application fee applies to each entry).

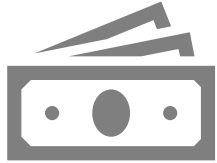


Make sure to edit the application and align with category focus.



Sometimes a practice may be able to fit in more than one category; pick one most appropriate

ROE: Rules of Engagement



\$125 application
fee, per entry



Can submit
multiple entries; a
practice cannot be
submitted in more
than category



The application fee
applies to EACH
category

ROE: Rules of Engagement

Use the online application portal

- Background information
- Utilize the Word version of the application to prepare your application before you enter it online
- In the application portal you can download a PDF of your completed app
- See instructions on www.td.org/eip



DEADLINE: August 14, 2020

ROE: Rules of Engagement

- **Do NOT include any references to your organization's name or learning staff in your application.**
 - The review of your entry will be blind and judges should not see the name of your organization/company or staff anywhere in this entry. Applications that include information that reveals the company identity may be disqualified.
- If the practice name includes the company name, rename the practice to something generic. For example "The ATD Learning System" would be called "The COMPANY Learning System" on this application.



ROE: Rules of Engagement



Please note word limits where indicated.



You may designate parts of your answer **NFP** (not for publication) if you are including information that should not be shared publicly if your practice is chosen as a winner.



Make sure any metrics you share are clearly and strongly substantiated in your answer.



You may include up a few supporting graphics (screenshots, charts, tables, photos, videos are not allowed) as part of this application. Embed them in the answers to which they pertain.

Note anonymity requirements!

ROE: Rules of Engagement



REMEMBER:



Practice in place for at least two years



Pay attention to categories and definitions of categories



Anonymity is required!



Pay attention to word counts



Adhere to deadline

The Application

There are 6 sections of the application

Each is weighted differently

Needs
Identification
– 20%

Design
Approach –
20%

Evaluation
Strategy – 20%

Results – 35%

Knowledge
Sharing &
Lessons
Learned – 5%

Summary
(not scored)

The Application

- Needs Identification
- 4 questions
 - The purpose of this section is to understand the business need and how it was determined the practice would address it.

- Design Approach
- 3 questions
 - The purpose of this section is to understand why the practice was designed in the manner it was.

The Application

- Evaluation Strategy

- 4 questions

- Evaluation approaches should be tailored to specific business needs and goals. Award-winning practices evaluate the changed behavior and the impact of the practice on business goals.

- Results

- 5 questions

- Provide the results of the practice for both business impact and impact on participant behavior. Include actual figures where possible.
- Please provide the best evidence you have that demonstrates where desired progress was achieved and where it was not.
- Demonstrate the impact of the practice, performance improvement (individual or organizational), behavior change, or other measurable results using metrics that are meaningful to the business.

The Application

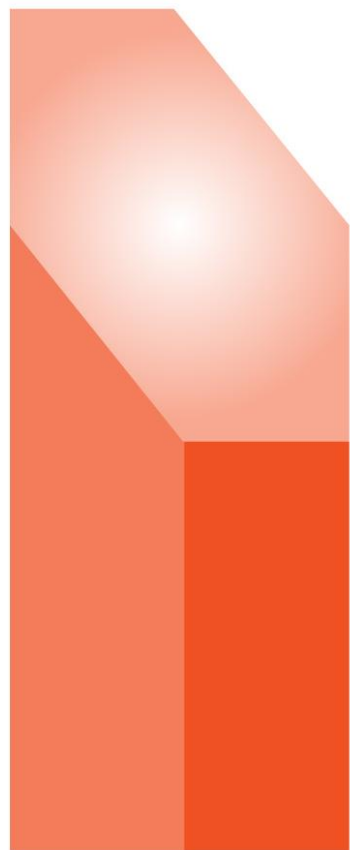
■ Results

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- Please provide the best evidence you have that demonstrates where desired progress was achieved and where it was not.
- Demonstrate the impact of the practice, performance improvement (individual or organizational), behavior change, or other measurable results using metrics that are meaningful to the business.

The Application

- Knowledge Sharing & Lessons Learned
- 2 questions
 - This section seeks to uncover what your organization learned from this practice, how knowledge was shared, and how results/lessons have been communicated inside and outside the organization

What do *winning* entries have in common?



atd

**EXCELLENCE
IN PRACTICE**

2019-2020 Award Winner

atd

Strong Applications Do These Things

- Tell a story
 - **Link** Needs Identification to Design
 - **Link** Needs and Design to Alignment
 - **Link** Needs, Design, Alignment to Evaluation Strategy
 - **Link** Needs, Design, Alignment, Evaluation Strategy to Results



Story-telling...



WHAT ISSUE
DID YOU
IDENTIFY?



HOW DID YOU
SOLVE THE
ISSUE?



WHAT
FEEDBACK DID
YOU RECEIVE?



WHAT
CHANGES OR
UPDATES
BASED ON THE
LESSONS
LEARNED DID
YOU MAKE?



WHAT ARE THE
SOLID
BUSINESS
VALUE
RESULTS?

Strong Applications Do These Things



**Pay attention to What,
Why, and How
questions.**

Answer what is
asked.



Don't use jargon



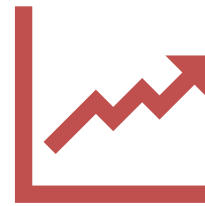
Thorough

No shortcuts
(copying/pasting
same answers for
different questions)

Strong Applications Do These Things



Evaluation strategies are well thought out, measure what's meaningful to business, go *way* beyond smile sheets



Results are explained, measured well, supported with evidence.

Award winning practices have sustained results proven over time.

Quotes from previous winners:



“Applying for awards makes you better, and the ASTD (ATD) Excellence in Practice Award is a terrific example of that. They ask probing questions that really test your mettle in terms of best practices for learning: what was the problem, how did you figure out the solution (and what other options did you consider but reject), which design choices did you make, and of course, what metrics did you use, how did you determine that these were the right things to measure, and what were your outcomes? If you’re doing award-winning work, answering these questions should be easy. If the questions are challenging you, that’s a great opportunity to see where the holes in your approach may be and to fill them. The level of detail required for this application is tough but commendable, and ultimately highly beneficial to any learning organization aiming to grow its impact.” – Jenny Dearborn, SuccessFactors, an SAP Company

Quotes from previous winners:



"I think that a key thing was working on this as a team in order to get a broad perspective on how to tell our story. We also did not put this together in a short amount of time but met several times over a couple of months to complete it. I think this was crucial in how our entry was crafted. I would also say for the applicants to be as detailed as possible with their data/results of their training initiative/program." – Sherry Cummings, Fidelity Investments

Resources

Excellence in Practice
Awards booklet and
archive

www.td.org/eip

Scroll down to the list of
winners to
link to the booklet to read
write ups
about the winning
practices.



Questions?

ATD's awards team is available to answer questions.

Email eip@td.org



APPLICATION DEADLINE is August 14, 2020

