

10 Tips for the ATD BEST Awards Application



Agenda

- ✓ Overview of BEST Awards
- ✓ Walk through application
- ✓ Tips for creating a solid entry



BEST Awards

- Recognize organizations that demonstrate enterprise-wide success as a result of employee talent development
- They use talent development as a strategic business tool to get results.
- BEST winners are...
 - B**uilding talent
 - E**nterprise wide
 - S**trategically driving a
 - T**alent development culture and delivers results.



BEST Awards

- Talent development has an enterprise-wide role
 - Involved in the executive team, creating solutions to business issues, and setting organizational strategy
- Learning has value in the organization's culture
 - Learning opportunities for employees, C-level involvement, learning for growth of the organization, and innovation
- Learning links to individual and organizational performance
 - Alignment with the business, efficiency, measurement of the effectiveness of learning, and success with non-training solutions for business needs
- Investment is made in talent dev and performance initiatives



Why Apply for BEST?

Applicants tell us:

- ✓ Holistic review of talent development efforts
- ✓ Identify gaps
- ✓ Identify value proposition to business



Application FAQs

- The online awards portal can be found at:
<https://atdbest.secure-platform.com:443/a>
- Application is due **March 15**.
- Entry fee is US \$175. It is payable as the last step before submitting your online application.
- You can pay by credit card.



Tip #1: Follow the Rules



Tip #1: Follow the Rules

- The BEST application is a blind application.
 - This means your entry form should contain **NO** mention of the
 - company name
 - any identifying programs
 - people
 - achievements
- A few questions offer the option to upload a supporting graphic, do **NOT** include an appendix, addendum or any supplemental information beyond what is asked in the relevant question. Limit the upload to two pages.
- Links to outside websites or videos **are not allowed** in the entry form.



Tip 2 & 3: Be Concise and Mind Your Graphics



Tip 2 & 3: Be Concise and Mind Your Graphics

- Open-ended questions have word limits. These are hard coded into the online form. Be concise in your answers.
- Ensure no company identifying information appears in any supporting documents or graphics you upload. This includes file names of supporting documents.



Application Walk Through



Application Sections

- A. Scope and Role of Talent Development Function
- B. Strategic Use and Impact of Talent Development Function
- C. Evidence That Developing Talent is Valued in the Culture
- D. Evidence of the Link between Talent Development and Performance
- E. Evidence of Effective Measurement and Evaluation
- F. Talent Development Support



Section A:

Scope and Role of the Talent Development Function



Section A

Purpose of section is to determine the strategic contribution of talent development.

- ✓ Describe talent strategy
- ✓ Senior leader engagement/support

Tip 4: Think Holistically



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Think about the strategic value of talent development to the organization and communicate that theme throughout the questions in Section A.



Tip 5: Pay Attention to the Question



Tip 5: Pay Attention to the Question

- Answer the question asked.
- Distinguish between “what,” “why,” and “how” questions.

Section B

Strategic Use and Impact of the Talent Development Function



Section B

- The purpose of this section is to determine whether and how the TD function contributes strategically to the organization.
 - ✓ Explain how strategic goals are supported
 - ✓ Senior leader support outside of TD function
 - ✓ How different employee populations are served
 - ✓ How TD helped THREE critical business issues
 - ✓ Innovation



Section C

Evidence That Developing Talent Is Valued in the Culture



Section C

- The purpose of this section is to determine how talent development is done, what is offered, and how employees use what is offered.
 - ✓ Show the methods used for delivering learning
 - ✓ Identify what opportunities are available to which employee populations and whether there is good uptake. Explain discrepancies.
 - ✓ What is outsourced and why
 - ✓ How is social learning used

Tip 6: Be Thorough



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Include relevant detail and thought processes to help reviewers understand intent of efforts or business reasons for decisions.



Section D

Evidence Of A Link Between Talent Development And Performance



Section D

- The purpose of this section is to determine how the organization uses talent development for organizational AND individual performance.
 - ✓ Identify performance management practices (are any innovative?)
 - ✓ Which metrics are used to measure performance
 - ✓ Detail how talent development affected two of the selected metrics



Closer Look at Metrics

- Q16: Which of the following metrics does the enterprise use to measure its performance?
 - Ability to retain essential employees
 - Employee satisfaction
 - Quality of products/services
 - Customer satisfaction
 - Cycle time reduction or improvement
 - Sales/revenue
 - Etc...
- Q17: Select 2 items, explain how talent development practices contributed to results achieved. Indicate beginning and ending metrics in the 12-month span.



Tip 7: Metrics Matter



Tip 7: Metrics Matter

- Pick two examples where you have strong examples of how talent development contributed to performance. You should show starting data and ending data for your example.
 - ✓ This is a big miss for many applicants.
 - ✓ Look at your critical business needs in Section A and determine if you have examples to share here.



Section E:

Evidence of Effective Measurement and Evaluation



Section E

- The purpose of this section is to determine how efficient the talent development function is.
 - ✓ How do you measure efficiency
 - ✓ Explain two examples and give data to support

Closer Look at Metrics

- Q18: Which of the following metrics are used to rate the efficiency of your talent development function?
 - Content development costs
 - Content development cycle time
 - Time to deploy a new learning initiative
 - Number of employees trained per TD staff member
 - Number of employees trained
 - Learning hours delivered and/or used per TD staff member
 - Etc...
- Q19: Select 2 metrics you use and describe the efficiencies gained. Indicate starting and ending metrics for the past 12 months.



Remember Tip 7!

METRICS MATTER!

- ✓ Pick two examples where you have strong examples. You should show starting data and ending data for your example.
- ✓ This is a big miss for many applicants.
- ✓ Look at your critical business needs in Section A and determine if you have examples to share here.



Section E ...cont'd

- In addition to efficiency, this section also looks at the depth of evaluation efforts.
 - ✓ What percentage of programs are evaluated
 - ✓ Pre- and/or post-measurements
 - ✓ Types of data collected for evaluation
 - ✓ Business impacts

Section F

Talent Development Support



Section E

- The purpose of this section is to demonstrate that the talent development function is adequately supported given all of the information previously share.
- Reviewers ask themselves, “Does this make sense?”



Section E

- CEO endorsement
- You'll need to know
 - ✓ Number of full-time TD staff
 - ✓ Number of employees served by TD staff
 - ✓ Average number of formal learning hours used PER employee PER year



Tip 8: Don't Sell Reviewers



Tip 8: Don't Sell Reviewers

- Reviewers can tell when a marketing or PR department writes an application. The language is too flowery or too salesy.
 - ✓ The most effective applications are written in the language of the talent development profession and use appropriate terms without relying on jargon.
 - ✓ Acronyms are used sparingly and always explained.



Tip 9: EDIT!!!!!!



Tip 9: EDIT!!!!!!

- If English is not the first language of the person writing the application, it is recommended that someone proficient in English review and edit the application.
- A best practice is to have someone from outside the talent development function read the application to ensure it makes sense.



Tip 10: Tell Your Story Well



Tip 10: Tell Your Story Well

Your story matters.

Think of the application as telling your talent development story. There should be a thread running through from beginning to end.



Tip 10: Tell Your Story Well

Advice from a reviewer:

“When a paper based application is your only vehicle for sharing the [work], the way the story is told becomes very critical.”



10 Tips - Review

- ✓ 1. Follow the Rules
- ✓ 2. Be Concise
- ✓ 3. Mind Your Graphics
- ✓ 4. Think Holistically
- ✓ 5. Pay Attention to the Question
- ✓ 6. Be Thorough
- ✓ 7. Metrics Matter
- ✓ 8. Don't Sell Reviewers
- ✓ 9. Edit!
- ✓ 10. Tell Your Story Well



Questions?



2019 BEST Awards

Deadline to apply: March 15, 2019.

Visit www.td.org/best2019
to download an application worksheet.

For more information, please email

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