



Brandon Hall Group

# **EXCELLENCE AWARDS 2025**

## **Excellence Awards™ Excellence in Action Brochure**

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

<https://excellenceawards.brandonhall.com/>

### **Contact Us**

Email: [awards@brandonhall.com](mailto:awards@brandonhall.com) | Main Website: [www.brandonhall.com](http://www.brandonhall.com)

# About the Excellence in Action Awards

**The Excellence in Action Award is a new addition to our prestigious lineup. This award shines a spotlight on organizations that prioritize the voices of their employees.**

The Brandon Hall Group™ Excellence Awards™, Excellence in Action celebrates organizations that prioritize employee feedback and engagement in Human Capital Management (HCM). With 18 award categories covering aspects like engagement, leadership, DEI, and wellness, this program recognizes excellence in fostering employee-centric cultures.

Participants will complete an online application process which includes the completion of a submission form which can be found on our website at: <https://excellenceawards.brandonhall.com/excellence-in-action-awards/>. Entries are evaluated based on predefined criteria, culminating in recognition for winners, and a detailed feedback report for both winners and non-winner. Winners will be announced in December showcasing innovative approaches to employee engagement and recognition.

By amplifying employee voices and promoting best practices, this program empowers organizations to drive positive change and foster inclusive, thriving workplaces.

## 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.

**2025 DEADLINE:  
October 17, 2025**

**2025 Winners will be  
announced in December 2025**

# Awards Benefits

Submitting your application for Brandon Hall Group's Excellence in Action Awards by the October 17th deadline offers tangible benefits for you and your organization. Here's an expanded look at these key advantages:

## What's In It for You, Your Organization, and Your Team?

1. **Feedback on Areas of Opportunity:** One of the most valuable aspects of participating in the Excellence in Action Awards is the feedback provided. This feedback highlights areas where your organization excels and areas that offer room for improvement. This feedback can be transformative for learning, talent, and HR leaders. It provides insights into where your organization is doing well and performing at an outstanding level. The feedback also pinpoints areas where changes can lead to greater engagement, improved retention, and enhanced company performance.
  2. **Recognition of Achievement:** The awards provide a platform to highlight your organization's efforts to foster employee engagement through employee voice initiatives that raise the company's profile.
  3. **Benchmarking Against Industry Leaders:** Participating in the awards allows your organization to be evaluated alongside top-performing companies, offering a clear benchmark for success.
  4. **Networking and Exposure:** Winners are celebrated at the prestigious HCM Excellence Conference Gala, enhancing exposure within your industry.
  5. **Boosting Employee Morale:** Recognition at this level validates the work your teams have put into creating a strong employee engagement culture, motivating continued excellence.
  6. **Valuable Feedback:** Even if you don't win, applying allows you to receive useful insights on your initiatives from top industry experts, helping you refine your strategies.
  7. **Badge:** Recognition through an Excellence in Action Award grants your organization a digital badge. This emblem symbolizes excellence that can be proudly displayed on your website, social media, and marketing materials. It shows the world that your organization is at the forefront of fostering employee engagement by actively including employee voices. This boosts your company's reputation and sets you apart from your competitors as a thought leader in human capital management.
  8. **PR Guide:** Winning organizations will receive a PR guide. This resource is designed to help you maximize the publicity of your win. From press releases to social media strategies, the guide will assist your organization in leveraging your award for media coverage, marketing initiatives, and public recognition. This type of exposure helps build brand awareness, attracting potential clients, top talent, and even future partnerships.
  9. **Certificate:** The award comes with a physical certificate that can be prominently displayed at your workplace. This provides internal recognition for your team and creates a positive atmosphere that acknowledges your employees' collective efforts. A certificate is a constant reminder of your organization's commitment to listening to and acting on employee feedback, motivating your workforce to continue striving for excellence.
  10. **Podcast Opportunity:** A Brandon Hall Group podcast often features Winning companies. This is an excellent opportunity to share your organization's story, best practices, and strategies for success in employee engagement. It serves as a platform for thought leadership, allowing you to reach a wider audience and cement your organization's reputation as an innovator in human capital management.
  11. **Recognition at Conference:** Winners are celebrated at the prestigious HCM Excellence Conference Gala. This global event is attended by industry leaders and professionals, allowing your organization to be recognized in front of a network of peers. This recognition elevates your brand within the HR and learning and development sectors while also creating networking opportunities that could lead to collaborations and growth.
- These benefits position your organization to gain industry-wide recognition, support internal motivation, and improve your employee engagement practices for the future.

# Awards FAQs

## What is the Excellence in Action Awards Program?

The Excellence in Action Awards Program is a recognition program that honors organizations that prioritize the voices of their employees. This award recognizes organizations of all sizes and industries that are committed to enhancing employee engagement, fostering a people-centric culture and enhancing productivity through employee feedback.

## Who is eligible to participate?

Organizations of all sizes and industries that have implemented programs, processes or projects that have prioritized the voices of their employees; that foster employee feedback and have implemented and/or underwent change based on employee feedback.

## Is there an entry fee?

The entry fee is \$575 USD.

## Can we submit entries for multiple years?

Yes, organizations can submit entries in consecutive years, especially if they have implemented new change initiatives or significantly improved their existing programs..

## What are you looking for in the Video Testimonial?

The most compelling testimonials feature authentic employee voices from various organizational levels discussing how employees feedback, innovation and ideas have brought an enriched employee experience, aligned with business objectives and fostered a people-centric culture. Videos should be 3-5 minutes in length, include diverse perspectives, and highlight specific examples of successful programs, processes and/or projects.

## Will we receive feedback on our submission?

Yes, all participants will receive a summary evaluation with key strengths and improvement areas.

## When and how are winners announced?

Winners will be announced in December, 2025. Details will be forthcoming at a later date and will include an online announcement, press release highlighting outstanding award winners, social media posting, and direct notification. A formal awards ceremony will follow at the HCM Excellence Conference which will be held in February, 2026.

## What do winners receive?

Winners receive:

- Digital Badge and Certificate
- PR Guide
- Judges' Feedback
- Possible Invitation to participate in an Excellence at Work Podcast
- Recognition at the HCM Excellence Conference

## How should we handle confidential information?

Clearly mark any confidential information in red highlighting, and we will ensure it remains secure and is only shared with judges who have signed non-disclosure agreements. You may redact sensitive financial or personal information as needed.

## 2025 EXCELLENCE IN ACTION AWARDS CATEGORIES

### Attracting Top Talent >>

The category, **Attracting Top Talent**, recognizes organizations for demonstrating exceptional practices in attracting and recruiting top talent, as rated by their own employees. This program celebrates companies that have built outstanding talent acquisition processes that resonate with both candidates and existing employees.

### Career Development >>

The category, **Career Development** recognizes organizations who demonstrate exceptional commitment to employee professional growth and career advancement through innovative programs and initiatives. This prestigious recognition celebrates organizations that create outstanding career pathways and development opportunities while fostering a culture of continuous learning and professional achievement.

### Change Readiness >>

The category, **Change Readiness**, recognizes organizations for demonstrating exceptional commitment to preparing their workforce for organizational transformation. This employee-driven awards program celebrates companies that excel in change management practices and maintain high levels of employee engagement during periods of transition.

### Company Culture >>

The category, **Company Culture**, recognizes organizations for demonstrating exceptional commitment to fostering positive workplace cultures through measurable employee feedback and concrete initiatives. This program celebrates companies that prioritize employee wellbeing, engagement, and satisfaction while maintaining high performance standards.

### Corporate Social Responsibility (CSR) >>

The category, **Corporate Social Responsibility (CSR)**, recognizes organizations for demonstrating outstanding commitment to corporate social responsibility as rated by their most important stakeholders - their employees. This unique awards program emphasizes authentic employee feedback and engagement in CSR initiatives.

### Diversity, Equity & Inclusion (DEI) >>

The category, **Diversity, Equity & Inclusion (DEI)**, recognizes organizations for demonstrating outstanding commitment to diversity, equity, and inclusion through the authentic experiences and feedback of their employees. Unlike traditional awards that focus on policies and metrics alone, this program centers employee voices to identify organizations truly excelling in creating inclusive workplaces.

### Employee Engagement >>

The category, **Employee Engagement**, recognizes organizations for demonstrating outstanding commitment to fostering a dynamic, inclusive and engaging workplace culture. This award celebrates organizations that go above and beyond in creating environments where employees thrive, contribute meaningfully, and feel valued as integral members of their organization.

### Employer Branding >>

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.

### Feedback and Recognition >>

The category, **Feedback and Recognition**, recognizes organizations that prioritize the feedback of their employees and provides for recognition within the organization. This award celebrates organizations who prioritize the feedback and accomplishments of their employees and provide programs of recognition and reward and whose leadership teams actively champion and participate in recognition initiatives.

### Hybrid Work >>

The category, **Hybrid Work**, recognizes organizations that have successfully implemented and maintained outstanding hybrid work environments, as rated by their own employees. This program celebrates companies that prioritize flexibility, productivity, and employee wellbeing through innovative hybrid work policies and practices.

### Innovation and Creativity >>

The category, **Innovation and Creativity**, recognizes organizations that encourage teams and departments to foster exceptional creativity and innovation within the organization. This program celebrates initiatives that drive meaningful change, encourage creative problem-solving, and promote a culture of continuous improvement.

### Leadership >>

The category, **Leadership**, recognizes organizations that create outstanding leadership development initiatives and celebrates the positive impact of effective leadership across our organization. This program empowers employees to evaluate and acknowledge leadership programs that have significantly contributed to their professional growth and the company's success.

### Learning and Development >>

The category, **Learning and Development**, recognizes organizations that demonstrate outstanding commitment to employee development through innovative, effective, and employee-centered learning programs. These awards celebrate organizations whose L&D initiatives have made a meaningful impact on employee growth, engagement, and career advancement.

### Organizational Teamwork and Collaboration >>

The category, **Organizational Teamwork and Collaboration**, recognizes organizations for demonstrating and fostering collaboration and teamwork. It celebrates initiatives that demonstrably improve cross-functional cooperation, enhance team dynamics, and create lasting positive impacts on organizational culture.

### Promotion and Succession >>

The category, **Promotion and Succession**, recognizes organizations for demonstrating exceptional commitment to developing future leaders, creating clear advancement pathways, and implementing innovative approaches to talent development and succession planning. This prestigious program celebrates organizations that excel in identifying, preparing, and advancing internal talent while ensuring organizational continuity and growth through strategic succession management.

### Talent Mobility >>

The category, **Talent Mobility**, recognizes organizations who excel in providing career growth opportunities through effective internal mobility programs. These awards are unique because they are primarily based on employee feedback and experiences, ensuring authentic recognition of programs that truly impact workforce development.

### Technology Environment >>

The category, **Technology Environment**, recognizes organizations for creating outstanding technology environments for their employees. By celebrating excellence in digital workplace experience, we aim to promote best practices, drive continuous improvement, and ensure technology enables rather than hinders productivity.

### Wellness >>

The category, **Wellness**, recognizes organizations for demonstrating exceptional commitment to employee health and wellbeing through innovative, effective, and employee-centered wellness initiatives. This program celebrates organizations that create sustainable cultural changes that positively impact employee wellness outcomes.