Brandon Hall Group™

Brandon Hall Group™
EXCELLENCE AWARDS

Mastering the Brandon Hall Group™ Awards Application — A Step-by-Step Walkthrough

About Brandon Hall Group™

OUR VISION

A World in which Every HR Organization is a Catalyst for Business Transformation.

OUR MISSION

To Empower CHRO's, CLO's, and Workforce Leaders With the Intelligence, Insights, and Guidance to Lead Boldly and Drive Measurable Business Impact.

OUR VALUES

- **Commitment**
- **Quality**
- **Candor**
- **Client Driven**
- **Giving Back To Our Community**

2,500+ documented success stories from award winners analyzed annually

33rd year of the Brandon Hall Group Excellence Awards

1,000+ HR topics in the Performance Intelligence Center of Excellence

ABOUT OUR EXCELLENCE AWARDS®

Now in its 33rd year, the Brandon Hall Group Excellence Awards Gala is the industry's most prestigious recognition program.

- Often referred to as the "Academy Awards" of HR, Learning and Talent, it has recognized organizations since 1993 that demonstrate measurable impact through innovative programs, strategies, and solutions.
- Submissions span the globe — from emerging companies to global enterprises, as well as government and non-profit organizations.

Brandon Hall Group™
EXCELLENCE
AWARDS

HCM Excellence Awards

The Brandon Hall Group HCM Excellence Awards honor organizations driving measurable impact through innovative HR, Talent, and Learning strategies. Open to both enterprises and their solution partners, the awards celebrate programs that transform workforce performance.

Launch: January 4, 2027
Deadline: April 9, 2027
Announcements: August 12, 2027

LEARN MORE

Excellence in Technology Awards

The Brandon Hall Group HCM Excellence in Technology Awards recognize breakthrough solutions that enable smarter, faster, and more impactful HR and learning outcomes. Open to providers and their clients, these awards celebrate innovations that power real workforce transformation.

Launch: April 19, 2027
Deadline: September 10, 2027
Announcements: December 2, 2027

LEARN MORE

Excellence in EdTech Awards

The Brandon Hall Group HCM Excellence in EdTech Awards celebrate cutting-edge trailblazers in education technology. This program is for K-12, Universities, Business Schools, Professional Development and Education Associations, Non-For-Profit, and Government Agencies.

Launch: April 19, 2027
Deadline: September 10, 2027 Announcements: December 2, 2027

LEARN MORE

Excellence in Action Awards

The Brandon Hall Group HCM Excellence in Action Awards spotlight organizations that turn employee feedback into measurable success. This award honors companies of all sizes that champion engagement, build people-first cultures, and drive performance through the power of listening.

Launch: May 10, 2027
Deadline: September 24, 2027
Announcements: November 18, 2027

LEARN MORE

JUDGING

Judges are experts in the HR field with a range of backgrounds:

- Industry analysts
- Corporate Professional, Managers and Leaders
- Learning and HR Practitioners
- Academic Professors with Industry Experience
- Expert Consultants

Judges' Participation:

- Passionate about recognizing excellence
- Motivated to help colleagues achieve excellence
- Establish themselves as an industry expert
- Assigned by area of expertise
- Undergo Judges Award Certification (online Certification course and interview)

See Our Judges Here

A NUMERICAL SCORE IS PROVIDED FOR EACH OF THE CRITERIA.

Entries are scored on a scale of 1-6 for each criterion below

Extraordinary — Entry demonstrates all of the attributes of this criterion

Above Satisfactory — Entry demonstrates many of the attributes of this criterion

Satisfactory — Entry demonstrates some attributes of this criterion

Weak — Entry demonstrates few of the attributes of this criterion

Somewhat Weak — Entry demonstrates almost none of the attributes of this

Exceptionally Weak — Entry demonstrates none of the attributes of this criterion

Based on the scoring level, entries will be awarded:

GOLD: 28-30 pts

SILVER: 25-27 pts

BRONZE: 22-24 pts

CATEGORY SELECTION

Key considerations for selecting a category:

- Thoroughly review the category criteria.
- Review sections to be judged.
- If you are submitting the same initiative or program in more than one category, make sure that you write your entry to align specifically to that category.
- Ensure submission can reflect strong measurable results and align well to each of the criteria.

MEASURABLE BENEFITS

Key Considerations

- Demonstrate business case (impact to the organization).
- Describe process improvement and impact on effectiveness and efficiency (organizational benefits).
- Include details on how HR was transformed.
- Articulate ROI (investment of resources positively impacted organization's top and bottom line).
- "Paint the picture" for how leaders and employees benefited.
- Focus on measurement metrics: (lead and lag indicators), measurement intervals, methodology, time to improvement, percentage change.

ROI METRICS AND INSIGHTS

1

Revenue Growth

Excellence Awards drive client engagement and retention, contributing to measurable increases in revenue.

2

Market Positioning

Awards establish participant as a leader in innovation and excellence.

3

Team Development

Participation fosters skill-building, collaboration, and reflection.

4

Recognition

Enhances brand equity and supports recruitment efforts.

BENEFITS FOR PARTICIPATING

Winning organizations receive:

- Opportunity for recognition and/or speaking on a panel at our HCM Excellence Conference
- Opportunity for recognition and/or speaking on Excellence at Work Podcast
- Discounted HCM Excellence Conference pass rates
- Award Certificate and digital award badge for unlimited use
- Inclusion in a Brandon Hall Group issued press release announcing the winners
- Recognition on Brandon Hall Group's website and social media communities — LinkedIn, Facebook and Twitter.
- Entries may be included in Brandon Hall Group™ blogs, research assets and other presentations
- For solution providers that have submitted with client organizations: published case study entries with approval and opportunities for webinar sponsorship to share best practices

Participating organizations receive:

- A certificate of participation in PDF format
- Discounted HCM Excellence Conference pass rates

CHECK OUT OUR AWARD RESOURCES!



Learning Leaders Roundtable: Inside Stories from Brandon Hall Award Winners

Brandon Hall Group™



Win Gold: An Insider's Guide to the Technology Awards

Brandon Hall Group™ — Tech Application Walk-Through



Strategies to Dominate the Excellence in Technology and Excellence in Action Awards

Brandon Hall Group™ — EIA Tips



From Employee Voice to Victory: How to Position your Organization for Recognition and Win a Brandon Hall Group™ Excellence in Action Award

Brandon Hall Group™ — EIA Application Walk-Through



From Bronze to Gold: The Anatomy of Award Winning — Brandon Hall Group™ HCM Applications

Brandon Hall Group™



Mastering the Brandon Hall Group HCM Application: A Step-by-Step Walkthrough

Brandon Hall Group™ — Awards Application

Winning Organizations receive:

Access to Our Brand-New Awards Resources Website

VISIT HERE

Take advantage of Office Hours every other Friday, Year-Round!

REGISTER HERE

Follow Brandon Hall Group™ on LinkedIn or Sam Roehm for year-round updates on all our Awards Programs!

Brandon Hall Group™

Sam Roehm
Awards Manager

2027 Brandon Hall Group™

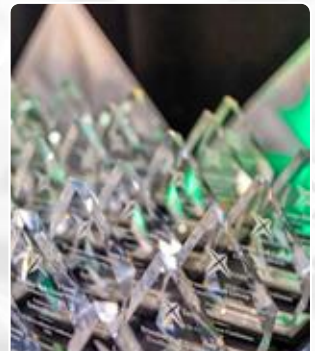
Human Capital Management EXCELLENCE CONFERENCE® 2027

January 26 - 28

HILTON · WEST PALM BEACH · FLORIDA













Brandon Hall Group™ EXCELLENCE AWARDS®



Good luck with your submissions! We look forward to seeing the significant accomplishments and excellence that you will bring to Brandon Hall Group's Awards Program in 2027!

2027 Brandon Hall Group™