



Note: Use this document to review the application requirements and to help you identify what collateral to gather for your submission.



Do not submit your application using this form. Please use the survey link at <https://www.surveymonkey.com/r/TDRPAward2020> to submit your application. Or use the QR code at left to connect to the application.

Only online submissions will be considered.

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Introduction

Thank you for nominating your organization for a Talent Development Reporting principals (TDRp) Excellence Award.

This unique award program focuses on the forward-thinking, transformational work of learning and development teams to show impact and value through management, measurement, evaluation and reporting of programs and the function overall.

There are several components to TDRp. This award program recognizes excellence in five critical areas:

1. Business Planning & Goal Setting
2. L&D Governance
3. L&D Measurement
4. L&D Reporting
5. Measurement during COVID-19

In 2020, due to the COVID-19 pandemic, we have added a fifth category to recognize L&D organizations that have enhanced or expanded their measurement capability to improve the management of their Learning and Development function.



You may apply to a single award category or multiple categories. For each award category to which you will apply, please provide the requested information (collateral/evidence) and answer the supporting questions. Each application will be considered for each category where information is provided. You do not need to provide information for all categories to be considered for a specific award.

Applications are due by midnight eastern time on **October 1, 2020**. The Center for Talent Reporting will recognize finalists in each of the six categories and in overall excellence. Finalists will be notified by **Monday October 19, 2020** of their selection and the winners will be announced at the CTR Conference on **Thursday, October 29, 2020**. For more information about the conference and agenda, please click [here](#).

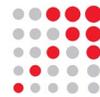


Notes

- All awards are judged on performance as of or before **September 1, 2020**. All responses and supporting material should refer to existing practices, reports, or material used, delivered or in place on or before that date.
- The awards intend to recognize the practice of effective learning and development reporting. Where applicable and appropriate, **evidence will be given more weight if it is the ACTUAL** report, document, process in place, as opposed to a presentation or document describing the report.
- If a piece of evidence supports multiple categories – please submit the evidence in each category it applies.
- When applying in multiple categories, additional points will be awarded when reviewers can easily identify that the supporting evidence relates to the same learning and development initiative referenced in other award categories.
- We request supporting statements from L&D or line of business leaders describing the benefit of excellence to your enterprise in each area. Those statements will **not be used publicly** unless the statement is verified with the leader, and explicit permission is granted for use by the leader.
- When uploading evidence, the **acceptable file types include Doc, Docx or PDF files**.
- If you cannot complete the application in one session, **you will be able to click on the same link and resume where you left off**. If you want to change any aspect of your submission before the deadline, you will be able to do so.

If you need assistance when submitting this application, please email:

ExcellenceAward@CenterForTalentReporting.org



About You

This section asks you to provide information about the submitter and the sponsor of the application for the TDRp Excellence in Measurement Award. Please note that you must answer every question in this section to move to the body of the application. You will be prompted for an answer if you do not respond to every question on this page.

- Submitter Name:
- Your Title
- The Name of Your Company
- Your Department
- Your Email Address
- Your Phone Number (if outside of the US, please provide your country code)
- Sponsor Name: This is the name of the Senior L&D Executive who is sponsoring this award application.
- Sponsor's Title



Business Planning & Goal Setting

This category recognizes excellence in documenting the process to conduct joint L&D and business unit planning and goal setting.

Excellence:

- L&D has a structured business planning process that engages senior L&D stakeholders and business partners across the enterprise.
- The process is informed by strategic business goals and L&D insights about emerging trends in workforce development preferences and needs.
- The business planning process results in agreement on key measures of success along with quantifiable goals for efficiency and effectiveness measures as well as L&D's impact on specific business outcomes.
- L&D and the business agree on the appropriate investment level in learning solutions based on their expected impact.

Application Submission Questions

- Please provide evidence that shows a specific organizational goal or initiative, the L&D programs designed to address those goals, the planned L&D impact, and demonstration of senior level sponsorship and agreement of the L&D program or initiative, in force PRIOR TO September 1, 2020. (You will be prompted to upload a PDF, DOC or DOCX file)
 - Excellence: The agreement should include agreed upon deliverables, L&D owned actions and accountability, business owned actions and accountability and joint ownership and accountability.
- How widespread is the approach? What percentage of your business stakeholders engage in the process you have described above?
- Please provide a statement from a line of business stakeholder briefly describing the benefit to your enterprise of including the L&D organization in business planning (up 200 words). Include name, title, and contact information for verification. [This statement should be written by an individual accountable for the business goal or initiative, not an L&D leader.]
- If you worked with third party consultants, service providers or technology vendors who were instrumental in advancing your capability in this area, please indicate their names here.



L&D Governance

This category recognizes excellence in L&D governance.

Excellence:

- L&D has a defined and robust process to prioritize initiatives and allocate resources.
- L&D has a governing body consisting of representatives from HR and the business who collaborate with L&D leaders and provide regular input to the prioritization process.
- The governance process drives agreements on success measures including efficiency and effectiveness of L&D operations as well as business outcomes L&D will directly impact.
- The governance process ensures consistent methods for establishing business contracts and reporting progress and results.

Application Submission Questions

- Please provide evidence for Learning & Development's standardized procedures for engagement with the business, operations and program delivery or governance process in force PRIOR TO September 1, 2020. (You will be prompted to upload a PDF, DOC or DOCX file.)
- How broad is your governance team? What percentage of the business units engage in the process you have described above?
- Please provide evidence for standing members of the L&D governance team. (You will be prompted to upload a PDF, DOC or DOCX file.)
- Please provide a statement from a line of business stakeholder briefly describing the benefit to your enterprise of the L&D governance to the impact of L&D (up 200 words). Include name, title, and contact information for verification. [This statement should be written by an individual accountable for the business goal or initiative, not an L&D leader.]
- If you worked with third party consultants, service providers or technology vendors who were instrumental in advancing your capability in this area, please indicate their names here.



L&D Measurement

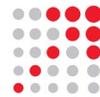
This category recognizes excellence in L&D measurement.

Excellence:

- L&D uses data and accepted methodologies to inform functional priorities and investment decisions.
- L&D measures efficiency, effectiveness, and outcomes, particularly for strategic, costly, or visible initiatives.
- L&D uses data to manage programs and identify continuous improvement opportunities.
- Leaders use data to provide insights of past and current performance as well insights into emerging trends and future outcomes.
- L&D has dedicated resources to ensure scalable, repeatable, and accurate reporting processes.

Application Submission Questions

- Please provide evidence of L&D measurement in use PRIOR to September 1, 2020 that shows efficiency, effectiveness and outcome measures and reports for your strategic, costly or visible initiatives. (You will be prompted to upload a PDF, DOC or DOCX file.)
- Please provide evidence of L&D activities in use PRIOR to September 1, 2020 that depict the specific **measurement plans/agreements between the Learning Function and the Business Sponsor** of strategic, costly, or visible initiatives highlighted above. These plans should be representative of the plans you develop for all such initiatives. (You will be prompted to upload a PDF, DOC or DOCX file.)
- What technology or tools does your organization use to capture, store and aggregate learning measurement data for your strategic, costly, or visible learning initiatives. Please provide details about each tool or technology as well as where it is used within the organization.
- Please provide a description (e.g., job description, role duties) of the specific roles and responsibilities of any staff dedicated to measuring the effectiveness of L&D activities. (You will be prompted to upload a PDF, DOC or DOCX file.)
- What percentage of Learning & Development initiatives use a standardized, repeatable methodology, language and format for reporting efficiency, effectiveness, and outcomes?
- Please provide a statement from a L&D leader briefly describing the benefit to your enterprise of effective measurement to inform L&D investment decisions (up 200 words). Include name, title, and contact information for verification.
- If you worked with third party consultants, service providers or technology vendors who were instrumental in advancing your capability in this area, please indicate their names here.



L&D Reporting

This category recognizes excellence in reporting methodology and execution.

Excellence:

- L&D regularly and consistently generates standard reports on functional operational performance and strategic program performance.
- In addition, L&D provides business executives with reports demonstrating L&D's performance and overall impact on the business and specific business goals.
- L&D leaders conduct dedicated meetings to discuss operational results with the L&D team as well as discussion on program and strategic impact with business leader

Application Submission Questions

- Please provide an example of a Learning & Development report similar to a TDRp *Summary Report* delivered to stakeholders PRIOR TO September 1, 2020. The Summary Report is a high-level report suitable for CEOs, CFOs and governing boards showing alignment to organizational goals and aggregate data for outcome, effectiveness, and efficiency measures. (You will be prompted to upload a PDF, DOC or DOCX file.)
 - Excellence: A mature summary report includes columns for plan, year-to-date results and perhaps a forecast for year end. A simple report might include only year-to-date results.
- Please provide an example of Learning & Development report similar to a TDRp Program Report as delivered to stakeholders PRIOR TO September 1, 2020. A Program Report is used by the program manager and goal owner focused on programs or initiatives in support of single goal or need including the goal to be supported, goal owner's name, the planned impact of the learning on the goal or some other outcome measure, and the relevant effectiveness and efficiency measures to be managed to achieve the planned impact. (You will be prompted to upload a PDF, DOC or DOCX file.)
 - Excellence: A mature program report includes data for plan, year-to-date results, and a forecast for year end. A simple report might show only year-to-date results.
- Please provide examples of an L&D report similar to a TDRp Operations Report delivered to stakeholders PRIOR TO September 1, 2020. An Operations Report is used by the CLO and contains aggregate data across all programs for effectiveness and efficiency measures. (You will be prompted to upload a PDF, DOC or DOCX file.)
 - Excellence: A mature operations report includes columns for plan, year-to-date results and perhaps a forecast for year end. A simple report might show only year-to-date results.
- Please provide examples for following Learning & Development visualizations of progress delivered to stakeholders PRIOR TO September 1, 2020: These visualizations should pertain to a specific L&D initiative or contribution of L&D to achievement of the business objective. (You will be prompted to upload a PDF, DOC or DOCX file.)
 - Excellence: Effective data visualization clearly displays data in relationship to itself or other data/dimensions to effectively surface new insights.



- Please provide a high-level summary of the reports you provide to L&D and the business monthly, quarterly, and/or annually. For each report, indicate its purpose, the audience, the type of content included and how you share and review the data with the relevant stakeholders.
- Please provide a statement from a line of business leader briefly describing the benefit to your enterprise of consistent and effective reporting to demonstrate the impact of L&D on business objectives (up 200 words). Include name, title, and contact information for verification. [This statement should be written by an individual accountable for the business goal or initiative, not an L&D leader.]
- If you worked with third party consultants, service providers or technology vendors who were instrumental in advancing your capability in this area, please indicate their names here.



Measurement during COVID-19

This category recognizes excellence in measurement and reporting to enable better insight and management of the L&D function and resources during COVID-19.

Excellence

- L&D identifies, monitors, and manages new measures to evaluate the effectiveness of its programs that have moved from in-person to online.
- L&D establishes or revises its performance targets to recognize shifts in the organization's operations
- L&D revises its reporting to incorporate new measures and goals to gain insight into program and department performance.
- L&D leaders conduct frequent meetings to discuss operational results within L&D and identify corrective action.

Application Submission Questions

- Please indicate if you added new measures to inform, monitor, evaluate, analyze, or manage resulting from COVID-19. If you have added measures, please indicate 1) specific measures chosen, 2) why you chose them, 3) reports where these measures appear, 4) questions these measures will answer, 4) decisions made based on these new measures. (You will be prompted to upload a PDF, DOC or DOCX file.) [For example, new measures might include questions about the conduciveness of the employee's home environment to learning.]
- If you have added new measures, please provide evidence that depicts these measures in an updated measures library, revised goals communication, revised reports, and/or analyses/ presentations. This documentation should reflect policies, processes, and approaches in force PRIOR to September 1, 2020. You will be prompted to upload a PDF, DOC or DOCX file.)
- If you haven't added measures, please indicate how you have modified your existing measurement practices during COVID-19, including business planning and goal setting, data gathering, analysis, reporting (e.g. incorporating new demographics), communicating insights and/or corrective action planning.
- If you have changed your measurement practices during COVID-19, please provide evidence that depicts the changes made. Evidence can include a position paper, stakeholder communications, a slide deck comparing pre and during COVID practices or key reports presented to business leaders. This documentation should reflect policies, processes, and approaches in force PRIOR to September 1, 2020. You will be prompted to upload a PDF, DOC or DOCX file.)
- Please provide a statement from a senior L&D leader briefly describing the impact of these revised practices on your ability to manage the L&D function. (up 200 words). Include name, title, and contact information for verification.
- If you worked with third party consultants, service providers or technology vendors who were instrumental in advancing your measurement capability during COVID-19, please indicate their names here.



Thank You

We are excited about your submission for the TDRp Excellence Award and appreciate you sharing your organization's best practices. We are committed to championing the cause for using measurement to show value and impact for learning and development. Your application demonstrates that you have the same commitment.

Applications are due by midnight eastern time on **Thursday, October 1, 2020**. Please note that you can return to your application and change your responses at any point before this date. Finalists will be notified by **Monday October 19** of their selection and the winners will be announced at our 7th annual CTR Week and Conference on **Thursday October 29, 2020**. If your responsibilities include measurement, reporting or management of L&D or HR, this is the conference for you.

Due to COVID-19, we are shifting to a virtual conference with the goal of providing an engaging and meaningful remote experience. We are grateful for your enthusiasm and support as we transition to this format, and hope that you will join us. We are excited to offer our Annual Conference for **FREE** to all that would like to attend. Our pre- and post-conference workshops will also be presented online; and we are charging a small fee to attend these comprehensive workshops to help cover the costs of CTR Week.

Please consider attending this valuable professional development event that past participants have described as the best event they ever attended. For more information about the conference and agenda, please click [here](#).

Good luck with your submission!

If you need assistance when submitting this application, please email:

ExcellenceAward@CenterForTalentReporting.org.