

Submitting an Industry Award with Entelechy

Overview

Every year, Entelechy partners with clients to submit successful programs for industry awards to further celebrate and validate the incredible work that goes into leadership development programs. Ideally, the programs will have been running for a considerable amount of time, reaching a wide range of leaders across the organization. In order to be successful, programs need to be able to demonstrate a measurable impact on the participants and the organization as a whole, with robust success metrics to support the narrative.

This document contains background information on the two major industry awards we typically submit for each year, [Brandon Hall's HCM Excellence Awards](#) and [Chief Learning Officer's Learning in Practice Awards](#). We usually submit for both awards once we have a Brandon Hall entry crafted, as the submission requirements are fairly similar. Over the years, we've received numerous awards from both organizations in a variety of categories ([see all of our awards here](#)).

The Entelechy Awards Team typically does most of the heavy lifting for your team and takes the lead in drafting the entry, flagging where we need supporting metrics/statistics. Entelechy's goal is to make this entire process as easy as possible. Thank you for your partnership and collaboration in this process.

Awards Best Practices

In our experience, strong success metrics are critical to any award-winning entry. It's equally important to clearly illustrate the business need, the impacts of the program, and show how any challenges were effectively dealt with along the way. Here are some examples of what we typically like to include:

1. **Program metrics** (course completion rates, participant feedback, program survey data).
2. **Employee data** (manager/360 data pre- and post-program completion, employee self-reported data... "After completing the course, I am better at building relationships across departments, etc.").
3. **Broader organizational metrics** (employee engagement/retention, cost savings from increased productivity/efficiencies, increased bench strength, faster promotions, more lateral movement within the organization, etc.). It is fine if there isn't a direct, definitive link between the program and these broader goals as long as you feel confident that the program indirectly contributes to those goals, which you can usually easily prove via participant feedback and executive sponsorship.
4. **Senior executive testimonial** about the impacts of the program. Can be written or video testimony. Senior-level quotes could come from the C-Suite, HR executives involved in the program, or business unit leaders whose employees benefitted from the program.

5. **High-level company/industry performance metrics** (stock price, market share, competitive analysis, etc.). If you can help paint a broader picture of what “keeps the organization up at night,” so to speak, that would be most helpful. Again, it’s not important to highlight a clear, direct link from these things to the specific program as long as you can have senior executives talk about the connection anecdotally.

It’s worth noting that the entries themselves will be private. Because of this, it’s important to be forthright about any challenges encountered and to paint a clear picture for why the program was needed (ie. be honest about layoffs, market competition, internal complexities, leadership turnover, merger/growth obstacles, Covid challenges, etc.). That tension/drama helps make the case for the program in the end. We always like to think of these entries as movie scripts. Without any tension or problems to solve, they just fall flat.

Examples of the Measurable Benefits and Overall sections from previous gold-winning entries can be found [here](#).

Post-Victory Promotion Plans

After we win any industry awards, we create a case study that outlines the program and its impacts at a high level. We typically publish a landing page on our website (see an example [here](#)), a PDF case study (see an example [here](#)), and promote the case study in our email newsletter and on LinkedIn. We always like to publish testimonials from satisfied clients as well (see examples [here](#)), so we’d love one from your team as well.

As with the award entries themselves, your team will have an opportunity to review and approve any marketing materials before they are made public. We find that clients really appreciate these shorter, snappier ways to celebrate the success of their hard work. We encourage clients to promote the award wins across their organizations as well, in whatever way makes the most sense — press release, social media posts, internal communications, sharing results at team meetings/town halls, etc.

Brandon Hall HCM Excellence Awards

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

Key dates: Call for 2026 submissions will open in January 2026 and entries will be due in April 2026. Winners will be announced in August 2026 and there is an award ceremony the following February.

Categories: The 2025 categories are outlined in this [online brochure](#) (Leadership Development categories are on page 16). By clicking on the orange arrows after each category title, a download of that particular entry form will begin. We typically submit for two categories to increase our chances of winning. One category we have done well in in the past is the Best Leadership Development Program category (sample entry form available [here](#)).

Judging Process/Criteria: Most categories typically involve five sections (detailed below). Entries are reviewed by a panel of judges and winners are determined based on how they score in each section and it's possible to have multiple winners at each level (gold, silver, bronze).

Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of these criteria below.

(1) Fit to the Needs	This leadership development program effectively aligned to the learning needs and situation.
(2) Design and Delivery of the Program	The leadership development program supports the leadership development goals and learning objectives.
(3) Adoption of the Program	The leadership development program was well received and adopted by the organization's leaders.
(4) Measurable Benefits	The leadership development program achieved measurable benefits and outcomes for the participants and organization.
(5) Overall	Overall, the leadership development program had a positive impact for the participants and organization.

Chief Learning Officer Learning in Practice Awards for Providers

Website: <http://learninginpractice.clomedia.com/>

Key Dates: Entries are typically due early May. Finalists are usually announced in September and winners are announced in October.

Categories: We usually submit Entelechy for the Provider categories, using our work together as an example of our expertise. We've had good luck in the Excellence in Blended Learning category and the Excellence in Partnership category. The 2024 entry form can be found [here](#).

Judging Process/Criteria: Because of word requirements, we usually pare down our Brandon Hall entries quite a bit to fit this award, but it's a much easier process and usually client teams aren't involved at this point, as these awards are for solution providers. Entries are reviewed by a panel of judges and winners are determined based on the average of the judges' scores. Like Brandon Hall, it's possible to have multiple winners at each level (gold, silver, bronze). See below for additional details on how entries are judged:

Provider Awards:

Ownership: The degree to which the provider took ownership of the client's challenge, demonstrated by behaviors such as helping define outcomes, setting clear goals, providing guidance, working through obstacles and communicating challenges and successes.

Challenge: The scope, difficulty and size of the initiative.

Award-specific criteria: See [Categories](#) for descriptions of awards.

Each of the three award criteria is judged on a scale of 1 to 7:

6-7 (Breakthrough and/or role model): For learning practitioners or vendor companies considered "breakthroughs" and/or "role models" for the learning and development industry. The challenge is considered to be extreme (across an entire industry) or global (large numbers of learners, many stakeholders, very difficult to accomplish), and the nominees have demonstrated role-model leadership.

4-5 (Outstanding): For learning practitioners or vendor companies who did an outstanding job, met or exceeded all of the criteria as described and accomplished all goals. The complexity was significant and/or the nominees demonstrated clear leadership.

1-3 (Meets the criteria): For learning practitioners or vendor companies whose initiatives met the criteria but did not or could not provide clear or reliable evidence to identify initiatives as breakthrough or outstanding.

0 (Does not meet the criteria): Did not meet the criteria established or failed to document how the criteria were met.

Award FAQs

Q: How much time is required from our team to submit an award entry?

A: Every entry is unique so it's hard to provide a time estimate. The biggest lift required of the client team is in helping pull the data, since we largely won't have access to those systems/metrics. Our team takes care of drafting the written entry and flagging additional follow-up questions/supporting materials requests. Your team helps edit/build-out the draft entry accordingly. Our team handles submission and covers the entry fee. In our experience, it's usually most efficient for the Entelechy team to work with one person on the client team and then they can help round up additional data as needed and route the entry through necessary approvals.

Q: What does a typical awards submission schedule look like?

A: Entelechy typically looks for clients to partner with for the Brandon Hall awards in the fall/winter of the year prior to the award deadline and then works closely with them in the early winter to craft the entry before the April deadline. Below is a rough workback schedule we typically follow. Of course, this will be refined as work commences.

Q4 2025:

- Entelechy/client team to meet to kick-off project; decide on award categories.
- Client to share program materials that might be helpful (we have most program materials, but anything else used to socialize the program internally).
- Entelechy team to begin drafting entry (can take up to 2-3 weeks).

January/ February:

- Client team to begin socializing award internally and seeking executive sponsor/quotes.
- Client team to track down and share success metrics.
- Client team to begin brainstorming how to best showcase the power of the program (Screenshots? Secure access to recordings for judges? Entelechy can share examples from other entries).

- Entelechy to share initial entry draft.
- Client team to review initial draft and provide written tracked changes where possible.
- Entelechy/client team to connect to review changes (can schedule a phone call if helpful) and discuss additional entry needs/details.

March:

- Entelechy to revise entry.
- Client team to share any remaining metrics/supporting materials/quotes.
- Client to seek any necessary approvals internally.
- Entelechy/client team to finalize entry based on any final feedback.

April:

- Entelechy team to finalize and submit entry by the deadline, sharing a final copy with client team.

Q: What is Entelechy's historical success rate in winning awards?

A: We like to submit in two categories to ensure greater probability of success. We have won in some capacity (gold, silver, or bronze) in almost every single category we have submitted for over the past eight years. I can only think of one occasion where we did not place in a submitted category, but because we entered two categories, we still won one award in the other category. View all of our awards [here](#).

Q: Will we have the ability to review the entry before it is submitted and the subsequent marketing materials following an award win?

A: Yes, absolutely. Your team will be able to review the entry several times throughout the process. We also build in time before submission for any additional internal reviews that are required (HR executives, corporate communications, etc.). It's also important to remember that the entries themselves will be kept private and will only be viewed by the judges assigned to our categories.

Similarly, any marketing materials we create to celebrate an award win (case study, testimonial, email newsletter, LinkedIn posts, etc.) will draw on previously approved language from the award entry and will be delivered to your team for review and approval before publication.