

HRO Today Association Award Winners

A special look at the accomplishments of 10 organizations recognized as leaders in the HR space.

By Debbie Bolla

While HR leaders completely understand the impact of recognizing the workforce, they are often left with little recognition of their own. This is where the *HRO Today Association* steps in. From building strategic recruitment functions to improving leadership development to increasing the retention of high potentials, this year's awards honor the transformative work of leaders in the TA and HR space. Read on to learn more.

AWARD: Recruitment Team of the Year

WINNER: MVM, Inc.

As an organization that provides services to Federal agencies across all 50 states and Puerto Rico, MVM has its share of recruitment challenges: government wages, federal security clearances, third-party professional skills assessments, and culture changes to name a few. Yet the 11-person recruitment team has attracted, assessed, and hired nearly 1,400 new employees. Part of their success stems from a completely redesigned recruitment module in Workday. This initiative leveraged the tech platform to customize business processes and integrate with two third-party assessment providers as well as an internal federal security clearance platform. MVM also keeps an eye on the workforce analytics that Workday delivers in order to align with budgets while ensuring it has the best talent in place.

AWARD: Engagement Strategy Excellence, Practitioner

WINNER: Advisor Group

With a 35 percent increase in clients in the past 18 months, Advisor Group relies heavily on an engaged workforce to care for the financial needs of its ever-growing customer base. Driving this is a 17-member HR team. This group is tasked with ensuring employees are maintaining a high level of productivity and engagement in order to support the needs of the business.

Advisor Group's first step was launching its second-ever "Employee Voice Survey" to get a better understanding of what was working and what was not. Prior to launch, the team created a communication strategy for the project to ensure the right expectations and participation levels. The result? A 90 percent response rate with more than 2,000 employee comments. This is 10 percentage points better



SURVEY

Advisor Group's engagement survey showed a

10% increase in employee intent to stay and

95% retention of high-potentials.

than the industry benchmark rate of 80 percent.

The organization also leverages an "Employee Engagement Group"; career story videos; a speed mentoring program; and employee roundtables to ensure company culture is communicated and employee voices are heard.

The overall engagement of employees contributes to the continued growth of Advisor Group and its number three rating in customer satisfaction by a leading consumer reporting agency.

AWARD: Engagement Strategy Excellence, Provider Company
WINNER: Tata Consultancy Services

With a diverse workforce of more than 35,000 employees across more than 1,300 cities, Tata Consultancy Services (TCS) leverages an engagement strategy with programs aligned to its feedback-based organizational culture and that focus on diversity and inclusion, employee empowerment, and talent development.

For career development, TCS' "Career Hub" provides access to mentors, internal mobility opportunities, and personalized career plans. For feedback, the organization offers a performance management platform that enables frequent and honest conversations between managers and employees. TCS has also invested in a learning ecosystem that combines virtual, physical, and experiential learning.

Leadership development plays a large role in keeping employees engaged and retained. TCS has enlisted "Inspire," a high-potential program for mid-level managers with a 96 percent satisfaction rate; "Emerge," a one-day development and networking event; and the "Leader in You" certification program.

All of these initiatives are maintaining a high level of employee engagement: In 2017, it was 72 percent, and in 2018, it came in at 76 percent as measured by the annual "Pulse – Heartbeat of TCS" survey.



Tata's employee engagement continues to grow, with the most recent survey marking a rate of

76%

AWARD: Diversity and Inclusion Excellence
WINNER: IT Convergence

As an initially U.S.-based organization that has expanded its global footprint to include Latin American, Asia Pacific, Canada, and India, IT Convergence has a clear understanding of the impact diversity and inclusion bring to a business. And when it comes to hiring, the organization moves across boundaries and demographics to ensure it has the best, most diverse top performers to deliver results to the bottom line.

The talent strategy has resulted in a global diverse workforce with more than 15 nationalities working together. In fact, the company's head of database operations is based in India, the head of legal is based in Argentina, and consultants work across the globe. A notable initiative in the last two years is hiring and promoting more women at all levels, areas, and departments, which closely correlates to the company's overall work effort. IT Convergence has increased its female population by 4 percent, with women representing 29 percent of the total workforce.



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AWARD: Business Partnership Excellence
WINNER: Cielo and Grifols

As a global healthcare company, Grifols is in the business of supporting the health and well-being of people around the world. And a key to its success is its workforce—more than 21,000 employees striving to help patients with life-threatening conditions. With such an important mission, the organization faces pressure to find and attract the best talent. So Grifols partnered with Cielo to help improve and scale its talent acquisition process.

The organization has moved to a centralized talent acquisition approach with the ability to easily handle growth stemming from new locations in its network and the expansion of existing centers. An improved candidate experience has also been a result of the partnership, driven by a shorter application process to expand talent pools; automated text and call reminders to decrease interview no-show rates; and continuous sourcing and talent pipelining to drop time-to-fill rates from 59 days to 24 days.

And the proof is in the pudding: Over the past three years, the Grifols and Cielo teams have supported more than 550 hiring managers in hiring 14,750 people, opening 19 new facilities, and decreasing attrition by 11 percent.



Through its partnership, Cielo has helped decrease attrition by

11% for Grifols.

AWARD: Innovation in HR Technology

WINNER: BernieForms

Employee health forms are not always synonymous with innovation but BernieForms recognized a need in the marketplace and delivered. The organization BerniePortal provides HR with an affordable approach to streamlining, automating, and digitizing employee health forms.

The platform can organize all groups and forms in one central hub and automate the collection of employee health information through a single data point. It streamlines the medical questionnaire process by reducing the amount of paperwork and simplifying the process with a single log-in. Users also have access to all previous and current questionnaires.

AWARD: HR Team of the Year Award, Not for Profit

WINNER: PowerSchool

Supporting more than 45 million students in over 80 countries, PowerSchool helps schools and districts efficiently manage instruction, learning, grading, attendance, assessment, analytics, state reporting, special education, and student registration. With such a powerful mission of education, the organization relies on its HR team, known as the “Talent Team,” to support its impressive growth over the last three years, from 400 to more than 2,200 employees across three countries. Its first step was aligning the HCM strategy with the business goals by forming a cohesive team and assigning talent management business partners.

Developing an entirely new approach to HR allowed PowerSchool to make a considerable impact, including enhancing the employee experience from recruitment to retirement; recognizing and reinforcing diversity and culture across generations

and geographies; and supporting the needs of the workforce through the implementation of a new HR information system, robust learning management system, and employee recognition system.



Through its points-based recognition program, PowerSchool has exchanged nearly

6 million points in six months.

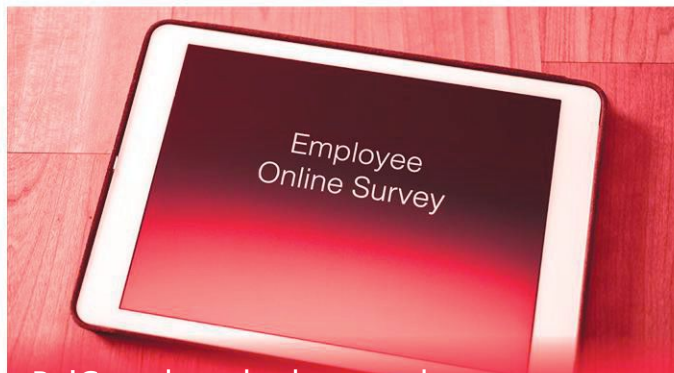
AWARD: HR Team of the Year Award, For Profit

WINNER: BeiGene

Aligning company culture across its many locations in the U.S., Asia, and Europe was a priority for BeiGene. The biopharmaceutical company looked to HR to create a seamless experience for all employees—one that was tied to core values, mission, and vision. To accomplish this, the organization launched a survey along with executive interviews and focus groups. With a 70 percent global participation rate, BeiGene put employee feedback into action. Programs that support the employee experience now include a next-in-class onboarding program; quarterly town hall meetings for information sharing; educational, communication, and leadership courses through BeiGene University; a global orientation

program; and a global awards program.

By successfully aligning the recruitment, staffing, and employee experience initiatives, the HR team is now seen as a true strategic partner, one that drives the business forward.



BeiGene launched an employee survey to drive strategic initiatives and saw a

70%

global participation rate.

AWARD: Thought Leadership and HR Excellence, Not For Profit
WINNER: Girl Scouts of the USA

Building out an entire function from the ground up takes the work of a true leader, and Valerie Egan stepped up to the plate when she spearheaded a new approach to learning and development for the Girl Scouts of the USA. The blueprint of the program is comprised of several initiatives, including individual development plans; an executive buddy program; a Toastmasters affinity group; and lunch and learns.

With improving the employee experience in mind, an enhanced onboarding program provides an outlet for the workforce to submit feedback. Combined with its ability to host focus groups, input directly from employees provides the opportunity to modify the program, contributing to an improved employee engagement experience.



95%

of employees have completed the new individual development plans offered by the Girl Scouts of USA.

AWARD: Thought Leadership and HR Excellence, For Profit
WINNER: The Euclid Chemical Company

With on-the-ground experience in both Europe and the Americas, Jodie Gilbert was well-suited to help transform the HR process through her positions held in these regions. She began her career with Flowcrete Group in the UK and transferred to the U.S. in 2017 as part of a group alignment involving various companies within the RPM International umbrella. She has become responsible for the HR department at The Euclid Chemical Company and supports the Americas region. In each of her positions, much came down to process: Gilbert and the HR team elevated approaches by updating templates to create efficiency; redesigning recruitment to include improved structure, formality, and selection methods; reviewing employee handbooks for the UK, Australia, and U.S.; and creating international internship assignments in the UK and Malaysia that support an affiliated company with an internship program in the U.S.

Gilbert also executed a tiered delivery model for the allocation of HR's responsibilities in the U.S. In addition to this core work, Gilbert spearheaded a global HR conference in 2018, working with the CFO to bring a renewed focus to thought leadership in HR, staying ahead of the marketplace with proactive approaches and topics centered on driving employee experience and building partnership between HR and finance teams.