



Talent Development Award

Description:

The Talent Development Award recognizes a retailer with a successful talent development program that focusses on skills development, performance improvement, employee engagement, improved workplace culture, operations, store support, logistics, and individuals & teams. The entry must demonstrate a comprehensive program for any business unit or function within the organization with a goal to improve skills, performance, engagement, culture, operations, customer experience and/or financial results.

Content Requirements for Case Study:

Introduction (100 Words)

- Name of retailer
- Name of talent development program
- Name of agency used in developing the program (if applicable)
- Summary of the program

Needs and Objectives (300-500 Words) - 20%

Please include the following in your response:

- The need to improve your store's talent development program
- The stakeholders involved
- The objectives or purpose of the initiative

Program Details & Results (600-1000 words) - 70 %

Please include the following in your response:

- Outline the creative execution of the initiative from concept to completion
- Substantiate that the program showed significant results in improving morale, customer service, improvement in sales, brand image, and the overall shopping experience
- Explain the collaboration of both internal and external stakeholders. Describe the impact the initiative had on all stakeholders (e.g. internal team collaboration, improved supplier relations).
- Outline the resources, budget and timelines assigned to the initiative. Explain how these resources were effectively used, budget targets were maintained and timelines achieved.
- Describe how the initiative was to be evaluated and if the plan met the assessed needs, if all components were delivered and if the overall objectives were achieved.
- Discuss the success of the initiative including applicable measurements.
- Elaborate on any other elements that you would like to highlight about the initiative

Supporting Evidence: 10%

Provide creative examples with descriptions (e.g. Images, employee feedback etc.)



Formatting Requirements for Case Study:

1. Title Page
(must include Award Category, Name of Company and Title of Submission)
2. Table of Contents
3. Content Pages
 - Introduction
 - Needs and Objectives
 - Program Details & Results
4. Appendices (if applicable) and Supporting Evidence with description