

CCA EXCELLENCE AWARDS 2019

EXCELLENCE IN SKILLS, LEARNING & DEVELOPMENT

This Award is open to any organisation that can demonstrate they have made an innovative contribution to improving and enhancing colleague capability and skills.

Judges will look for evidence of how implementation of a learning, training or performance management programme has made a difference to employee development and the organisation's overall success in the provision of excellent customer service.

Evidence will highlight how colleague capability has improved and how learning delivery methodologies have resulted in business improvements and efficiencies.

Submissions should include examples of how learners have been engaged, how knowledge is shared and how learning and work are integrated to accelerate organisational performance.

Submissions will demonstrate innovation in the approach to the overall programme, in implementation or in content and delivery and should be aligned to the business' overall objectives.

It is acceptable to identify specific improvements in a manner that protects commercial confidentiality; however, entrants should be prepared to evidence claimed improvements.

How your submission will be scored

- A weighting is attached to each section scored to indicate its importance to the overall submission and help you focus your efforts. This weighting has been indicated in the application form and guidelines.
- The word count for this submission should be no more than 2,000 words per submission.
- Please note that judges can penalise or exclude entries from this category if the stated word count is exceeded by 10%.
- Submissions based on fact rather than anecdotal comment will be scored higher.
- Submit your entry via the online submission tool available at www.cca-global.com

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POINTS ALLOCATION

You will be allocated between 1-5 points for each section of the award. Submissions should be evidence-based and judged on planning, implementation, consistency, involvement, learning and flexibility.

Points	Reason
1	There is no evidence of a systematic approach. Presentation is based on anecdote. Deployment and consistency are not evident. Activities are reactive. There is no clear goal. Cooperation between units or groups is not evident.
2	There is some evidence that the concept of a systematic approach is evident. Deployment has been considered but there is little evidence of implementation across all relevant units. Evidence of a proactive approach is anecdotal. Some evidence of other units being considered is apparent. Measurement has been considered and is in place. There is evidence measurement is understood and contributes to the goal.
3	Clear evidence of a systematic approach is demonstrated. Deployment is evidenced but there is some suggestion that it is not universal. There is some evidence that the organisation is learning because of the approach and deployment. There are early signs of evaluation taking place in a consistent manner.
4	The approach is systematic and responsive to multiple requirements. Its effectiveness is measured, and plans are revisited and refined on a regular basis. Deployment is communicated across the whole organisation. There is clear evidence that the organisation is learning and applying lessons across the whole operation.
5	The approach is evidenced as systematic, responsive to multiple requirements and effective. Deployment and integration are clearly universal and there is a fact based systematic evaluation system in place which influences how the approach is progressed.

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Section 1: About the Organisation – Setting the scene

The purpose of this section is to allow judges to form a picture of the organisation. Examples, where appropriate, may be helpful. This section should be a maximum of 200 words and will not be judged. The 200 words will not be included in the total allocated 2,000-word count.

Some things to consider are:-

- Identify the organisation's sector, purpose, mission and values.
 - What challenges are faced in the current climate e.g. changing regulation?
 - Identify the main services and delivery channels including whether they are in-house, outsourced or mixed.
 - Describe the profile of the workforce including any special issues specific to the organisation (e.g. specialist knowledge, regulation, location, accreditations etc).
 - Identify how you measure success for individuals and success for the organisation.
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Section 2: Planning and implementation (*Weighting: 25%*)

The purpose of this section is to provide judges with an insight into how learning is implemented in the business, how staff are involved and how this affects the staff and organisation's objectives.

This will also provide an understanding of your process for identifying and developing training requirements and identifying who is involved with the process. Examples, where appropriate, may be helpful and should be directly related to the implementation of a learning or development programme.

Each individual programme may merit its own entry or if it is a series of connected programmes, clear details should be provided.

Programme Introduction

Use this section to provide an overview of the programme's main objectives, including a job description of those who undergo the training and the areas it covers.

(Maximum word count for Programme Introduction is 350 words which are excluded from the total word count)

- (a) How did you identify your need for learning and what is the process for defining the programme to be delivered?
- (b) Who is involved in the development of the programme?
- (c) Describe what process is in place for ensuring learning and development plans are in line with the operational needs of the business.
- (d) Describe the programme timescales, delivery methodology and additional support offered to individuals e.g. learning resource centre, training materials, coaching, mentoring etc.
- (e) How was the programme implemented in the centre? What challenges did you face and how were these overcome?
- (f) What process is in place to ensure the learning stays up to date?

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Section 3: Organisational Integration (*Weighting: 25%*)

The purpose of this section is to show judges what improvements have been identified through implementing the new learning programme into the organisation and how this is embedded into the organisation as a whole.

- (a) Describe how this is aligned to the personal development of employees while meeting the organisation's objectives.
- (b) What process is in place for ensuring trainers' skills are updated and refreshed? How do you ensure consistency of delivery across all trainers and how do you monitor their effectiveness?
- (c) Detail which key measures have been impacted by the programme and identify actual improvements relating to the programme. Employee testimonials may be used in this section to evidence improvements in employee performance.
- (d) How do you know this programme is embedded?

Section 4: Organisational learning (*Weighting: 25%*)

This section should provide the judges with information on what the organisation has learnt from implementing new learning programmes and how they have applied this learning when implementing other programmes. Examples, where appropriate, may be helpful.

- (a) How do you measure learning effectiveness and how and when is this reviewed?
- (b) What process is in place for collecting and acting upon feedback from participants, trainers, assessors & line managers?
- (c) Describe the learning you achieved: -
 - I. During the planning stages
 - II. During implementation
 - III. On completion of the training course
- (d) How has that learning been applied to other programmes?

Section 5: Innovation (*Weighting: 25%*)

Use this section to detail why you think this programme merits recognition. Outline any innovative approaches you have in place for all or part(s) of the programme. Can this programme be applied across the organisation?

PLEASE NOTE THAT THIS DOCUMENT IS FOR INFORMATION ONLY. ALL ENTRIES SHOULD BE SUBMITTED VIA THE ONLINE SUBMISSION TOOL AVAILABLE AT WWW.CCA-GLOBAL.COM