



2024 LearningElite Application & Instructions

Part I — Organizational Information

Instructions

- Gather all demographic information before you start.
- Input organizational data into the online awards tool.
- Proceed to **Part II: LearningElite Components**.
- Pay the application fee once Parts I and II are complete. Please contact the program administrator (Liz Loutfi-Hipchen, elizabeth@betterworkmedia.com) if you need to invoice payment. Your application is not considered final until the application fee is processed.

Questions

1. Legal name of organization?
2. Public name of organization? (if different from above)
3. What is your organization's industry? (drop down list)
4. In what country is your company headquartered? (drop down list)
5. What is your corporate mailing address? (Winners will have their awards shipped to this address)
6. Provide a link to your corporate website.
7. How would you describe the geographic distribution of your workforce?
 - Mostly located in one country in one location
 - Mostly located in one country with multiple locations
 - Mostly located in one country with some global distribution
 - Highly distributed with multiple locations across the globe
8. Which of the following describes your company?
 - Publicly traded company
 - Non-publicly traded company
 - Nonprofit (not including government)
 - Government
 - Academia
9. Is your organization part of a larger parent or system?
 - Yes
 - No

10. Please describe your enterprisewide L&D structure.

- Centralized
- Decentralized
- Both centralized and decentralized (mixed model)

11. If decentralized or mixed, which specific L&D function best represents you?

- Main L&D function
- Business unit
- Geographic unit
- Other (please specify)
- Not applicable (centralized)

12. Total number of employees worldwide. (Include parent company if L&D function that is applying services to the parent company. Whole numbers only.)

13. What is your company's total revenue for your last fiscal year in USD? (whole numbers only)

14. What is the total enterprisewide operational budget for your current fiscal year in USD? (whole numbers only)

15. What is the enterprisewide L&D budget for your current fiscal year in USD? (whole numbers only)

16. What is the total number of learners that your L&D function services? (whole numbers only)

17. Does your learning organization support extended enterprise learning to the following groups? (select all that apply)

- | | |
|--|-------------|
| ○ Internal employees | ○ Suppliers |
| ○ External partners (i.e., resellers, contractors) | ○ Clients |
| ○ Franchisees | ○ Customers |
| | ○ Others |

18. Approximately what percentage of your organization's L&D budget was spent on outsourcing in the last fiscal year? (whole numbers only)
19. Approximately what percentage of your content development budget was spent on outsourcing in the last fiscal year? (whole numbers only)
20. Approximately what percentage of your learning delivery budget was spent on outsourcing in the last fiscal year? (whole numbers only)
21. Average annual hours of learning delivered per employee? (whole numbers only)
22. Number of L&D function employees? (whole numbers only)

Which of these key performance indicators (KPIs) are in use to measure the learning function at your organization? (select all that apply)

23. KPIs for learning impact:
 - Hours of training completed per employee
 - Training hours completed against annual targets
 - Employee satisfaction with training
 - Increase in employee knowledge (learning objectives)
 - Increase in critical skills and capabilities
 - Behavior change as a result of learning (transfer of skills to the job)
 - Employee reviews of learning programs
 - Other (please specify)

24. KPIs for business impact:

- Ability to recruit essential employees
- Ability to retain essential employees
- Employee satisfaction with the organization
- Increased quality of products/services
- Increased customer satisfaction
- Cycle time reduction or improvement
- Increased sales/revenues
- Productivity improvement
- Increase in overall profitability
- Net promoter score
- Other (please specify)

KPIs for efficiency:

- Content development costs
- Content development cycle time
- Time to deploy a new learning initiative
- Number of employees per training staff member
- Travel and accommodation costs
- Volume of training delivered
- Time to employee readiness or competence
- Cost savings realized through outsourcing learning initiatives
- Cost savings realized through use of technology
- Other (please specify)

25. Please provide a short example (60 words max.) of a single program or accomplishment your organization completed in the past year. Some examples:
- In 2023, Sample LearningElite Company revamped its onboarding program, saving the company \$8 million in learning costs and increasing new hire speed to competency by 15 percent.
 - Sample LearningElite Company has leaders who are committed to learning in 2023. More than three-quarters of their executive board serve as teachers in their Virtual University, including the CEO.

Ranked organizations will have their success stories featured in Chief Learning Officer magazine. Please include a key metric of success, avoid marketing language and be as specific as possible. Copy may be edited for clarity and brevity.

26. Please upload a high-quality image of your organization logo, preferably in JPG or PNG format. Ranked organizations will have their logo featured on the winner’s webpage and at the 2024 LearningElite Gala.
27. Primary contact name
28. Primary contact phone number
29. Primary contact email address
30. Secondary contact name
31. Secondary contact email address
32. Electronic signature of the learning and development head of the enterprise authorizing the 2024 LearningElite application (e.g. //Jane Smith, VP of Learning//).
33. Indicate your participation level. Estimated delivery for scorecards, report and data cuts is: **Fall 2024:**
- **\$795 Benchmark.** Includes application fee, judge review and scorecard.
 - **\$1095 Benchmark Plus.** Includes application fee, judge review, scorecard, 2024 benchmarking report and custom data cut.