DECLARATION FORM AND DATA CONFIDENTIALITY

The SHRM STAR Awards are the region's pre-eminent awards, celebrating and showcasing the most effective and inspiring work in HR in the Middle East. We understand that sensitive commercial or other information may be essential elements to a successful award entry submission and effectiveness case-study. Protecting your data confidentiality is critically important to us and we have processes in place to keep your sensitive information safe.

After the awards judging process is completed, the winners of the awards will be announced during the SHRM MENA Annual Conference. Upon submission, the entrant automatically grants SHRM the permission to share details of the winners with the media (including: name of the organization, category for which the award is won and overview of the practice for which the award is won), on the SHRM website and other relevant platforms. No announcement regarding participant names will be shared (other than the winners). SHRM may subsequently publish case studies/highlights of the winning organization practices and will take express permission from the participating organization ahead of publishing/sharing the same.

SHRM is also creating a database of best practices/benchmarks around HR practices that will be used to identify insights for the HR fraternity in the Middle East. Certain data from the award entry submissions may be used for this purpose. All such data inputs will be anonymised with no reference to the organization and all identifying characteristics consolidated within a dataset operated and owned by SHRM. All data collected will remain confidential and will be aggregated so that it cannot be linked to an individual entry.

We request the relevant signing authority (MD/CEO/COO/CHRO) to accept the above and confirm that all information provided in the Application / Entry form(s) is true and complete to the best of your knowledge and belief and that you accept all rules of participation in the SHRM MENA STAR Awards.

Name: _____

Designation: _____

Organization: _____

Email: _____

Contact Number: _____

Application Form - EXCELLENCE IN TALENT ACQUISITION AND RETENTION

Introduction to Category

Excellence in Talent Acquisition and Retention aims at recognizing organizations with demonstrated success in this area and integration of new employees because of their policies and practices in sourcing, hiring, onboarding and/or retention. It requires organizations to think laterally, design and implement talent acquisition & retention practices and/or systems that are exceptional as opposed to the traditional processes that organizations typically have. In an ever-evolving business context, where there is a war for talent, it is imperative that organizations are able to attract and retain top talent by offering competitive benefits and workplace culture that appeal to potential employees and keep existing employees engaged and motivated.

This award, therefore, seeks to recognize organizations, which have successfully designed and implemented such "excellent" practice(s) or system(s). This could be a single/multiple innovative practice(s) or system(s) that the organization has implemented across any area in Talent Acquisition & Retention and has been running successfully in the organization for some time.

The entry can include details of a single practice or an entire system. For example:

HR Practice: An organization may submit details of how they have reinvented the 'Lateral Hiring' process wherein some out-of-the-box hiring approaches such as leveraging AI and/or video screening interviews which has resulted in reaching a more relevant pool of potential candidates and greater conversions

   OR

HR System: An organization may submit details of how they revamped their 'Talent Acquisition Model', to enhance candidate and stakeholder experience through greater ownership, cost consciousness, effective and modern sourcing channels, and keeping the employer brand on top of mind, along with optimizing rising operating costs and reducing over-dependencies on partners.

Within the gamut of this award, will be practices or systems under any discipline of Talent Acquisition and Retention. The following are indicative disciplines that the practice/system could fall under:

- Sourcing & Hiring
- Onboarding
- Employee Value Proposition/Positioning
- Employer Branding/Market Perception
- Total Rewards (specific to its application for Talent Acquisition and Retention)
- Employee Experience

APPLICATION FORM

As a reminder, please specify if you are applying as the local entity/subsidiary/independent firm in the given geography. And ensure that the practice/system has been in operation in the entity applying for the award for minimum two years.

Details of SPOC (Single Point of Contact): This could be the CHRO or relevant Functional Head.

Name: _____

Designation: _____

Email: _____

Contact Number: _____

<u>**Section A - Participant Information**</u>

All questions are mandatory. Your questionnaire may not be considered complete if these questions are left blank.

1. Company/Entity Name Applying for the Award (please share full registered name):

2. Date of Incorporation of Company/Entity:

3. Parent Company Name (if applicable):

4. Parent Company Headquarters (if applicable):

5. Regions of Operation (if applicable):
    1. GCC (Gulf Countries Corporation)
    2. Levant
    3. North Africa
    4. Europe
    5. Americas
    6. Asia-Pacific
    7. Others (please specify)

6. Nature of Business/Industry Type:
    1. Healthcare
    2. Pharmaceuticals
    3. Manufacturing
    4. Services
    5. Hospitality
    6. IT/ITeS
    7. Consulting
    8. Education
    9. Automotive
    10. Military
    11. Real Estate
    12. Others

7. Nature of Ownership:
    1. Corporate
    2. Partnership
    3. Trust
    4. Government
    5. Semi-Government
    6. Foreign Owned Multinational

8. Revenues (as of Financial Year 2022)
    1. < $ 5mm
    2. > $5mm < $20mm
    3. > $20mm <50mm
    4. > $50mn

9. Structure of the HR function
    1. Centralized versus decentralized
    2. Outsourced/In-House HRIS
    3. Extent of automation

10. HR Metrics:

Metrics	Unit	FY 2020-21	FY 2021-22	FY 2022-23
Revenue Growth	**%**			
Profit Growth	**%**			
Total Employee Headcount (Full Time Equivalent/ Permanent Employees)	Nos.			
Total Contractual Employee Headcount	Nos.			
Total HR Employee Strength (FTE)	Nos.			
HR to Employee Ratio	%			
Diversity Ratio [females, males, differently abled]	%			
Average Employee Age	Years			
Voluntary Attrition Rate (Annual)	%			
Employee Engagement Scores	On a scale of 1 to 10			

Section B – Quantitative Measurements

This section covers the quantitative aspects of the initiatives under the concerned category. Providing all the information under this section will enhance your nomination and aid the jury in accurate evaluation of your application.

Metrics	Unit	FY 2020-21	FY 2021-22	FY 2022-23

Budget for the intervention/ Scale of implementation
Example:
• Total Hiring Budget
  (Annual budget identified to meet current and future hiring needs)
• Total Budgeted Headcount/Manpower
• Budgeted versus Actual Headcount
• Specific budget allocated for re-designing the talent acquisition practice/system
  Number of people involved in running the revamped practice/system				

Data from performance metrics used to track success of the initiative:
Example:
• Average Cost per Hire
  (Cost per Hire includes costs incurred on Advertising, Job fair participations, travel costs for interviews and selection, agency fees, test administration, sign-on bonuses, etc.)
• Average Time to hire/fill a vacancy
  (Time to hire is computed as total number of days of open jobs / total number of jobs open). Please share details separately for executives, senior managers, managers, others (exclude campus hires)				

Metrics	Unit	FY 2020-21	FY 2021-22	FY 2022-23
• Hire Yield Ratio *(Applicants who get hired divided by total number of applicants)* • Offer to Join *Ratio* *(Indicates how many job offers made by a company are accepted and the candidate joins the organization)* • Overall Candidate Experience Score (*share mechanism used to track the same). Please share break-up, if available:* *Experience with interview process* *Experience with on-boarding process* • Vacancies filled internally (through Internal Job Postings) • Employees hired through referrals • Employees hired through Social Recruiting Channels • Employees hired through Company Career page on website • Employees hired through job portals				
Data from business metrics used to track success of the initiative: • Business manager satisfaction on the hiring process/outcome achieved • Quality of new hires: *New hire attrition(% of total attrition due to separation on the first year of employment)* *New hire average performance in first six months* • Overall Turnover Rate (total attrition) • Turnover Cost • Voluntary to Involuntary Turnover Ratio (unwanted attrition) • Attrition % year on year • Bottom line impact through the re-designed talent acquisition practice/system (cost saving)				

Metrics	Unit	FY 2020-21	FY 2021-22	FY 2022-23
• Top line impact through the through the re-designed talent acquisition practice/system (improvement in profit/revenue)				
Additional metrics/data points you track and feel relevant to support your application				

Section C - Qualitative Measurements

Qualitative measurements are based on initiatives that have been implemented or are ongoing in the organization. These would allow for understanding and evaluating the nature of initiatives, the issues which were addressed by these initiatives, the impact on stakeholders and efforts to sustain these initiatives. <u>Please restrict your responses in this section to approximately 500 words per response.</u>

Please share key elements of your employer value proposition (EVP).

What were the key issues/challenges faced for which an innovative initiative was required? [Key pointers – Lengthy time to fill, quality of new hire, redundancy in onboarding process etc.]

Describe the initiatives that emerged to address the above-mentioned issues/challenges and its key objectives. [Key pointers – Alignment of the Talent Acquisition strategy with overall organization strategy, innovation in sourcing/on-boarding, use of analytics and metrics to track success in talent acquisition etc.]

How did you assess the effectiveness of the initiatives undertaken and what were the results? [Key pointers – Candidate satisfaction scores, quality of new hire, ROI on hiring, other metrics]

What impact have your initiatives had on your key stakeholders? [Key pointers – Bottom line impact, manager feedback, institutionalizing new practice in talent acquisition and onboarding etc.]

What are the key factors that are required for the initiatives to sustain and grow over the next few years? [Key pointers – Budget allocation, separate team, leadership and employee commitment, formal policy on these initiatives etc.]

Please use the space below to add any further details/information

Note: You may choose to attach supporting documents of maximum 15 pages/slides for a particular Award category. These collaterals will be accepted only in the form of PPT, PDF or WORD documents. No excel formats, links hyperlinked in text will be accepted. Additionally, applicants may also submit a video of up to 5 min to support their application. This video needs to talk specifically about the intervention/ practice been showcased and should not be a generic one.

GLOSSARY OF KEY TERMS USED/STANDARD UNDERSTANDIGN OF TERMINOLOGY

Terms	Descriptions
FY (Fiscal Year)	Refers to the financial year followed in the region. 1st April to 31st March (Please clarify in case of exception)
Leadership Team	The top 2 tiers of your organization i.e. the Chairman/ MD/ CEO and Executive Board (or equivalent).
Senior Management	This includes first level reports of the Leadership Team
Middle Management	This includes senior managers with experience ranging between 8 to 16 years
Junior Management	This includes first level managers with experience ranging between 2 to 8 years
Staff	This includes Individual contributors with no people managerial responsibility (i.e., no one reporting to them)
Blue Collar	Skilled and unskilled workers
Full Time/ Permanent Employees	These are employees, who are on the payroll of the organization and work a normal week. These do not include seasonal staff, temporary staff, contractors, consultants, vendors etc.
Employee Growth Rate	Year on Year increase in the number of employees (Full time and Permanent employees only)
Average Employee Age Group	This refers to the average age group (range) within which most of the organization's employees would fit.
Offer Drop %	Percentage of Employment Offers rejected
Employee Engagement Scores	We are referring to the Employee Engagement survey which is conducted every year in the organization. Calculated as number of respondents (employees who have responded to this area/shared this as a factor of engagement related to the organization) as a percentage of the total number of respondents.
Customer Satisfaction Scores	Customer Satisfaction Scores captured through a survey. This includes external customers only.