



## How 20/20 Insight Simplified the Selection Process for an Awards Committee

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20/20 Insight GOLD's flexibility is limited only by your imagination!

As an OD consultant specializing in performance management, I have used 20/20 Insight for both the traditional 360 feedback and Culture/Climate/Employee Satisfaction Survey applications for several years. Given the great flexibility of this tool, I am constantly challenging myself to apply the program in new ways that will help to automate and objectify the processing of feedback and other data inputs. Fortunately, I have been successful in using 20/20 Insight in several innovative ways that have achieved excellent results for my clients. I recently had the opportunity to use the software in a non-traditional way with great success.

As a member of the Human Resource Association of Broward County (a South Florida Chapter of SHRM), I was serving my second term on the "Human Resources Best Practices Awards" committee. The HR Best Practices Awards is a prestigious award given to South Florida companies that have demonstrated excellence in the development and implementation of HR programs in the tri-county areas of Miami/Dade, Broward and Palm Beach. In 2002, over thirty companies submitted applications, which were then reviewed and reduced to a more manageable number of eighteen. From these, judges were asked to read and review each application and select the five winning programs. The criteria against which the judges rated each application included:

- The degree to which the program met its objectives
- The business challenge/organizational need for the program
- The degree to which a team approach was used to develop and implement the program
- The ease of replication of the program in other organizations
- The ROI (Return On Investment) of the program
- The degree to which the program was innovative, creative or unique
- The degree to which the results of the program could be quantified or measured
- The degree to which the program was linked to organizational goals
- The degree to which the program had a defined method or process

In previous years, judges gathered together in a room and, within a three-hour meeting, rated each program against the nine criteria. As you can imagine, the judging process became fairly subjective, with some judges waiting until the final judging meeting to review all of the applications and others using the strength of their convictions to sway the vote. This meeting seemed to take far too long and the results felt more subjective than objective. I saw an opportunity to improve this procedure!

I suggested we use 20/20 Insight GOLD to structure the judging process and allow each of the six judges to rate and provide comments for each of the eighteen programs on each of nine criteria. I set up a project in which each of the competing companies was a "subject" of the survey and used a ten-point "agreement" scale. Each judge rated each program and had the option of providing a comment for each of the criteria, allowing for additional input. The advantages of using 20/20 Insight GOLD were many:

- Maintained anonymity, which ensured that judges did not influence each other.
- Produced an objective score for all of the eighteen programs so that the top five "winners" was readily apparent and listed in descending order.

- Prompted the judges to fully read each program application (they could not rate each program without first reading the application).
- Provided a flexible timeframe so that our very busy judges could complete the ratings within a given time period based on their individual schedules.
- Elevated the professionalism in the judging process, based on the automation of the tabulations and the professional appearance of the report containing the results.
- Reduced the time necessary for judges to get together to just one meeting, which was devoted to reviewing the process and final report.

Our judges, all prominent business and human resource leaders, immediately bought into the new approach and looked forward to the next year's Best Practices event. They were very instrumental in suggesting minor improvements to tighten the process, such as providing more time (at least two weeks) for the review of program applications and completion of the survey.

The 2002 HR Best Practices Awards ceremony was a huge success, with over 300 HR practitioners and area notables in attendance. I, of course, was sitting at the judge's table feeling proud that 20/20 Insight played an important part in improving the judging process and creating a more objective way of selecting our five winning programs. I learned that you only need to apply your ingenuity and imagination to discover additional uses for 20/20 Insight GOLD!