

Nomination: 7181

Top Hat

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Top Hat

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Top Hat

Category

B01 - B59 Achievement > B10 - Achievement in Employee Engagement

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Two years ago, we announced we were doubling down on the Top Hat employee experience. With a new CEO, a \$130MM Series E fundraise led by existing investor Georgian, and the acquisition of three companies, Top Hat had entered a new chapter of growth. We recognized that we had work to do to create a consistent and rewarding Top Hat employee experience.

We established a goal to make Top Hat a place where folks want to work — and stay — as they build rewarding careers.

As a result, we've transformed our HR practices at warp speed. We established a mature approach to performance management, we created a framework to ensure competitive compensation, we upgraded our benefits in the US and Canada, and we launched an Employee Stock Option Plan — all while launching a new Go-To-Market strategy and organizational structure to fuel our momentum and drive Top Hatter engagement and motivation.

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b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

From an employee perspective:

- + A program for new parents who are returning to work from parental leave, to transition back to full-time employment with a temporarily reduced working schedule
- + We've launched competitive benefits and a leading Parental Leave program in the U.S.
- + We optimized performance and compensation cycles to minimize distraction around customer activity
- + We've made exceptional progress with our eNPS rating, retaining an average of +20% over eighteen months
- + We've achieved an employee retention rate of 87%
- + We've deployed lifecycle feedback surveys to capture actionable insight on the employee experience
- + We launched our Intranet to provide a single source of truth for all company information

From a customer perspective:

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- + Adopted an agile product development methodology that enables us to bring solutions to market faster
- + We earned high marks for our Customer NPS (28%) and CSAT (98%)

From a business perspective:

- + Added Nicole Taylor, President + CEO of the Silicon Valley Community Foundation as an independent Board member
- + We acquired Aktiv Learning, the leader in student engagement solutions for higher education STEM courses

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- + We held our first two annual company-wide Volunteer Service Days

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

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From a Diversity, Inclusion, and Belonging perspective, we're proud to maintain our above-market position regarding diversity.

We are very proud that our efforts to improve the employee experience over the past 18 months have earned our People Team recognition as one of the Most Innovative HR Teams in Canada by Canadian HR reporter. We were also honored to be recognized for having the best HR Communication Strategy in Canada by the Canadian HR Awards.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

<https://www.hrreporter.com/best-in-hr/best-hr-teams-in-canada-innovative-hr-teams-2023/375544>

<https://hrawards.ca/winners-and-excellence-awardees/2022-winner-excellence-awardees/?q=2022#theitem4794>

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

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Would you like to add an additional supporting document?

No

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