

Nomination: 8200

Lelaina Vogel

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 Valimail
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Lelaina Vogel
Category C01 - C16 Individual > C08 - Employee Relations Professional of the Year
Individual Submission Format Written Answers
a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required <p>Lelaina Vogel has made not only advancements within the People function, but across Valimail, helping to set an industry standard for how a fully embedded, values-driven culture can drive measurable performance. She continuously builds programs which embed our values and behaviors into day to day work. Vogel wholly represents the concept of "leadership by initiative", wherein individuals are encouraged to pursue work which mostly closely aligns to their strengths, rather than operating strictly within a job description. She demonstrates this day over day, aiding individuals to consider the ripple effects of their work, ensuring that processes and procedures are not only compliant but also progressive.</p> <p>Vogel brings her role to life with a Bachelor's Degree in Psychology and Dramatic Arts from Harvard. She's been part of several successful startups, helping bring 2 organizations to a successful exit. Vogel was also a large player in building the culture around remote work that Valimail is know for today. In the last year, she has been promoted from HRBP to People Operations Manager as an acknowledgement of her depth of impact and expertise. Recently, she led a revamp of Valimail's Values and Behaviors which created standards of behaviors across the organization.</p>

b. Outline the nominee's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

- Refined eNPS/engagement metrics to drive FY25 roadmap investments- namely, gathering more information about leadership performance, psychological safety, and fairness in Q1, and relooping that feedback into action-items for leadership which are activated and already paying dividends in Q2.
- Scaled adoption of knowledge mgmt: OKRs (Lattice), Dashboards (SF/Jira), info (Confluence) so that employees have self-service information where they need it, when they need it.
- Audited requirements for new HRIS "one system of truth" to improve efficiency in org people data, automated processes and employee self services. (i.e. hiring, performance, employee changes, compensation). A recent implementation of a PeopleOps Helpdesk reached 90% adoption after launch.
- Revamped Valimail Values and Behaviors to align to cultural work being done across the org from 2021 onward. -- - Tied into a performance management process which enforces the Valimail performance standard of 50% achievements at 50% behaviors
- Tangible success in the following areas; 91% of employees cited feeling more connected to Valimail's purpose; 94% cited more clarity on company focus; 90% cited learning more collaboration skills; 94% cited retreat enabled relationship building/connections - when polled post-company event in 2023.
- eNPS: Consistently steady, in range of 45 to 65

Achieving these tasks in a remote workforce is no small undertaking, and involves hundreds of messages, emails, and reminders. Lelaina puts employees first throughout any process.

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 nominee's past performance (up to 250 words). Required

Lelaina's commitment to ethical and people-first work is unrivaled, with a consistent commitment to and production of work that both solves business problems and is the right thing to do for the employee. Lelaina is an embodiment of "leading by influence", working with members across the organization to hold teams accountable to high expectations around not only performance, but the behaviors that lead to that performance.

The achievements listed here are unique and significant as Lelaina was able to wholly action change from an environment which some could describe as non-collaborative, disparate, and led by the founder, not by teams, to an environment where voices are heard, opinions are valued, and where it is an explicit expectation that our employees are whole humans, and that we should design a workplace which embraces a remote-first, asynchronous culture where individuals are measured by impact rather than time or proximity. This is directly reflected in the improvement to internal engagement metrics, by the reviews left on places like Glassdoor, and by the genuine level of engagement seen in the team day to day.

She is relied on from our entry level employees to the c-suite to provide timely, intentional, and brave feedback to the org - and does so consistently. You truly will not find a more caring HR professional.

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

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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