

Nomination: 8315

People and Performance Video: Translating Concept into Practice

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

Link Asset Management Limited

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

People and Performance Video: Translating Concept into Practice

Category

B01 - B64 Achievement > B56 - Best Use of Video for Learning

Achievement Submission Format

Written Answers

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

Link REIT is Asia's largest Real Estate Investment Trust listed and headquartered in Hong Kong. Leveraging on strong asset and capital management capabilities, we manage a diversified portfolio comprising retail facilities, car parks, offices, and logistics assets.

With Link entering the next phase of growth, our business is rapidly expanding across the Asia Pacific region. As we bring in people from more diversified backgrounds and geographies, we recognize the need for consistent company-wide practices to create an aligned performance culture and ways of working.

In 2022, Link spearheaded an initiative to create a robust People and Performance video learning program to gear our employees up to thrive in such dynamic environment. This pivotal move in creating a practical and interactive learning aims to:

1. Develop employees across functions, levels, tenure, and geographies with a role-specific knowledge of Link's people philosophies on performance and development.
2. Bridge the theory-practice gap by emphasizing the direct relevance and applicability of People and Performance principles to their daily work.
3. Promote a performance conversation to fosters the sustainability of desired behaviors.

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

Moving beyond static presentation slides, we harnessed industry-leading development tools to produce animated videos and live-streaming videos, ensuring uniform message for all employees regardless of their location. These videos also included live interviews with our CEO, sharing business direction and strategic insights.

A dedicated video was introduced to the program to showcase how the competency model can be used in other settings, including hiring, talent management, and more. This customized approach ensures learning goes beyond memorization, fostering a deeper understanding of how theories translate into actionable behaviors for employees at all levels. Our learning videos prioritize realistic case studies directly relevant to employees' daily work.

For instance, the series features managers conducting performance conversations using the competency framework to assess employee's proficiency levels and identify gaps for development. Managers and employees are navigated through conversation guides corresponding to their role aided with case study examples.

Throughout the series, employees are prompted with gamified decision-making challenges in case scenarios. These features not only serve as pulse checks to clarify misunderstandings but also foster deeper knowledge retention, maximizing impact of our tailored content.

This shift from traditional HR training to practical and interactive learning has yielded impressive results. Over 98% of our employees (>1,100 individuals) completed the course, accumulating a total of 7,412 learning hours. An impressive 80% passed the knowledge assessment, while the average evaluation rating hits 4.7 out of 5. Feedback highlights an elevated learner engagement experience and a strong applicability of the learnings to real-life scenarios.

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

Our accomplishments stand out owing to our innovative approach to People and Performance learning. Moving beyond generic static materials and theoretical knowledge, we distinguish ourselves by creating bespoke cases directly reflecting our culture and day-to-day operations. This tailored strategy injects vitality into HR content, fostering greater retention and practical application.

Furthermore, the seamless integration of the competency framework into performance management learning is a perfect example of how we connect frameworks into a cohesive ecosystem. Employees no longer finds HR frameworks scattered and unrealistic, but instead, understand the usage of each model and harness the benefits that HR processes bring to their career. This practical guide empowers both employees and managers to implement the framework effectively and equips employees with the tools they need for success, fostering a more cohesive and performance-driven work environment.

In contrast, competitors often rely on static content devoid of real-world context, solely focusing on knowledge dissemination. Transitioning to interactive and practical video content has guaranteed uniform, top-notch training across diverse locations, effectively overcoming historical hurdles tied to language and geographic disparities. This standardized distribution of knowledge has notably bolstered comprehension of HR policies, resulting in a more knowledgeable and cohesive workforce.

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

<https://drive.google.com/file/d/1oUQyw0VnJKq-EAQa4fL9gqEg463FMyuB/view?usp=sharing>
(<https://drive.google.com/file/d/1oUQyw0VnJKq-EAQa4fL9gqEg463FMyuB/view?usp=sharing>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

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(<https://drive.google.com/file/d/1QEBwHwNcmfQZB9QAQNPkKOEZU9cfpid1/view?usp=sharing>)

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Webpage Link 3

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(https://drive.google.com/file/d/1w4r2T_3VGSQT_Xu5CxQGyJr3syzVfJaD/view?usp=sharing)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.linkreit.com/en/home/> (<https://www.linkreit.com/en/home/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.linkreit.com/en/about-us/vision-and-purpose/> (<https://www.linkreit.com/en/about-us/vision-and-purpose/>)

Would you like to add an additional webpage link?**Supporting Document**

No File Uploaded

Would you like to add an additional supporting document?

No

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