

Nomination: 9773

Best Talent Management Strategy

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 Abu Dhabi Customs ██████████ ██████████
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Best Talent Management Strategy
Category B01 - B67 Achievement > B49 - Best Talent Management Strategy
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Abu Dhabi Customs (ADC), established in 1966, is one of the oldest government entities in the Emirate of Abu Dhabi, responsible for regulating cross-border trade. Historically, ADC followed a traditional talent management strategy focused on conventional training methods that engaged only the conscious mind—active just 5% of the time. This limited long-term retention and behavioral change. Since 2023, ADC has shifted to a progressive model that uses programming concepts and visualization tools to engage the subconscious mind, responsible for 95% of responses. By integrating immersive technologies such as virtual reality (VR), augmented reality (AR), and simulations, incorporating AI and machine learning—ADC has transformed its training into an experiential journey that improves understanding, retention, and application. This evolution also marked a shift from a human-centric to a person-centric approach, placing individual employee journeys, preferences, and aspirations at the core of talent strategies. Personalized learning, well-being initiatives, and tailored career paths are now standard, supported by AI-driven platforms. By 2024, ADC had deployed nine AI-powered talent systems spanning training, performance, promotions, and succession. Results include a 93% employee engagement rate, 33% productivity improvement, and the closure of over 9,300 competency gaps—solidifying ADC's role as a leader in public sector talent innovation.
b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required Since January 2023, ADC has achieved several milestones in redefining talent management. A total of nine AI-driven systems were deployed across the employee lifecycle, including the AI-Based Training Recommendation System, Oracle Fusion HCM, and Fusion Analytics Warehouse. These platforms enabled predictive talent insights, automated career development, and data-driven decision-making. A major success was the implementation of the Spider-Net Tool, which integrates appraisals, assessments, and learning outcomes for evidence-based succession planning. In 2024, 31% of promotions were identified by AI, with a 98% HR validation rate. ADC also closed 9,300+ competency gaps and delivered 101,552 training hours, averaging 59.08 hours per employee. More than 5,700 digital courses were integrated into the LMS, offering personalized, on-demand development. In terms of Well-being ADC conducted major annual well-being and engagement events at unique venues such as Pixoul (2023) and SeaWorld (2024), complemented by ongoing wellness initiatives including guided meditation and breathing sessions, on-site psychological consultations, semi-annual vital checkups in partnership with a leading UAE hospital, and annual Privilee wellness offering access to fitness and health facilities for all employees. Additionally, ADC established 3 VR centers, 3 hologram classrooms, and 3 innovation centers, reinforcing a culture of continuous learning through immersive and interactive platforms. ADC implemented a digital Employee Journey to deliver a seamless experience from onboarding to career growth. Guided by the principle of "giving employees what they want before they ask," this personalized approach significantly enhanced satisfaction, engagement, and loyalty—reinforcing ADC's status as an employer of choice in government.

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

The impact of ADC's talent transformation is both profound and measurable. Leadership readiness increased by 53%, with 72% alignment between learning outcomes and future job roles, and an impressive 99% manager satisfaction rate with training outcomes. ADC has moved from a reactive, compliance-based HR model to a predictive, person-centric approach, using AI and analytics to deliver personalized learning journeys, career mobility, and employee wellness programs tailored to individual needs and aspirations.

Organizational culture has also advanced significantly. In 2024, ADC achieved a 91% cooperation index and an 86% empowerment score, positioning it as the top government entity in Abu Dhabi for employee experience. Employee engagement rose to 93% (up from 73% in 2018), while productivity increased to 79%, a 33% improvement over five years. These results reflect not only strategic success but a deep cultural shift driven by technology and trust.

What makes ADC's model truly distinctive is its influence. It has hosted over 70 benchmarking visits from local, regional, and international entities interested in learning about its AI-enabled succession planning, competency mapping, and integrated performance systems. ADC's talent strategy is recognized globally as a blueprint for modern public-sector HR.

With 145+ international awards, including 14 Brandon Hall, 31 Stevie, and 3 HRSE Future Workplace Awards, ADC has been recognized for Best Talent Management Strategy and HR Executive of the Year. Achieving a 97.5% HR maturity score, ADC is now a regional and global benchmark for public sector excellence in talent development.

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

The following attachments and online references provide concrete evidence of Abu Dhabi Customs' (ADC) talent management transformation, supporting all claims made across sections a–c:

Note: actual Links are provided in separate document named "Links".

- Abu Dhabi Customs Strategic Plan 2024–2028 (Executive Summary)
Highlights the strategic goals, digital transformation pillars, and people-first approach. Link
- AI-Supported Integrated Customs Operations System Launch Report
Provides an overview of the system's objectives, and implementation roadmap, demonstrating innovation in customs automation. Link
- HR Maturity Assessment Report – Department of Government Support
Officially confirms ADC's #1 ranking in HR maturity across 54 Abu Dhabi government entities (score: 97.5%).
- Oracle Recognition & Media Coverage
ADC recognized by Oracle as the fastest HCM deployment in the Middle East. Public announcements available at: Link
- Global Customs Innovation Award Announcement (WCO)
Recognition of "Invisible Customs" and smart training initiatives, including AI and VR use: Link
- Global Customs Innovation Award Certificate – DHAFRA Project
Official recognition of Abu Dhabi Customs winning first place in the 2024 award, showcasing leadership in smart customs solutions. Link
- Human Capital Development Summary & WCO Recognition Letter
Documents outlining employee engagement initiatives, training programs, and the World Customs Organization for best practices in HR. Link
- Media Coverage & Press Releases
A curated collection of news articles and official press releases validating public impact, and visibility of Abu Dhabi Customs' transformation journey. Link

These materials collectively reinforce ADC's position as a regional and global leader in strategic, AI-enabled, person-centric talent management.

Webpage Link

Would you like to add an additional webpage link?

Yes

Webpage Link 2

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Would you like to add an additional webpage link?

Yes

Webpage Link 3

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Web Page Link 4

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Web Page Link 5

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Supporting Document

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Would you like to add an additional supporting document?

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Supporting Document 4

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