

Company: Enerjisa Enerji, Istanbul, Atasehir

Nomination Submitted by: Business Awards Consulting

Company Description: Enerjisa Enerji is Turkey's leading electricity company operating in two main business lines, power distribution and retail sales.

Nomination Category: Product & Service Categories - Business Technology Solutions

Nomination Sub Category: Upskilling/Workforce Learning Solution

Nomination Title: Enerjisa Retail Academy

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

Enerjisa launched the **Retail Academy** in May 2024.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 339 words used.

In today's rapidly evolving business landscape, organizations are facing unprecedented challenges in preparing their workforce for future. **The World Economic Forum** highlights that by 2025, **50% of employees** will require **upskilling/reskilling** as digitalization, automation, and sustainability reshape industries. Traditional vertical learning models where employees develop skills solely within their functional domains are increasingly insufficient to meet the demands of modern workplaces.

Enerjisa recognized that equipping employees with only function-specific expertise limited their agility, adaptability, and capacity to contribute to broader organizational goals. The company identified need for a **more integrated, cross-functional learning approach** that not only strengthens current capabilities but also fosters strategic thinking, digital literacy, and **multifunctional competencies**. This shift was essential to support workforce mobility, accelerate talent development, and -most importantly- prepare employees for the future of work.

Internal assessments, employee feedback, and global research revealed that the existing training structure lacked the flexibility and learner-centricity required by the future of work. There was a clear need for a **dynamic learning ecosystem** where **employees could take ownership of their development**, build cross-functional skills, and align with evolving business strategies. With this need, Enerjisa launched the **Retail Academy** in May 2024, laying the foundation for its new learning vision.

Enerjisa Retail Academy was designed as a **corporate university** and transformative learning ecosystem that empowers employees to take ownership of their development while aligning their skills with the company's strategic priorities. Moving beyond traditional, function-based training models, Academy introduces a **modular, flexible, and learner-centric approach** that supports both current business needs and future readiness.

Academy is structured around **seven distinct faculties**, each offering targeted programs:

Leadership Faculty focuses on enhancing leadership capabilities at all organizational levels.

Sales Faculty develops core sales competencies through simulations and role plays.

Marketing Faculty provides training on digital marketing, analytics, and innovation.

Operations Faculty covers Lean Six Sigma, process optimization, and risk management.

Energy Management Faculty focuses on market dynamics, regulations, and energy trading.

Energy Solutions Faculty explores renewable energy, storage, and emerging technologies.

Corporate Governance Faculty strengthens skills in finance, law, and compliance.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 350 words used.

Just like a traditional university, **Retail Academy** operates on a bi-annual academic calendar with **Fall and Spring terms**. The program uses a **blended learning approach**, supported by **IKON** platform, ensuring that development is not a one-time event but an ongoing, self-directed, and business-aligned journey.

Each employee is allocated **10 credits per term**, which they can freely use to select trainings from any of the faculties, regardless of their functional role. This **cross-functional choice model** promotes continuous development and encourages exploration beyond traditional silos. If an employee exceeds the 10-credit limit in one term, the additional credits are automatically deducted from the next term ensuring sustainability and balance in learning journey.

Enerjisa Retail Academy **stands out in multiple ways, attracting attention for its innovative approach and unique structure**. Academy sets a new benchmark for talent development within Turkey's energy sector, offering a holistic learning ecosystem designed to prepare employees for the future of work.

Rather than limiting development to pre-defined functional tracks, Academy introduces a **personalized and dynamic learning culture** where employees can shape their own growth journeys.

One of the Academy's distinctive features is its **flexible learning framework**, which enables employees to select learning experiences that align with both current roles and future aspirations. This **choice-driven structure** not only enhances engagement but also cultivates **multifunctional competencies**, helping individuals build capabilities that transcend traditional job boundaries, an essential factor in an era of rapid digitalization and transformation.

The Academy's design reflects the rhythms of academic institutions, offering structured development opportunities through **semester-based learning cycles**. Its comprehensive scope, encompassing **seven specialized faculties**, ensures that employees can access development in both technical and strategic domains from leadership and sales to energy solutions and digital finance.

Additionally, the program embraces **modern learning methodologies**, combining interactive tools such as simulations, gamification, and collaborative case studies with digital platforms. This immersive approach bridges the gap between theory and practice, fostering a **continuous learning mindset** across the organization.

By embedding agility, empowerment, and future-readiness into its learning ecosystem, Enerjisa Retail Academy stands out as an **innovative and forward-thinking model** that supports both individual growth and organizational resilience.

6. You have the option to answer this final question: 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):

Total 250 words used.

In addition to the substantial learning outcomes, **Retail Academy** has significantly enhanced employee satisfaction, engagement, and talent retention within Enerjisa's retail companies.

-Since the pandemic, the HR team has successfully delivered 70% of trainings face-to-face across three key locations (Istanbul, Ankara, and Adana), helping to sustain and strengthen the organizational culture.

-By 2024, **99% of Enerjisa employees received training** through the Retail Academy, achieving remarkable inclusivity from the very first cycle. In total, **33,354 hours** of training were delivered, 29,194 hours in classrooms and 4,160 hours remotely. The average **training hours per employee increased** from 38 in 2023 to 40 in 2024.

-Training satisfaction scores rose from 90% pre-Academy to 92% in 2024, while **Training NPS increased** from 91% to 95%. Retail Academy's **positive impact** also emerged in open-ended responses to engagement surveys. (details in Slide-deck)

-Learning satisfaction scores improved from 75% in 2023 to 77% in 2024, signaling a clear connection between the Academy and employee engagement.

-Turnover rates also dropped from an average of 6.4% to 5.5% in 2024, underscoring the Academy's role in **talent retention**.

Through the OPTIMA project, supported by the Retail Academy, Enerjisa has also driven operational excellence, **achieving measurable improvements of 10%-30%** in time, cost, and resource efficiency. (detailed case in slide Deck)

Apx1: Video: Enerjisa Retail Academy Launch Video

<https://youtu.be/G3uqWv3zBBg>

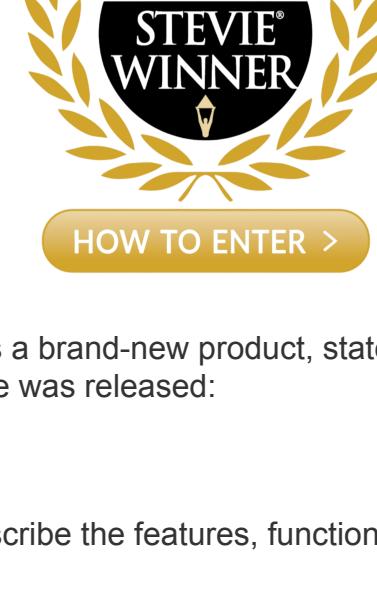
Apx2: Video: Testimonials from Retail Academy Participants

<https://youtu.be/mkSSkJrByBI>

Apx3: Slide Deck: Project-in-Detail

Apx4: Document: Enerjisa Retail Academy Fall Semester Catalog

Apx5: Website: <https://enerjisaperakendeakademisi.com>



Attachments/Videos/Links:

[Enerjisa Retail Academy](#)

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