

Company: SOCAR Türkiye, İstanbul, Türkiye
Company Description: SOCAR Türkiye, a subsidiary of Azerbaijan’s state oil company, is Turkey’s largest direct foreign investor. Operating in refining, petrochemicals, energy trade, and logistics, it leads with STAR Refinery and Petkim. With strong sustainability goals and social responsibility efforts, it plays a key role in Turkey’s energy sector and future vision.
Nomination Category: Creative Categories
Nomination Sub Category: Most Innovative Creative Project
Nomination Title: Unlocking Human Potential through Multidimensional Intelligence – Q Concept



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words
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 a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments in this category since 1 January 2023:

Total 642 words used.

In a fast-changing world where technology and business evolve rapidly, traditional learning models fall short. As information becomes instantly accessible, knowing alone is no longer enough. In response, SOCAR Türkiye Academy introduced a transformative development model: Q Concept.

Q Concept is not just a training catalog, but a holistic development model based on the belief that intelligence is diverse, adaptable, and key to sustainable success. It is built around four Pillars and ten Quotients, each reflecting a unique dimension of personal and professional growth.

Growth Pillar, which emphasizes IQ and PQ, supports employees in sharpening their analytical abilities while also improving physical well-being to ensure sustainable productivity. For example, a finance team member leveraged IQ-focused trainings such as Excel and Power BI to fully automate recurring monthly reports—reducing report preparation time by 50% and eliminating common formula errors. Meanwhile, another employee with no prior sports background benefited significantly from PQ sessions. With reduced back pain, they experienced better sleep and higher daytime energy levels, leading to improved concentration and communication at work. These combined outcomes not only enhanced individual well-being but also led to a 25% reduction in operational workload and created opportunities for job rotation, thereby supporting more agile and adaptable team structures and contributing positively to performance management and talent mobility efforts.

Connection Pillar, encompassing EQ, CQ, and SQ, strengthens interpersonal skills and organizational cohesion. After EQ training, an employee with communication challenges developed emotional awareness and began contributing more effectively to feedback processes, boosting team engagement and receiving positive recognition from managers. Similarly, a project coordinator applied CQ knowledge to redesign materials for multicultural teams, improving understanding and minimizing delays—while also expanding his professional network. SQ training enabled a new team lead to initiate peer mentoring sessions, fostering a culture of inclusion and raising onboarding satisfaction by over 20%, thereby elevating the overall employee experience.

Integrity Pillar, which covers AdQ along with MQ, helps employees navigate uncertainty while upholding ethical values. When a leadership gap emerged, one employee used AdQ tools such as decision mapping and emotional resilience to guide a critical project through to completion with minimal disruption. Following MQ training, a purchasing employee enhanced ethical awareness and introduced a supplier selection method based not only on cost, but also environmental and social impact. This approach aligned more closely with company values and was recognized by management as a benchmark for responsible procurement, further reinforcing performance management goals.

Future Pillar, which includes DQ, EnQ, and SuQ, focuses on building forward-looking capabilities such as innovation and adaptability. One of the most impactful examples came from a non-technical employee who, after completing DQ training, implemented RPA-based automation for five business processes. This initiative halved processing time, eliminated bottlenecks, and enabled a shift toward higher-value tasks, directly improving performance metrics and enhancing workforce capacity. In another case, a field operations manager redesigned an inefficient system, resulting in a faster, more cost-effective, and user-friendly solution. This not only demonstrated EnQ, but also activated IQ, DQ, AdQ, and SQ—all contributing to cross-functional collaboration and scalable innovation. Inspired by SuQ training, a logistics specialist launched a reusable packaging initiative that supported the company's sustainability targets and motivated peers to adopt greener habits, both professionally and personally.

Tightly aligned with SOCAR Global 2035 strategies and WEF 2030 competencies, Q Concept fosters digitalization, sustainability, innovation, and workforce resilience. More than a training model, it drives cultural transformation by framing learning as a journey of self-awareness. Helping employees understand how they think, feel, act, and lead, this intelligence-based, user-driven approach has enhanced employee experience, improved OHI, and strengthened performance systems—boosting engagement, employer branding, and continuous development within daily work life.

By placing intelligence diversity at its core, SOCAR Türkiye Academy has developed not only a future-ready learning model, but a scalable, sustainable, and human-centric roadmap for how organizations can grow, adapt, and lead in the 21st century.

4. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements in this category since 1 January 2023:

Total 149 words used.

- More than 60+ Q trainings were offered through face-to-face or online sessions, supported by multi-channel communication for personalized learning.
- To enhance engagement, CPD recognition was implemented, leading to an increase in CPD usage from 61.32% to 84.41%.
- Aligned with SOCAR 2035 and WEF 2030 goals, it drives sustainability, digitalization, and innovation through targeted trainings in AI, creativity, resilience, and leadership.
- Increased employee engagement by 29%, highlighting its positive impact on motivation and organizational connection.
- First-of-its-kind in Türkiye, uniquely implemented by SOCAR as an innovation in corporate learning.
- Over 600+ employees have participated, reflecting strong engagement with its diverse learning opportunities.
- Cut workload by 25%, enabled job rotations, and improved employee experience, OHI scores, performance management, and employer branding.
- Team members applied insights from SuQ trainings in their reports, helping the company earn a key certification.
- Podcasts with Q Concept trainers provided non-attendees a chance for personal growth.

Attachments/Videos/Links:

[Unlocking Human Potential through Multidimensional Intelligence – Q Concept](#)

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