

Nomination: 5717

Founding Future Branch Managers

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 VAKIF KATILIM
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Founding Future Branch Managers
Category B01 - B59 Achievement > B36 - Best Leadership Development Program
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Vakif Katilim is a participation bank, owned by the General Directorate of Foundations under Turkish Ministry of Culture & Tourism. It was established in 2015 with \$400M capital. Being the youngest bank of its kind, the bank has penetrated throughout 81 cities of Turkey with 116 branches in a short period of time. Majority of 1,637 employees work in the branches, which serve both consumers and corporations. The wide portfolio of services includes leasing, financing, private pension system, insurance and internet banking. The mission of Vakif Katilim, as a governmental organization is to improve and grow participation banking. Its vision is to be a reference point in its sector. Its profit goes to the many foundations in Turkey that serve many different purposes like preserving historical buildings, protecting disadvantaged people, even animals. As a young organization with respect to the competition, Vakif Katilim has overcome the challenges in a short time by establishing a talent management and development system, defining priorities and taking action accordingly. The Founding Future Branch Managers Program, nominated here, has won Brandon Hall HCM gold award in "Best Advance in Leadership Development" category in 2021. Vakif Katilim has won 9 Brandon Hall awards in 2021.
b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required Audience Supervisor and Assistant Managers, who succeeded in the assessment process on the way to be Branch Manager. Problem Low internal sourcing rates for Branch Manager positions. Objective Develop and execute a Leadership Development Program for potential Branch Managers. Expected Key Result Source Branch Manager positions 50% internally and Achieve 100% profitability target in the first year. Solution Founding Future Branch Managers is a 1-year blended journey that is composed of 6 modules focusing on both technical and leadership competencies. Actual Results The program proved its effectiveness on 4-levels of ROI process model: * Level 1 (Reaction): Participants were satisfied at 4.23/5.00. * Level 2 (Learning): Participants achieved learning at 4.07/5.00. * Level 3 (Application): Participants stated they achieved learning transfer at 4.63/5.00. Their managers observed 4.72/5.00. The committee rated the participants' project at 4.30/5.00. * Level 4 (Impact): The internal promotion is 54% (target 50%). The first-year profitability target realization of the promoted staff is 102% (target 100%).

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

Total Involvement

The program team consisted of Marketing Managers, L&D Team and Facilitators. Besides, HR Manager, CMO, CHRO, CEO and other chief officers (CXO) took active roles by mentoring the participants.

Integration with Talent Management

First of all, HR and L&D departments created a Promotion Process to ensure assignment of new competent Branch Managers as summarized in the following steps:

A. Application

B. Assessment

C. Participant Selection

D. Founding Future Branch Managers Program

E. Project Evaluation

Needs Analysis

L&D Team analyzed the assessment results and figured out that there were a few competencies in common that were less successfully demonstrated.

Design Principles

L&D Team employed nine design principles to be considered in the program design such as 70:20:10 model, spaced learning and micro-learning.

Curriculum

The program was delivered in a 1-year period, comprising 6 modules. Each module has over eight learning activities focusing on both technical and managerial skills associated with different delivery methods.

Program Results

Founding Future Branch Managers program proved its effectiveness on 4-levels of ROI process model:

* Level 1 (Reaction): Participants were satisfied at 4.23/5.00.

* Level 2 (Learning): Participants achieved learning at 4.07/5.00.

* Level 3 (Application): Participants stated they achieved learning transfer at 4.63/5.00. Their managers observed 4.72/5.00. The committee rated the participants' project at 4.30/5.00.

* Level 4 (Impact): The internal promotion is 54% (target 50%). The first-year profitability target realization of the promoted staff is 102% (target 100%).

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 Links

The two links below show two of the news in two Turkish newspapers regarding Vakif Katilim's HR projects winning Brandon Hall.

Documents

Annex 1: Participants Solving a Case Study in the Program.

Annex 2: Screenshot of Vakif Katilim's awards on Brandon Hall website.

Webpage Link

<https://www.haberturk.com/vakif-katilim-brandon-hall-mukemmellik-odulleri-nde-9-dalda-odule-layik-goruldu-3177849-ekonomi> (<https://www.haberturk.com/vakif-katilim-brandon-hall-mukemmellik-odulleri-nde-9-dalda-odule-layik-goruldu-3177849-ekonomi>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.milliyet.com.tr/vitrin/vakif-katilim-brandon-hall-mukemmellik-odullerinde-9-dalda-odule-layik-goruldu-6587322> (<https://www.milliyet.com.tr/vitrin/vakif-katilim-brandon-hall-mukemmellik-odullerinde-9-dalda-odule-layik-goruldu-6587322>)

Would you like to add an additional webpage link?

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/13881/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxMzg4MSwiYWxsb3RtaWduZWVcmwiOiJGYWxzZSIsImNbnm9WTbXk80QZZ1IsadDRfNFBGK_VgTcW4ur8U?Annex%201%20-%20Participants%20Solving%20a%20Case%20Study%20in%20the%20Program..jpg)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/13882/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxMzg4MiwiaWYxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSI1mInbm9yMsXDhO7AB0kleDVO7FklsStT_XzM?Annex%20%20-%20Screenshot%20of%20Vakif%20Katilim%E2%80%99s%20awards%20on%20Brandon%20Hall%20website..png)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

No File Uploaded

Would you like to add an additional supporting document?

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