

Nomination: 6375

Akbank Center of Excellence Programs

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

AKBANK

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Akbank Center of Excellence Programs

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F65 - Skills Training

Training Programs or Media Submission Format

Written Answers

a. 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. Required

Center of Excellence programs were designed in 2018. With changing needs, the program is completely redesigned in 2021. This submission describes the redesign of the program in 2021.

b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required

In the near future working/working environment and conditions, workforce profile and business models will be radically transformed. According to the "The Future of Jobs 2020 Report" by the World Economic Forum, talent gaps in the competencies needed for job changes will remain high over the next five years. Companies estimate that about 40% of employees will need to acquire new skills in six months or less, and 94% of business leaders report that they expect their employees to acquire new skills at work. The Covid pandemic has accelerated this change even more.

As one of Turkey's leading finance companies, Akbank follows trends closely and invests in the working dynamics of the future, today. Akbank considers the development and harmony of its employees in future competencies as the most important strategic priority. Akbank launched the "Center of Excellence Programs (CoE's)", which aims to prepare its employees for the competencies of the future.

Akbank Center of Excellence Programs are built on 3 main pillars consisting of technology, design and analytics. It consists of curricula designed with an agility perspective. It is aimed to make Akbank employees competent in their current positions and to prepare them for the future business world and future positions with the CoE programs.

The dynamics of the Turkish and world banking sector, Akbank's strategic goals, the development needs of employees and the expectations of tomorrow's business world were evaluated while determining the CoE programs and a needs analysis was carried out to reveal the competencies to be focused on. Akbank CoE programs are also updated every year with the changing business dynamics.

Akbank CoE programs consist of sub-programs designed in 7 main focuses:

Introduction to the Future 2.0:

Design Thinking:

Data Analytics:

Agile

Innovation

Open Banking

Marketing

Each sub-program is designed with Basic Level and Expert Level. Basic level aims create awareness throughout the company, expert level aims to train deep-dive experts on the subject at the level of expertise. In each program, many different learning methods such as live and digital trainings, workshops, workshops, agile teams and project groups are offered together.

c. 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). Required

In parallel programs, participants in the target audience are included in each of these 7 focus areas. Aiming to change a competency and culture across Akbank, these programs include cross-functional not only Akbank employees, but also target audiences who need to acquire awareness and knowledge in order to prepare for the future on the relevant subject. In this way, while preparing for the competencies of tomorrow, it is also aimed to create teams that better understand each other's work today.

The most basic feature that distinguishes Akbank's Center of Excellence program from similar re-skill/upskill programs in the sector is that it is not limited to a single area of expertise or vertical competency, and it offers the opportunity to develop in all competencies that Akbank will need. Another feature that makes the program stand out is that it includes learning activities at the level of awareness and expertise. As a result of the activities, not only the small masses receiving specialization training, but also all Akbank employees have the opportunity to be informed about the competencies of the future through awareness programs. The program also stands out by achieving many successful results in a short time: CoE's has reached the targeted level of success in many metrics such as the satisfaction of the participants after the training, the benefit received, learning, knowledge increase, competence development and performance improvement. The positive effect of the program on these metrics has been proven with comparative measurements. CoE's programs also contributed to the learning culture of employees and to take responsibility for their own development. This had a positive impact on the careers and promotions of the participants.

REDACTED FOR PUBLICATION

REDACTED FOR PUBLICATION

Webpage Link

Would you like to add an additional webpage link?

Yes

Webpage Link 2

Would you like to add an additional webpage link?

No

Supporting Document

REDACTED FOR PUBLICATION

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

Terms and Conditions

I Agree