

Nomination: 6397

Enerjisa HR Strategy and Projects

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

Enerjisa Enerji

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Enerjisa HR Strategy and Projects

Category

E01 - E10 Team > E10 - Human Resources Team of the Year - Other

Team Submission Format

Written Answers

a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required

Enerjisa Enerji is Turkey's leading electricity company operating in two main business lines, i.e. power distribution and retail sales. With a team of over 11,000 employees, Enerjisa reaches around 10.3 million customers in 14 provinces across three operational regions and serve 21.9 million users.

Enerjisa has 11.2 million distribution network connections accounting for approximately 26% of all distribution network connections in Turkey and 9.9 million customers representing approximately 22% of the retail electricity market.

The world of work is changing. Artificial intelligence and automation will make this shift as significant as the mechanization in prior generations of agriculture and manufacturing. While some jobs will be lost, and many others created, almost all will change.

Being aware of the fact that skillful employees are its most important investment in mediating to reach future goals, Enerjisa positioned to invest human capital as one of the strategical priorities of the company.

Enerjisa focuses on the best, the most efficient and collectively adopted Human Resources procedures and practices that touch people with the vision of "being the continuously preferred employer in the industry and within Top 15 in all industries". Enerjisa's purpose is to offer a pleasant and meaningful career journey through these practices.

b. Outline the team's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Always aiming to design innovative and effective HR practices, EnerjiSA HR Team aims to design all its processes align with the needs of the new generation workforce. EnerjiSA HR Team prioritizes preparing its workforce and working models for the needs of the future.

Enerjisa brought the question of "how do we prepare for the future of work" to the company's strategic agenda at the end of 2020. The Enerjisa Future of Work project named "Geleceğin Yolunda" was born out of the need to prepare working conditions, workforce and working models for the expectations of the future in parallel with the accelerated transformation in the business world with the effect of the pandemic.

Enerjisa partnered with Boston Consulting Group to design new future of work strategy. BCG has a proprietary "Future of Work" framework on 7 dimensions to answer these questions and prepare companies for the new normal and designed HR actions an all 7 dimensions of the Future of Work Strategy:

- Flexible Working Models
- Physical and Mental Health
- Flexible Workforce and High Performance
- Talent and Skill Management
- Leadership of Future
- Purpose-Oriented Organisation and Culture
- Digital, Data-Driven and Agile Organization

Digital Talent Acquisition Process, New Digital Onboarding Process, Redesigned Talent Acquisition and Development Programs, Sen Seç Flexible Benefits System, Flexible Working Model, Well-Being App Studio+, Sports and E-Sports Clubs are only some examples of new HR initiatives all designed in late 2020 and 2021.

Only some examples of EnerjiSA new HR initiatives can be listed here, please see the attachments

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 past performance (up to 250 words). Required

All of the 47 actions planned for 2021 with the vision of the future of work have been successfully implemented despite the constantly changing conditions and differentiating priorities due to the pandemic, and disseminated through communication within the company. The positive effects could also be followed from the HR metrics and the success of the project could be observed. The satisfaction rate of the employees for the actions of "Geleceğin Yolunda" was measured as 71%. This data is positioned at a very high level considering the current socio-economic conditions and sector dynamics in Turkey.

Employee turnover rate has decreased from 5,2% to 1,6%. an increase of 9% in employee loyalty and 8% in employee satisfaction was observed at the end of 2021.

The participation rate in the Studio live well-being application offered to employees was 11%. This participation rate is quite high, especially for a company like Enerjisa, whose majority of employees are blue-collar.

Publishing its Diversity and Inclusion Policy in 2021, Enerjisa Enerji attaches importance to ensuring gender equality at all levels, starting at the recruitment processes. EnerjiSa has a women rate of 31% on white-collar positions (Turkey average 28,3%) and %26 on managing positions (Turkey average 22%) and 25% on board of directors (Turkey average 17%). Although it operates in a male dominated industry Enerjisa offers a better workforce for women of Turkey. Enerjisa also supports the participation of individuals with disabilities in social and economic life on equal terms.

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

Apx1: Document- Enerjisa Summarized Annual Report on Human Resources

Apx2: Document- Enerjisa "Geleceğin Yolunda" Future of Work Project Details and Initiatives

Apx3: Video- Enerjisa Geleceğin Yolunda

Apx4: Video-Enerjisa Sports and E-Sports Clubs

Apx5-Enerjisa Digital Recruitment and Onboarding Video

Apx6-Enerjisa Digital Onboarding Video

Apx7-Video- "You Choose" Flexible Benefits Announcement Film

Apx8- Website: Enerjisa WebSite

Webpage Link

<https://youtu.be/qNBvii9xyL0> (<https://youtu.be/qNBvii9xyL0>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/eCY0QqL09tM> (<https://youtu.be/eCY0QqL09tM>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/x9iXQATygxM> (<https://youtu.be/x9iXQATygxM>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.youtube.com/watch?v=CtGst86potg> (<https://www.youtube.com/watch?v=CtGst86potg>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.youtube.com/watch?v=Qy14iXEXhh0> (<https://www.youtube.com/watch?v=Qy14iXEXhh0>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://www.enerjisa.com.tr/en/energy-of-my-business> (<https://www.enerjisa.com.tr/en/energy-of-my-business>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/15541/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTU0MSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9w4QxlASD6QCUfnmyjiMstU?Apx1-Enerjisa%20Summarized%20Annual%20Report%202021-2020%20for%20Human%20Resources%20Practices.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/15542/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTU0MiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yApx1-Enerjisa-Gelece%C4%9Fin%20Yolunda%20Future%20of%20Work%20Details.pdf>)

Would you like to add an additional supporting document?

No

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