

Nomination: 6404

Migros "You are my Mentor" Project

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 MIGROS
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Migros "You are my Mentor" Project
Category F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F57 - Managerial 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 Migros "You are my Mentor" Project is redesigned in 2021. This submission is about the redesign of the project.
b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required Migros operating as one of the largest retail chains in Turkey spread all over Turkey with 2,200 points and 50,000+ employees and serves more than 160 million customers. In the retail industry the behavior, expertise and customer service standards of its employees are as important as the products. Employee training is of strategic importance for Migros, which aims to achieve its high-quality service standards at every store all over Turkey. Migros Retail Academy was established with the aim of developing the professional, personal and leadership competencies of employees align with company strategies and sector needs. Migros Retail Academy uses blended learning methods covering classroom trainings, on-the-job trainings, e-learning, video-learning, university collaborations in order to assure continuous development is a company culture. Migros has provided over 2 million hours of training in 2021. 9 people start working at Migros every working hour. Considering the rapid growth and workforce change, Migros Retail Academy designs its learning methods in a way that supports agile, on-the-job learning and enables cultural transfer by learning from each other. Coaching and mentoring practices is placed as an important tool in development programs designed with a curriculum approach for different target groups. Migros offers development programs for its store staff in order to improve the service quality. Since each store is managed as a separate business, store managers have the responsibility of being the people who directly manage the profitability and service quality of the stores and manage all employees. At the same time, store managers play a critical role in maintaining service standards and keeping the company culture alive in such a widespread geography and rapid growth. Last year (2021) 825 new Migros stores opened, with the job changes 840 new store managers assigned. The "You are my Mentor" mentoring process has been designed to support store managers just after their appointment on new positions. In this 6-month mentoring program, new store managers are matched with experienced mentors. Mentors and mentees hold 9 formal meetings, and the newly appointed store manager can also communicate with his mentor when he/she needs a quick response.

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

Mentors are trained by Migros Retail Academy in order to increase the effectiveness of the Mentoring process. Mentors are equipped with learning and development tools they can use in their meetings, and a structured mentoring plan is shared with both mentor/mentees.

You Are My Mentor mentoring process is redesigned in 2021, taking into account the changing needs of employees and the increasing importance of technology. "I Choose My Mentor" screens were designed to enable mentees to choose their own mentors. Mentees can search and select from previously defined mentors list in line with their own expectations.

"You are my Mentor" program stands out as an effective program to promote service culture of Migros:

-More than 4,500 new store managers have been trained so far.

-In 2020, 232 new store manager mentees were matched with 173 mentors, In 2021, the number of mentees increased 3 times and reached 728, and 301 mentors managed the process.

-As of May 2022, 337 mentors are registered in the system.

2020: 7229 meetings/average 10,844 hours

2021: 6763 number of meetings/average 10.145 meeting hours were invested in development.

The mentoring approach has been used in different areas within Migros, and new mentoring practices have been implemented with the influence of the You are my Mentor program and its contribution to development:

The New Generation Mentoring Program, designed with an agile team established is a reverse mentoring program in which young mentors selected from different departments and stores mentor Migros senior management. It is aimed to convey the perspective and expectations of the new generation to Migros management and to strengthen the bond between generations. So far, 22 Migros senior executives have received mentorship from 46 young mentors in the program.

An important feature that distinguishes this reverse mentoring program is that half of the mentors in the New Generation Mentoring program consist of young store managers who are mentees at "You are my Mentor" program. This is important in terms of spreading the culture of continuous learning within Migros and creating a cycle in which the programs will feed each other.

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: Presentation: You are my Mentor Details

Apx2: Presentation: Next Generation Mentoring Details

Apx3: Video: Next Generation Mentoring Video

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/15557/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTU1NywiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImNm9Apx1-Migros-You%20are%20My%20Mentor%20Program%20Details.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/15558/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTU1OCwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImNm94e8WULqzweEECYLJbK3rQkK1wXZQ3iQe0P9rQE?Apx2-Next%20Generation%20Mentoring%20Details.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/15559/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTU1OSwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImNm95I79vrFy2bt-StPvIL6NOBmUroZH1aWoiYSs6SIZI?Migros%20New%20Generation%20Mentoring.mp4>)

Would you like to add an additional supporting document?

No

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