

Nomination: 6440

QNB Finansbank Overall T&D Strategy and Initiatives

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 QNB Finansbank
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title QNB Finansbank Overall T&D Strategy and Initiatives
Category E01 - E10 Team > E07 - Learning/Training Team of the Year
Team Submission Format Written Answers
a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required QNB Finansbank, which was found on 1987, is the first private bank that went public in Turkey. It operates with 447 branches and has an employee number of around 11.000. QNB Finansbank has been ceaselessly operating steadfast with its goals of offering more than traditional banking services to its customers and becoming the Financer of Turkey. Focused on responding to Turkey's growing financial needs as the Financer of Turkey, QNB Finansbank continues to expand its stellar list of accomplishments with its customer-oriented strategies and a passionate and vigorous employee force who are experts in their field and committed to their values. Since 2018, with the change in economic conditions in Turkey and the change in customers' expectations, QNB Finansbank has revised its service approach and spread the culture of "360 degree banking". The 360-degree banking approach describes a behavior that knows its customers very well, understands their needs, has 360-degree knowledge of all the products and services of the bank, follows the developments in the banking sector and strives to offer solutions outside the standard to its customers. Since 2019, QNB Finansbank training and development team has redesigned all training and development solutions according to this banking approach.
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 Aiming to combine the most up-to-date learning trends, the most effective training methods and the most effective content in all its processes, Finansbank L&D team is responsible for the development of 11,000 people in branches and headquarters. Finansbank T&D team manages all development programs in the form of curricula based on position, task and job area. In the curriculum-based development programs developed through the needs analysis carried out together with the business leaders, development needs for all positions are determined in advance and appropriate programs are designed. All programs at Finansbank are also leveled according to their scope: -Newcomers' programs (for those new to banking) -Position transition programs (programs offered when moving from one position to another within banking) -Development programs for existing employees (programs aimed at developing people in the same position with new knowledge and competencies with changing dynamics) In addition, "Development Catalogue" trainings, which all Finansbank employees can benefit from throughout the year, regardless of their position, are offered to provide solutions to individual needs apart from the requirements of the position. Finarmoni, a digital learning platform, is a rich platform that all employees can access 24/7 and access up-to-date digital content on many subjects they may need. With this platform, employees are offered a development solutions on their instant needs apart from the programs.

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

In addition to all these professional development and skill development programs, leveraged leadership and talent management programs are carried out to meet different needs in the name of leadership and management development.

DigiLearn and QLearn programs were launched in 2021 in order to develop employees in the field of technology, which is a critical competency to prepare for the business world of tomorrow, and certified internal coaches were trained within the bank through an internal coaching process to support the individual development of people in critical positions.

Finansbank L&D team and development programs stand out with the following aspects:

- Development Solutions Covering All 11.000 Employees
- Leveraged, Segmented and Personalised Training Programs
- Measurement-Based Design
- Learning Preferences Measurement and Program Designs accordingly
- Continuous Learning with Uninterrupted Consequent Programs
- Alignment with Business Teams and Collaborative Strategic Design with Business Areas
- Rich Content and Internal Designed-Programs @Finarmoni Digital Learning Platform
- Internal Coaching and Mentoring Center, Certified Internal Coaches
- Newly Established "Learner Experience Team"

(Details of all these items are explained as a separate attachment)

Besides offering training and development programs for its employees, QNB Finansbank L&D Team started to offer content for the bank's customers and public. DigiLearn series was initially designed to train internal teams on technological concepts. This internally designed and created video series attached great attention and started to be published on the banks Youtube Channel.

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: QNB Finansbank T&D Team and Programs Details

Apx2) Visual Document: QNB Finansbank Development Program Tree

Apx3-QNB Finansbank Learning&Development Team Success Story

Apx4) Video: Participant Testimonials (Please turn on cc for English subtitles)

Apx5) Document: QNB Finansbank Summarized Annual Report on Human Resources

Webpage Link

<https://www.qnbfinansbank.com/en/> (<https://www.qnbfinansbank.com/en/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://youtu.be/_viV1tDnF78 (https://youtu.be/_viV1tDnF78)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.qnbfinansbank.com/en/> (<https://www.qnbfinansbank.com/en/>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/15635/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWV1tDnF78>)
t-FuW0SDbrgJhX3qZbiS6q2ieoVu5RS32A?Apx1-QNB%20Finansbank%20Training%20and%20Development%20Programs.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/15636/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWV1tDnF78>)
Apx2-QNB%20Finansbank%20Program%20Tree.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/15637/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTYzNywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbnm9yApX3-QNB%20Finansbank%20Learning&Development%20Team%20Success%20Story.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/15638/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTYzOCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbnm9yApX7-QNB%20Finansbank%20Summarized%20Annual%20Report%20on%20Human%20Resources.pdf>)

Would you like to add an additional supporting document?

No

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