

Nomination: 7078

Penti Shirt

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 Penti
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Penti Shirt
Category F01 - F70 Solutions, Implementations, and Training Programs or Media > F01 - F48 Solutions & Implementations > F43 - Talent Management Solution - New or New-Version
Solutions & Implementations Submission Format Written Answers
a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required Inspired by the Kyosei philosophy, which embraces a better life together, Penti works towards empowering its employees to have a stronger and more vibrant rhythm. It draws its leadership strength from continuous development, enabling constant learning, growth, and adaptation. By combining the unique rhythms of each employee, Penti creates a distinct tempo. Penti's long-term strategic priority is to become an attractive center for talent as a fashion company. Talent is one of the main strategies of both our human resources and management team. In this regard, we leverage different sources and utilize competency-based systems to attract new talents and make our recruitment process more efficient. In 2021, we began working on rebuilding competencies in the post-pandemic period to examine the impact of the pandemic on skills and competencies. In 2022, we launched our Penti Shirt inventory, which evaluates our new competencies and culture.

b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required

In this journey, the culture and values of Penti serve as our compass in shaping how we conduct our business. When designing all of our practices, we consider how our culture will guide us, how it will be influenced, and where it will lead us in every decision we make regarding people and systems. Within the fundamental dynamics of our need for change, we identified the following elements: effectively communicating and measuring Penti's culture to employees, adapting to the new era, promoting exemplary behavioral patterns, and updating competencies to align with other HR systems in a coherent manner.

While conducting all these activities;

we utilized international resources for determining new era competencies,

conducted internal and global surveys,

organized webinars,

sought consultant opinions,

obtained the views of C-level executives,

gathered employee group opinions,

sought the perspectives of the CEO and Board of Directors,

Behavioral norms of high / low performance employees

employees who prefer to leave the job and those with high seniority

and utilized sample groups.

During our work, we identified the common behavioral patterns of Penti people. These patterns include collaborating and creating together, supporting intrapreneurship within Penti, striving for excellence and being resilient, adapting to any situation and improving our work, continuous learning, and showing respect for nature and life. These competencies that lead us to success are named the "Penti Shirt." A Penti individual wearing the Penti Shirt embodies all its colors. The Penti Shirt is #justforus, tailored to each individual.

What are the competencies in the Penti Shirt?

To Achieve is #justforus!

Stay Small While Growing is #justforus!

Entrepreneurial Professional Spirit is #justforus!

Always Strive for Better is #justforus!

"United We Stand, Stand We United" is #justforus!

Emotional Resilience is #justforus!

Make Others Feel Good is #justforus!

Facilitate Communal Living is #justforus!

After our work to determine our competencies was completed, we created our inventory specifically for Penti, with the job preferences questionnaire, which is our product in which we reached Penti Shirt scores in our system where we defined the candidate inventory stage. The features that make up the Penti shirt and their scoring are attached.

c. For the nomination of a product or service, 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. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required

During this work, we utilized the Harrison Assessment. We obtained approval for the underlying behavioral patterns of the Penti Shirt based on our international agreement.

The Penti Shirt scores of our new talents are now rated on a scale of 100. We determine the Penti Shirt scores of our existing talents by considering the organization's culture, values, and competencies, without relying solely on the individual scores from the system.

In 2022, we brought in a total of 108 new talents at our headquarters who embraced the Penti Shirt. The turnover rate for talents wearing the Penti Shirt is 5%, which is below both the average turnover rate in the Turkish retail industry and Penti's historical turnover rate.

The Penti Shirt is used to facilitate both the acquisition and development of talents in their career progression.

Twice a year, during the Talent Management Board meetings, our candidates' Penti Shirt scores are evaluated by our C-Level Management team. Promotion decisions are made based on organizational needs and competencies.

In 2022, a total of 121 talents wearing the Penti Shirt at our headquarters were promoted.

We examined the professional lives and achievements of talents wearing the Penti Shirt at Penti, considering factors such as tenure, performance evaluations, promotion durations, participation in different projects, project success rates, participation in social activities, engagement in training and development activities, suggestion development, internal customer satisfaction scores, and more. We incorporated these analyses into our HR analytics initiatives, contributing to various aspects from the right candidate selection to their promotion.

Based on the analysis of our concrete competency set, namely the Penti Shirt, the following outcomes were observed:

New hires experienced a 23% decrease in turnover within the first 6 months.

Promoted employees experienced a 37% decrease in turnover.

The number of individuals actively involved in projects increased by 42%.

Training participation reached 87%, and there was a 22% increase in the rate of individuals tracking their development through individual development plans.

There was a 17% improvement in target performance indicators, and an 18% improvement in leadership assessments.

Satisfaction and performance surveys showed a 37% improvement.

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

Example 1:

1_Penti_We Are Passionate for Success

Basic Traits (high scores are positive)

Tester (8.5)

Enthusiastic (8.0)

Persistent (8.0)

Willingness to Succeed (8.0)

Optimistic (7.5)

Taking the Initiative (7.5)

Desired Traits (low scores negatively affect performance)

Influencing (7.0)

Open to Different Opinions (7.0)

Research / Learning (7.0)

Analytic (6.0)

Features That May Affect Performance Negatively

Blindly Optimistic (7.0)

Skeptical (7.0)

Impulsive (6.0)

Example 2:

6_Penti_Our Emotional Resilience Is High

Basic Traits (high scores are positive)

Certain/Confident (8.0)

Enthusiastic (8.0)

Flexible (8.0)

Persistent (8.0)

Pressure Tolerance (8.0)

Taking the Initiative (7.5)

Desired Traits (low scores negatively affect performance)

Managing Stress Successfully (7.0)

Willingness to Succeed (7.0)

Tempo (6.5)

Optimistic (6.0)

Confident (5.0)

Open to Different Opinions (4.0)

Features That May Affect Performance Negatively

Inconclusive (8.0)

Skeptical (8.0)

Not Producing Solutions (8.0)

Blindly Optimistic (4.0)

Dogmatic (3.0)

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17301/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzMwMSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm99PQ0EIQ1OuFEMCS0x28zK26yIGp7KPwrBvFeHIAGI?Reference%20Document%201-What%20are%20the%20competencies%20in%20the%20Penti%20Shirt.docx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17302/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzMwMiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm99PQ0EIQ1OuFEMCS0x28zK26yIGp7KPwrBvFeHIAGI?Reference%20Document%202-%20Competencies%20Communication.docx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/17303/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzMwMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm99PQ0EIQ1OuFEMCS0x28zK26yIGp7KPwrBvFeHIAGI?Reference%20Document%203-%20Penti%20Shirt%20Report.docx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/17304/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzMwNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm99PQ0EIQ1OuFEMCS0x28zK26yIGp7KPwrBvFeHIAGI?Reference%20Document%204-%20Penti%20Shirt%20in%20system.docx>)

Would you like to add an additional supporting document?

No

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