

Nomination: 7241

Petrol Ofisi - Pioneers of Learning Through Games and Simulations

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 Petrol Ofisi Grubu
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Petrol Ofisi - Pioneers of Learning Through Games and Simulations
Category B01 - B59 Achievement > B46 - Best Use of Games and Simulations for Learning
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Set on the grounds of leading the development of Turkey, Petrol Ofisi has been the pioneer of development and innovation in energy industry since 1941. With a recent change of shareholder and leadership, Petrol Ofisi initiated a corporate transformation journey which also manifested itself in a restated Employer Value Proposition of being the "Pioneer in Development". With this acquisition, Javed Ahmet, ex-Chairman of the Petrol Ofisi Group, stated that: "This acquisition is a powerful opportunity that will enable us to refocus on the future". After this period, the Human Resources structure entered a process of evolution. After Talent Potential Committee (Management Team), which was first held in 2019, HR went through a new organizational change with establishment of Talent Management unit. After pandemic, the Management Team gathered in September 2021, was decided to separate Talent Management unit and Learning & Development unit within the framework of powers principle. The focus area of development has been changed. In January 2022, L&D unit was established with the perspective of sustainability of development and focused on the process of becoming an Academy.

b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

Since 2021, Petrol Ofisi has received awards from many local and international platforms, with Leadership Development Programs, MT Acquisition Project, HR Demand Management System and Pandemic Process Management.

Considering the results of employee experience and company strategy, as was mentioned above, L&D unit was established in 2022. Firstly, a 3-year strategic roadmap was created.

This roadmap focuses on;

Beyond Leadership: Development of current and potential leaders

Beyond New Normal: Transition to hybrid and blended learning system

Beyond Knowledge and Skills: Reskilling and upskilling tracking

Beyond Sales: Development of sales teams and field follow-up with internal mentors

Beyond Processes: Effective tracking of development with ROI

In this framework, 5 main topics were focused on for 2022.

- On-boarding
- Sales Academy
- Game-based competence development
- Reskilling and upskilling analysis
- Leadership development

This award application will address our programs with simulation and gamification applications. (Supporting Document1: Petrol Ofisi 360 Video)

Briefly;

- Pre-Onboarding Program * Gamification
- Development Studies for the First Week * Micro Learnings
- Development Studies for the First Two Months * Simulation
- Development Studies for the 3rd and 4th Months *Metaverse
- Gamification based learning need analysis
- Gamification in LMS platform

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 or organization's past performance (up to 250 words). Required

Pre-Onboarding : Our aim to overcome their excitement on-the-first-day and to transfer important information before the start of work with the gamification methodology. New employee learns how to enter the building and basically general structure of our departments. Readiness before work with the points collected in the game is evaluated.

Development in First Week: New employees attend 1st-Day-Orientation program (ILT), online trainings (micro learnings "90-seconds learnings"), guide program. With 90-second learning programs, new employees learn areas that they will frequently use in ERP systems. At the end of this, each participant should experience that processes. Thus, learning can be transferred to practice.

Development in First Two Months: New employees attend Customer and Field Experiences Programs (OJT & Simulation); On-the-Job-Training Program. It is aimed with this simulation, they have information about our field of activities from production to sales.

Development in 3rd&4th Months: In this period, new employees attend Potential Development Program(ILT) and Management Team Meetings with New Employees (Metaverse). As a result, we bring our new employees together with management team.

Learning Need Analysis: Owiwi is a game-based competency measurement tool, used for our employees to see their own competency results. (8 competencies) It is used as an important support for our employees to plan their future development.

LMS Platform: Individuals earn points and badges according to the number of training completion, access to the platform and training evaluation. According to the status of these badges, donations are made to NGO's on behalf of the employees.

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

According to Supporting Document 2: Games and Simulations Data, Pre-onboarding program was lived in the beginning of 2023 and satisfaction from this game is wonderful. According to participants' comments; pre-onboarding program has been evaluated that this game facilitates the first learning, provides a good first day experience, makes sense of the company's earnings sources and structure, absorbs company values and reduces the excitement experienced on the first day.

It has been evaluated that this game facilitates the first learning, provides a good first day experience, makes sense of the company's earnings sources and structure, absorbs company values and reduces the excitement experienced on the first day. The satisfaction and participation here show how right the work is.

Metaverse is so new environment for us. Especially the meeting environments of the senior management and participants were loved by the employees. The only problem here is related to internet speed.

Simulations powered by AI technology obtained employees to understand the company's view. Those who work with these practices understand that they need to have a more innovative perspective.

With gamification technology with Owiwi (competence evaluation tool), possible manipulations are reduced to a minimum.

* Training is personal and development is the employee's responsibility.

** Within the Sales Academy, many applications based on gamification are added. In these studies, it has been measured that the learning outcome of the employee is very high. (Supporting Document 3: Petrol Ofisi 2022 L&D Activities)

Webpage Link

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17740/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzc0M0CwiYWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSIsImNm91Petrol%20Ofisi%20360%20-%20The%20Stevie%20Awards.mp4>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17741/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzc0M0SwiYWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSIsImNm91Y8LnR7VYy7pipxIP4IlyRb6LzhA?SD2-%20Games%20and%20Simulations%20Data.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/17743/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzc0M0MyiYWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSIsImNm91SD4-Petrol%20Ofisi%202022%20L%206D%20Activities.mp4>)

Would you like to add an additional supporting document?

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