Nomination: 7249

People Predictive IA of Kordsa

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

Kordsa Teknik Tekstil A.Ş.

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

People Predictive IA of Kordsa

Category

B01 - B59 Achievement > B48 - Best Use of People Analytics

Achievement Submission Format

Written Answers

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

Kordsa, the global player in tire and construction reinforcement and composites markets,
operates in 13 facilities throughout 7 countries including Turkey, Brazil, Indonesia, Germany,
Thailand, Italy, and the USA with over 5000 employees. Through its mission to "Reinforce Life",
the Company aims to create sustainable value for all its stakeholders and society by combining
high value-added reinforcement technologies with innovation. Today, with its tire
reinforcement technologies, Kordsa reinforces one out of every three automobile tires and
two out of every three aircraft tires worldwide. The Company develops eco-friendly products
that reduce fuel consumption thanks to better road grip in the tire industry, while developing
composites that lighten the vehicles to perform with less fuel and reduced carbon emissions.
As for the construction reinforcement industry, Kordsa touches every aspect of life with more
durable and more practical reinforcement solutions for both infrastructure and
superstructure projects.

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

In today's business environment forcing companies to be reshaped according to the unclearly seen disruptive changes of future, it is getting difficult to manage the talent capacity required for achieving the future targeted positioning of the companies. Human Resources teams owns a significant task especially in this Talent Crisis in the world. Strategic Workforce Planning an HR Analitcs project shows its importance in that point. By analyzing the turnover ratio, the effect of digitalization on workforce and the future targets of Kordsa, it demonstrates a view of the gap between today's talent capacity and future talent requirements of Kordsa. With the support of the tool, both Headcount Planning Processes and Talent Management Processes have become more agile, data driven and future focused. Upskill-reskill processes, training requirements have become more smoothly operated. Hiring operations are based on a data driven decisions and analysis. Organizational movements can be seen from a broader and comprehensive perspective. New decisions can be reasonably connected with the future business requirements by looking at the analyses system provides. Moreover, Diversity, Equity and Inclusion operations have been managed in a more dedicated way to achieve the committed targets.

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

Kordsa People Predictive IA tool is designed to serve as globally integrated digital HR database of Kordsa. It supports one of the important pillars of Kordsa's Future of Work strategy, which is called Resilient and Agile Organization Goal. With the easily accessible and up-to-date data it provides, the speed and efficiency of the projects increase. The risk of errors is decreased which both enables reaching targeted results more easily and reduces extra workload caused by corrections. The predictive analysis it provides supports the management in foreseeing the future possibilities. Comprehensive enhancement in the data provided to all users from Human Resources teams touches the highly important performance areas of the company and also the employees work life. It also supports the monitorization and enhancement of employee engagement and wellbeing operations. With the encouragement gained from the Bronze and Silver Brandon Hall Awards and Stevie Award, the studies on improving the project by allocating more resources have been continued. This year Golden Award is set as a target for the project.

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

Detailed explanations, visuals, and videos are in the PDF and PPT documents we have attached.

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-
platform.com/file/17761/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYYUlkIjoxNzc2MSwiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y
Best%20Use%20of%20People%20Analytics%20_PDF.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-
platform.com/file/17762/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYYUlkIjoxNzc2MiwiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y
Kordsa%20Strategic%20Workforce%20Planning%20-%20C%20Suite%20Introduction%20Document.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-sage.secure-
platform.com/file/17763/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYYUlkIjoxNzc2MywiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y
Proof%20Document%20as%20Video.pptx)

Would you like to add an additional supporting document?

No

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of the competition. (https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms)

Terms and Conditions

I Agree