

Nomination: 7439

Gökhan Esentürk

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 COLIN'S / Erk Pazarlama San Tic Aş
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Gökhan Esentürk
Category C01 - C16 Individual > C03 - Chief Happiness Officer of the Year
Individual Submission Format Written Answers
a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required Gökhan Esentürk, He has held responsibilities in Internal Communication, Employer Branding, Employee Engagement in global and international companies as (Burger King and Domino's). Currently, he serves as the Global Employee Engagement Manager at Colin's, one of Turkey's leading companies. The employees refer to him as our "Happiness Manager." He completed Master's degree in Marketing Management at Istanbul University, Business Administration Institute. (Accredited by AACSB*, which is represented by less than 5% of business schools worldwide.) He is married and has a daughter. Gökhan led the cultural development and change process as the head of a newly established department at Colin's. He joined the company in 2019 and has successfully navigated through various challenges in the country. Through The Challenges, "Together" As Colin's we have faced many difficulties in the geography where we operate, and Gökhan has made efforts to create happy and engaged employees despite all these struggles. -In 2020, COVID-19 Pandemic, -In 2021, a major currency exchange rate and inflation crisis in Turkey, -In 2022, the Russia-Ukraine war (We have over 1,000 employees) -In 2023, the earthquake disaster in Kahramanmaraş, Turkey (Turkey experienced one of the world's biggest earthquake disasters on February 6, 2023).
b. Outline the nominee's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required Gökhan actively shares the Colin's culture with employees across countries, including Turkey, Ukraine, Romania, Egypt, Georgia, Morocco, Belarus, and Russia. Despite facing numerous challenges, Gökhan has brought us closer together by adopting a strategic and analytical approach within the Employee Engagement Plan. UKRAINE / RUSSIA: LETTERS OF BROTHERHOOD AND PEACE Gökhan initiated a project to uphold the values of peace, brotherhood, and love that are celebrated on April 23rd Children's Day. This project aimed to involve Colin's employees and their children, fostering a sense of unity and global scale within the company. On this special day, children from Colin's, including those in Ukraine and Russia, exchanged Letters of Brotherhood and Peace, promoting love and harmony among siblings. #EARTHQUAKE AID "LINE OF SHARING" In response to a recent earthquake disaster in Turkey, Gökhan established a "Line of Sharing." to organize and provide aid to the affected region. Thanks to Gökhan's leadership, Colin's employees successfully delivered five truckloads of aid to the earthquake area. Moreover, Gökhan personally visited the affected region to provide support to affected families. Promoting a healthy lifestyle and sports engagement, Gökhan established teams like the Dragon Festival - Rowing Team, Volleyball Team, Billiards Tournament, and Basketball Team. He also introduced the Multisport Card project, granting employees unlimited access to over 400 sports facilities. In summary, Gökhan's efforts to share the Colin's culture, foster unity through international projects, provide aid during disasters, and promote a healthy lifestyle exemplify his dedication and commitment to the well-being and engagement of Colin's employees.

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

UNIQUE EMPLOYER BRAND: "TOGETHER"

Inspired by our culture and experiences, Gökhan created our employer branding "Together."

Gökhan announced it to employees through an impressive Launch event "Together Festival." The event received an outstanding satisfaction rating of 99%.

ETHICS HOTLINE

He took steps in creating a psychologically safe environment at work. He took full responsibility for the Ethics Hotline process and achieved systematic improvements by bringing together relevant departments and committees to make it "excellent" and "flawless."

He ensured that all messages sent through the ethics hotline system were answered and actions were taken. He increased the call closure rate from 20% to 92%.

NEW INTRANET:

Gökhan managed the complete renovation of the Intranet site such as celebration modules for events like Birthdays, Newborn Babies, Promotions, and New Hires were added to the Intranet site to enhance employee interaction.

With the "Thank You" module, employees can send each other thank you notes through the Intranet site. This module was designed to spread the culture of appreciation.

COLIN'S PRIVILEGES

Special discounts were secured at over 50 hospitals for employees and their families to benefit from.

EMPLOYEE SERVICES - CONTRIBUTION TO WORK-LIFE BALANCE

Gökhan individually took charge of this operation under Administrative Affairs. He developed collaboration with the transportation company, shuttle users, and Human Resources.

He personally took the shuttles to develop a route system, increased the number of services from 29 to 39 and enabled employees to reach home faster

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

Gökhan values collaboration with all employees in conducting these processes. He listens to the all involved individuals and incorporates their feedback through regular surveys. He takes on the role of an IT specialist for the Intranet, an Administrative Officer for the services, and a team captain for sports competitions. He does all of this with limited resources and limitless dedication. That's why we call Gökhan our "Happiness Manager."

EMPLOYEE ENGAGEMENT SURVEY

Since 2021, a regular work-life survey has been conducted to measure employee satisfaction. It involves 4,500 people with a high participation rate of 92%. Gökhan's efforts in conducting the Employee Engagement Survey have resulted in scores above the Turkish average.

Through internal communication and motivation initiatives, Gökhan has made a significant contribution to a yearly "+15%" positive change based on the survey results. This has led to the highest level of development and improvement in satisfaction scores related to these themes.

ETHICS HOTLINE CALL CLOSURE RATE LEADER:

The industry average for Ethics Hotline call closure rate is 79%. Gökhan raised Colin's to the highest level with a "92%" score.

He improved the closure rate from 20% to 92%.

*Based on reports from the Remed Ethics Hotline company.

RESOURCES / ANNEXES

TOGETHER FESTIVAL LAUNCH

- Employee Satisfaction Survey Results (Provided transparently and in compliance with global standards by an independent research firm, PES Survey)

• Ukraine-Russia Brotherhood Letters project video

Event and Project Videos: Launch events for completed projects,

AACSB* <https://isletmeiktisadi.istanbul.edu.tr/tr/content/enstitumuz/aacsb-akreditasyonu>

Webpage Link

<https://www.youtube.com/watch?v=ktheWZ5tdaA&t=42s> (<https://www.youtube.com/watch?v=ktheWZ5tdaA&t=42s>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/8V4YFmzz34g> (<https://youtu.be/8V4YFmzz34g>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/TJMwmloUkKM> (<https://youtu.be/TJMwmloUkKM>)

Would you like to add an additional webpage link?

Yes

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