

Nomination: 7523

## Enerjisa Young Talent Programs

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Enerjisa Enerji
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Enerjisa Young Talent Programs
<b>Category</b> B01 - B59 Achievement > B41 - Best Talent Acquisition Process
<b>Achievement Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> Enerjisa Enerji is Turkey's leading electricity company operating in two main business lines, power distribution and retail sales. With a team of over 11,000 employees, Enerjisa has 11.9 million distribution network connections accounting for approximately 26% of all distribution network connections in Turkey and 10.6 million customers representing approximately 22% of the retail electricity market.  Enerjisa is aware of the megatrends that influence the energy sector and is getting ready for the new world of energy. Aiming to prepare both the company and its employees for future in the best way possible, Enerjisa launched "Future of Work" project Geleceğin Yolunda(Journey to the Future) in beginning of 2021.  The project aims to shape the future of work by considering the new working principles in 7 basic dimensions. Talent and Skill Management and Development is one of the main dimensions of Future of Work strategy.  Under this main strategy, EnerjiSa is developing projects to attract qualified workforce to the company, while also designing development programs to enhance and prepare internal talents for the skills of future. EnerjiSa Young Talent Acquisition and Development Programs are designed with this strategy to attract young talent who will shape the company's future.

**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**

**Project Objective:**

The EnerjiSa Young Talent Programs aim to prepare new graduates for the business world, help them discover their potential, and empower them to take the initiative in their own development, ultimately bringing them into the EnerjiSa organization.

**Project Steps:**

EnerjiSa Young Talent Programs have been designed with a focus on three main areas, based on the demand for young talents within the company:

-Young executive candidates who will work in the energy retail sector for retail companies.

-Engineering candidates for distribution companies.

-Young talents who will work in IT and digitalization fields.

In order to directly address each of these three main needs, EnerjiSa has designed four different young talent programs:

-RetailX: Talent acquisition and Management Trainee Program for retail companies

-ENTER: Young engineer talent acquisition program for distribution companies

-ITalent: Talent acquisition program focused on IT and digitalization fields across all EnerjiSa companies

-Spark: Short-term internship program aimed at introducing the distribution sector to young university students

**Project Results:**

EnerjiSa's Young Talent programs have been successful in attracting the future talents to EnerjiSa and introducing young individuals to the energy sector in Turkey. Through these programs, EnerjiSa reaches nearly 10,000 young individuals each year, provides development opportunities to around 1000 young talents, and hires approximately 150-200 young individuals in internships or job opportunities within EnerjiSa.

EnerjiSa young talent programs has positive impact on many criteria assessed like talent attraction, talent acquisition, employee branding, business performance, employee loyalty and satisfaction. All these results are explained in attachments.

**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**

Along with their overall impact and results, EnerjiSA Young Talent programs have stood out with the following features and have provided an important learning opportunity for the EnerjiSA HR teams.

-Providing equal opportunities to all young individuals in Turkey and managing a transparent and fair process were accepted as the main principles.

-The application process was fully digitized, allowing candidates to easily apply through digital recruitment and onboarding. Additionally, this ensured that all applications were stored in the EnerjiSa digital talent pool.

-All young talent programs are built on a scientific basis, aligned with studies on understanding and catering to Generation Y and Z. Programs are based on students' needs, preferences and expectations rather than assumptions.

-In addition to providing solutions that appeal to the general public, each young talent program includes a personal touch for students, such as mentoring, counseling, and development sessions.

-Development programs were specially designed for each Young Talent program according to the specific needs, offering rich content to young individuals through expert trainers and contemporary and diverse learning methods allowing different learning styles learn on their own preferences.

-In addition to the development stages, young individuals were involved in EnerjiSa's business processes through rotations, Ideathon, project work, and a young advisory board, allowing EnerjiSa's processes to be examined from the perspective of the new generation.

The EnerjiSA Young Talent Programs have successfully achieved their objectives at the outset, leading to positive outcomes in introducing talented young individuals in Turkey to the energy sector and promoting EnerjiSA.

**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- Document: EnerjiSA Young Talent Programs- Program Details

This document has detailed info on;

- Program Need
- Design process & Methodology
- Detailed Design of Programs
- Program Implementation

ApX2- Document: EnerjiSA Young Talent Programs- Program Effects& Challenges & Results

This document has detailed info on;

- Program Differentiators
- Challenges Faced
- Program Results & Effects
- Future Plans and Conclusion

ApX3- Video: RetailX Short Review& Testimonials

<https://youtu.be/jh9hA7Elp3s>

ApX4- Video: Enter Short Review& Testimonials

<https://youtu.be/FT58H4e-4Hw>

ApX5- Website: Enerjisa WebSite

<https://www.enerjisa.com.tr/en/home>

**Webpage Link**

<https://youtu.be/jh9hA7Elp3s> (<https://youtu.be/jh9hA7Elp3s>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://youtu.be/FT58H4e-4Hw> (<https://youtu.be/FT58H4e-4Hw>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://www.enerjisa.com.tr/en/home> (<https://www.enerjisa.com.tr/en/home>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/18568/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxODU2OCwiYWxsYXN0b3R0aWduZWRRVcmwiOiJGYWxzZSImlnBm9ApX1-%20EnerjiSA%20Young%20Talent%20Programs-%20Program%20Details.pdf>)

ApX1-%20EnerjiSA%20Young%20Talent%20Programs-%20Program%20Details.pdf)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/18569/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxODU2OSwiYWxsYXN0b3R0aWduZWRRVcmwiOiJGYWxzZSImlnBm9ApX2-%20EnerjiSA%20Young%20Talent%20Programs-%20Effects%20%26%20Challenges%20%26%20Results.pdf>)

ApX2-%20EnerjiSA%20Young%20Talent%20Programs-%20Effects%20%26%20Challenges%20%26%20Results.pdf)

**Would you like to add an additional supporting document?**

No

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