

Nomination: 7531

Doğuş 3.0 Project Teams & Bi Do'lu Yıldız

**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**

Doğuş Holding

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

Doğuş 3.0 Project Teams & Bi Do'lu Yıldız

**Category**

B01 - B59 Achievement > B11 - Achievement in Employee Relations

**Achievement Submission Format**

Written Answers

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

Doğuş Group operates in 6 main sectors with very different dynamics, with over 300 brands and 20.000 employees, in different locations in Turkey and the world. Our group has been pursuing an effective investment strategy with a business focus for a long time.

In today's conditions, where time is the most precious value, people working under the same roof were working on similar projects without being aware of each other, and time and effort were lost. As Doğuş Group, we have implemented a transformation project to gather synergy as a Group, use this great power in the most effective way possible, to ensure that employees gain more advantage from this power, and to encourage a sense of belonging and pride in working for this company.

This transformation was a project that changed not only the employees but also the management approach and required many innovations in the company strategy. Therefore, the transformation first started in the top management. The vision of the management team was renewed to reestablish the strategy with an understanding that is more proactive, agile, development-oriented, visionary, and most importantly, focusing on people in all matters, and to spread this understanding throughout the Group.

**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**

Then, the most important issue was to create a common language&areas in the Group, to discover our strong muscles and to reveal the points that unite us. The transformation project gained a much broader framework and brand-new platforms began to be designed that would create interaction. One of these platforms is, Doğuş 3.0 Project Teams, which develops and maintains its sustainability every year&the Bi Do'lu Yıldız application, which we ensure the visibility of the project teams and encourage with rewards.

As a part of Doğuş 3.0 culture, we form project teams with participants from different group companies&departments, generate new ideas&bring them to life. We can provide our joint work with the project teams implemented in 2021 with a faster communication network. In the past years, our brands could not be informed of each other's projects on time, we now share all developments instantly with weekly meetings and messaging applications. When a project idea is put forward, all our brands make improvements on how they can contribute to this project and share their networks with each other. The works are carried out in a much shorter time and with the cost advantage provided by the intra-Group cooperation. To encourage the maximum number of people to participate in the project teams, we graduate the working teams as the projects are completed and include new team members in the projects. With the completion of the first year of the project teams,there was a need for performance monitoring&rewarding.

**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**

To meet this need, we developed Bi Do'lu Yıldız application, which is a more social performance&rewarding platform by adding our culture and values to the process instead of a performance system with a financial focus. There are 6 main&30 sub values that represent Doğuş 3.0 culture on the Bi Do'lu Yıldız platform. By evaluating our colleagues on the basis of these values, we can give "Stars" to people with whom we carry out joint projects, whose work we like, and whose ideas we get inspired by, on the Bi Do'lu Yıldız platform. After the first phase of the application went live and met the performance targets, we took one more step to improve and developed another plugin where people can add skills to their profiles through the application.

Formation of new project teams accelerated by evaluation of skills added on profile pages. Now, the process of creating project teams over skill, is progressing with the support of human resources, in the next step of the project people will be able to create new working, thinking&socializing areas by establishing their own teams over the system. This system development will go live in September.

We designed Doğuş3.0 project teams&Bi Do'lu Yıldız with a perspective to support our talent management processes and create space for talents to make career transitions within the Group by expanding their network&visibility. In the last year, 15% of employees who made career transition within the Group were in Doğuş3.0 Project Teams.

**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**

- On Bi Do'lu Yıldız, employees can suggest new skill categories to be added to the platform. We launched the system with 110 skills&reached 207 skill categories with contributions of employees.
- A total of 12.341 different skills of 5.300 people have been added to the system.
- Talents were selected from this skill pool for 3 different business-oriented new projects that we needed in the last 3 months.
- A total of 28.888 stars given to 6.597 colleagues.
- 3.950 bonus stars were earned.
- The usage rate of the intranet increased by 28% after launching Bi Do'lu Yıldız
- The number of our followers on social media increased by 69% organically where updates shared about Bi Do'lu Yıldız&Doğuş 3.0 Project Teams
- 5.062 employees attended Doğuş 3.0 Project Teams' meetings
- Our average score in the employee satisfaction survey and Great Place to Work increased significantly compared to previous evaluations. We got the highest ever Trust Index score in GPTW; 88%. The average of the companies on the list is 81%; Our score has been above this benchmark for two years.
- In collaboration with Fast Company&ERA Research, the Corporate Culture 100 research, conducted and it explores the institutions with the best corporate culture based on criterias such as agility, teamwork, innovation, respect, inclusion. Doğuş Group, which was in the 47th place of the list last year, rose to 11th place as the company that made the biggest ranking change in the list.

**Webpage Link**

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

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/18586/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxeODU4NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbnm9y9pnUNb7QDL0SRlxc0eAmrkySguZ74I?BDY%20images.docx>)

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

No

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