

Nomination: 7533

Write Your Own Robot!

<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> Brisa Bridgestone Sabancı Lastik Sanayi ve Ticaret A.Ş.
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> Write Your Own Robot!
<b>Category</b> B01 - B59 Achievement > B29 - Achievement in Workforce Development and Learning
<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> Brisa is leader manufacturer in the Turkish tire industry with 3.000 employees. Brisa's vision for the future is "We assure your mobility, with our high-quality products, customer centric services and solutions. Our business is beyond tires." With the vision to become a leading mobility player, it defines its strategies accordingly. Future of Work and Digital Transformation are the key drivers that support all Brisa's strategies and targets.  In line with all these, a Strategic Workforce Planning project was conducted in 2022. The main outputs of this study were the transformation of Brisa's workforce in line with its mobility vision and the acquisition of new generation digital competencies (upskilling) in accordance with growth areas.  Trends for next generation digital competencies were analyzed. In order to prepare Brisa for the future, one of the key issues that will transform the workforce was Low Code practices. For instance, Gartner's research has suggested that Low Code application development will account for 65% of all application development activities by 2024.  In this context, the Low Code development skill, which will enable Brisa employees to code at the basic level, has been embraced as one of the most important parts of the future of business.
<b>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</b> One out of every 4 development requests received by the IT team were those that could be solved with Low Code application. Since IT receives an average of 8000 requests per year, it was not possible to prioritize every one of them. The "Write Your Own Robot" upskill program aimed for every Brisa employee to develop their own business processes by writing their own robotic applications.  The process started at 3 different locations with "Power Automate" trainings with groups working various areas of expertise such as production, R&D, finance, marketing, and export. At the end of the trainings, each person was expected to develop a real use-case related to their business processes. The projects developed were presented at meetings involving senior management. In this process, the IT team coached the participants of this program through many channels such as one-to-one meetings and study days. Those who successfully completed their project and made a presentation graduated from the program. New project targets were set in parallel with their post-graduation assignments. Some people continued the upskill cycle by adding different technologies alongside Low Code development. Participants who graduated from the first group took on the additional role of coaching the IT team during the training of the next groups and the final project. Advanced training was planned to support advanced Low Code applications for the participants who progressed by developing their second projects. In this program, experiential, iterative and mutual learning continue to be the main elements and spread across the organization.

**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**

With the program, an important step has been taken to internalize continuous learning in building not only new competencies but also a culture for the future of business.

-All in all, 10 projects of the program participants went live.

-The applications developed by these projects delivered nearly 400 transactions in 5 months.

-Thanks to the projects, 40 business days were saved in 5 months.

-Nearly 800 hours of Power Automate training was received.

-A total of 112 hours of IT coaching and support was provided.

This project has also been monitored through OKRs by Transformation Leadership Team, where the entire top management team of Brisa follows the transformation projects throughout 2023.

In line with this project, we became the first company in Turkey to comprehensively manage Low Code competencies outside of IT and shared it as a case study at Microsoft Turkey.

In 2019, the Digital Maturity Index was 3.1, while in 2021 Brisa increased its score to 3.7 as the industry leader. The target for the new measurement to be made in December 2023 is 4.1.

According to the Future of Business measurement conducted by BCG in 2021, as-is came out as 2.5 in the New Talent and Skill Paradigm. It is planned to be renewed in the second half of 2023.

-FoW Awareness Score Nov'21:2,9 to July'22: 3.4 (Target 3,3)

-FoW Utilization Score Nov'21: 2,4 to July'22: 3.6 (Target 3,1)

-FoW Employee Promoter Score (EPS) July'22: +45 (Target +55) –7 out of every 10 Brisa employees recommend Brisa.

**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**

Supporting document 1;  
Write Your Own Robot Video

Supporting document 2;  
Write Your Own Robot Presentation (Strategy, Development Journey, Measurement)

**Webpage Link**

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

No

**Supporting Document**

Download File ([https://stevies-sage.secure-platform.com/file/18627/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODYyNywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Pkmp\\_rcdvashQA06JZoGVsarD9T2bOsprg?B29%20-%20Brisa%20-%20Write%20Your%20Own%20Robot-.mp4](https://stevies-sage.secure-platform.com/file/18627/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODYyNywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Pkmp_rcdvashQA06JZoGVsarD9T2bOsprg?B29%20-%20Brisa%20-%20Write%20Your%20Own%20Robot-.mp4))

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

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/18628/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODYyOCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Brisa-Write%20Your%20Own%20Robot-Support.pdf>)

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

No

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