

Nomination: 7547

Digital Mentoring Program

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 pladis Türkiye
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Digital Mentoring Program
Category B01 - B59 Achievement > B04 - Achievement in Coaching and Mentoring
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required World's biscuit and chocolate giants Ülker, GODIVA, United Biscuits, and DeMet's companies were merged under a single global company called pladis in 2016. pladis, combining the over 300 years of experience of these established brands, currently ranks 2nd in biscuits and 7th in chocolates worldwide. With the impact of rapidly advancing technology, the business world is also transforming, and employee expectations and work methods are diversifying. With this rapid transformation, learning styles and the development activities offered by companies are also evolving quickly. Internal mentoring processes have been important development tools in organizations since the 1980s and their implementation is becoming more widespread each day. Today, 70% of Fortune 500 companies have implemented an internal mentoring program. According to the World Economic Forum's Future of Jobs Report 2023, mentoring skills are among the important competencies for the next 5 years, and the importance and use of mentoring processes in companies are steadily increasing. pladis Turkey, by digitalizing the mentoring processes it has been using as a development tool for years, launched the "Digital Mentoring Process" in 2021. Through this, it aims to contribute to employee development by supporting a culture of learning within the organization.
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 pladis Turkey's Digital Mentoring Program is a development program which aims to benefit from the existing knowledge and experience of senior high-performing employees to transfer these skills to less experienced, high potential employees to advance their career journey. In 2021, pladis completely digitalized its internal mentoring process and transitioned it to the SparkUs platform, enabling the entire process to be conducted digitally. The Digital Mentoring Program begins with the identification of mentors and mentees. Within the scope of pladis Talent Management Process, the individual development plans of each employee are evaluated individually, and candidates who can benefit the most from mentoring are identified. As part of the same Talent Management Process, employees with a certain level of expertise are also identified as potential mentors, and both mentors and mentees participate in specially designed training programs tailored for them. After all mentor and mentee information is recorded in the digital system, mentor-mentee matching is carried out based on various criteria and according to the needs. Matched mentors and mentees can stay in constant communication through the digital platform and plan their meetings. They can also carry out reporting, assignments, and individual work through the platform. After completing their meetings and the mentoring process, mentors and mentees can share their evaluations and feedback on the platform as well. pladis Turkey benefits from the sharing of experience that has been accumulated over the years. This enables the creation of an internal learning environment where knowledge is shared among 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 team's or organization's past performance (up to 250 words). Required

The pladis Digital Mentoring Process stands out from other mentoring programs in many aspects:

Integration with Talent Management Strategy:

The pladis mentoring process is positioned as a development solution that is integrated with the company's career management process, going beyond being an optional development option within the company. Mentors and mentees are directly identified within the scope of the pladis Talent Management Process. This ensures that candidates who will benefit the most from the process participate as mentors and mentees.

Digital Structure:

Managing mentoring processes face-to-face has become more challenging with the hybrid work methods that have become permanent after the pandemic. Moreover, considering the multi-location structure of pladis Turkey and the benefits it provides, it is clear that a mentoring process can only be achieved with digital support. The pladis Digital Mentoring process eliminates distance and barriers in meetings thanks to its completely digital infrastructure, ensuring that the entire process is easily accessible and trackable.

Digital Resources:

The digitization of the mentoring process has not only provided easy access to meetings but also allowed for the enhancement of the process through individual work resources. In the Digital Mentoring process, employees also benefit from the development resources provided on the platform, completing their assigned tasks and development actions before participating in meetings. This way, the transformation of the mentoring process into a real development process is supported.

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

In the pladis Digital Mentoring Process:

- In the year 2021, 130 mentees were matched with 83 mentors, and in the year 2022, 156 mentees were matched with 84 mentors.
- The overall satisfaction rate of the 2021 program was rated as 4.75/5 by the mentors and 4.56/5 by the mentees. (The 2022 program is still ongoing)
- The recommendation rate of the mentees for the process was 4.8/5

The Digital Mentoring process has provided many contributions to pladis and its stakeholders:

The job performance of both mentees and mentors participating in the mentoring process has increased by an average of 23.57%. To analyze the portion of this increase attributed to mentoring, the performance improvements of mentee-mentors were compared with the overall company performance. In 2022, the company's overall performance rating was 3.39, while the average performance rating for mentoring participants was recorded at 3.76.

The promotion rate of mentees and mentors who took part in the mentoring process is higher than the overall promotion rate at pladis. In 2022, program participants were promoted at a rate 6.83% higher than their peers, and in 2023, this rate increased to 27.73%. This underscores the positive impact of the program on the career development of pladis employees.

Apx1- Document: Executive Summary

Apx2- Video: Digital Mentoring Program Video

Apx3- Document: Digital Mentoring Program Details

Apx4-Link: pladis Türkiye

Webpage Link

https://youtu.be/yeUYK-_EAbg (https://youtu.be/yeUYK-_EAbg)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://pladisglobal.com> (https://pladisglobal.com)

Would you like to add an additional webpage link?

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/18663/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODY2MjMyYWIyWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm94MhtSNVQH3Az2nGsKyWc7J3z_Q?Apx1-pladis-digital%20mentoring%20project-Executive%20Summary.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/18664/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODY2NCwiYWIyWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9vAnktSmY?Apx2-Digital%20Mentoring%20Program%20Details.pdf>)

Would you like to add an additional supporting document?

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