

Nomination: 7549

Borusan Leadership Development 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 Borusan
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Borusan Leadership Development Program
Category B01 - B59 Achievement > B56 - Most Innovative Leadership Program
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Borusan Holding is an Istanbul-based group of companies operating in steel, distribution, energy and logistics in Turkey and worldwide. Founded in 1944, the group employs approximately 13,000 people in 12 different countries on 3 continents with more than 10 companies. Always prioritizing employee development, Borusan established Borusan Academy to manage all corporate learning needs and individual development needs with an integrated and systematic model. With the impact of developing technology, business world transforms rapidly. Especially with the impact of the pandemic and the differentiating expectations of the new generation employees, radical changes are taking place in leadership styles. According to the World Economic Forum's Future of Jobs 2023 Report, leadership skills are among the top competencies that organizations will focus on in the next 5 years. The same report shows that leadership development is one of the critical competencies for the business world to achieve transformation. Since its foundation, Borusan Academy has placed great importance on developing the skills of its managers and creating a leadership culture within the organization, positioning leadership development as a strategic priority. In order to adapt to the needs of the changing business world, the Academy launched a comprehensive Leadership Development Program in 2021.

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

The Program consist of 4 main pillars;

A-Subprograms with differentiated curricula for managers and manager candidates with different needs and experience,

B-Leadership culture development programs,

C - Complementary leadership programs tailored to people's needs and

D-Consists of a mentoring program to focus on individual needs.

A-Structured Leadership Development Programs

Leadership Subprograms are designed as separate programs for 3 different target groups:

The Leadership Faculty is a talent development program designed to prepare high-potential leader candidates for future leadership positions. The Leadership Faculty is organized in 3 levels: 101, 201 and 301.

The Women Leader Development Program aims empowering women in business life, supporting them in leadership roles.

Step program is the first-time-managers' program.

All structured leadership programs are long-term programs with expert trainers and a wide range of learning methods.

B-Leadership Culture Development Programs

Borusan Academy conducts comprehensive training programs that include all Borusan leaders to create a common leadership culture across all Borusan companies and to spread this culture among all managers. (Leadership Competencies Trainings and Coachlike Leadership Program are examples.)

C-Complementary Leadership Programs

Borusan Academy also offers complementary leadership development solutions to enable individuals to access development solutions in the areas they want to focus on in line with their own needs and to provide solutions in development areas arising from new trends and needs on the management agenda. (The Elective Leadership Training Catalog and self-study digital learning tools are examples.)

D-Mentorship

Borusan leaders can get individual development opportunities as mentors or mentees through the in-house mentoring system.

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

Borusan Leadership Development Program is designed not as a one-time development solution for all managers, but as a comprehensive development activity that will transform leadership development into a culture within the organization.

The Program stands out with contemporary learning methods, addressing different needs and covering all Borusan leaders. In addition, the Borusan Leadership Development Program is differentiated and distinguished from its peers in the sector in the following aspects:

Broad Scope and Impact Area:

Borusan Academy provides services to 11 Borusan Group companies operating in very different sectors. The program includes graded solutions to cover all Borusan leaders regardless of their seniority, company or title. In this way, it contributes to creating a common Borusan leadership culture.

Design Enabling Inter-company Synergy:

Borusan Leadership Development Program development solutions are designed in a way that managers from different Borusan companies are brought together in mixed groups. In this way, Borusan executives learn from each other through inter-company networking and gain insights by listening to different sector experiences.

Continuously Updated and Agenda-Catching Development Solutions:

The content of the Leadership Development Program is constantly updated with current management trends, business world needs, Borusan agenda and needs analysis data. Thanks to the complementary development solutions in the program, Borusan leaders are included in development solutions related to hot topics on the country or management agenda before they are needed. Digital learning solutions with more than 9,000 content to help leaders find quick solutions to their individual needs also keep individual development up-to-date.

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

Borusan Leadership Development Programs not only focus on today's needs, but also prepare Borusan leaders for the competencies of the future. In addition to industry-leading speakers and experts in their fields, Borusan leaders also come together with Borusan Group senior executives and experienced leaders. In this way, the development programs contribute not only to the leadership competencies of the participants but also to their business world vision.

The Borusan Leadership Development Program contributed to the development and business results of the participants in a short period of time and made a difference with its results:

The positive effect of the program is scientifically measured via experimental-control group study. And the study shows that:

-The program has a positive effect on both managers' and their teams' loyalty and performance.

-The program helped developing desired leadership behavior

-The program also supports employee engagement.

(Please see attached documents for detailed results)

Apx1-Documen: Program-at-a-Glance (Extended Summary)

Apx2-Documen: Program Results

Apx3-Video: Borusan Leadership Program Testimonials

Apx4- Documen: Borusan Leadership Development Solutions Details

Apx5-Webpage: Borusan Webpage

Webpage Link

<https://youtu.be/Xvn50ObzWNM> (<https://youtu.be/Xvn50ObzWNM>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

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

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/18669/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODY2OSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9n1wUmydL9c8XP8xmthUrlASmrJa7B_o?Apx1%20-%20Extended%20Summary-Borusan-Leadership%20Development%20Program.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/18670/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODY3MCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9wee3PecdbtC-Rjntk5iHOxiz9rHZP8?Apx2-Program%20Results.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/18671/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODY3MSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Apx4%20Borusan%20Leadership%20Development%20Solutions%20Details.pdf>)

Would you like to add an additional supporting document?

No

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