

Nomination: 7561

Enerjisa Retail X 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 Enerjisa Enerji
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Enerjisa Retail X Program
Category B01 - B59 Achievement > B58 - Most Innovative Talent Acquisition Program
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required 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 retail electricity market. Enerjisa is aware of 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 the "Future of Work" project Geleceğin Yolunda(Journey to the Future) in the 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 the future. EnerjiSa RetailX program is designed with this strategy to attract young talent who will shape the company's future to retail companies.

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

HR teams of EnerjiSa retail companies set out with the goal of designing a talent acquisition & development program to bring young talents who will aim to work in the energy sector to EnerjiSa. After focus group studies with the target audience, scientific researches, working groups where the voices and opinions of young people were taken, the RetailX program was designed as a program that will meet the needs of both EnerjiSa and young talents with high potential in Turkey.

The RetailX Program is a talent acquisition and development program that aims to train future managers, back up existing managers and increase the number of young talent in EnerjiSa's retail industry. The one-year program aims to prepare new graduates for business life, enable them to discover their potential and take the initiative to develop themselves and bring them to EnerjiSa.

While the RetailX program offers a talent attraction program, it also includes an MT program that pre-designs the start-up process of these talents in the organization.

The RetailX program starts with a scientific evaluation process that offers equal opportunities to talented young people under fair, equal and transparent conditions; RetailX candidates who successfully pass this evaluation are recruited and the program continues to follow the development of these RetailXers for 1 year.

The RetailX Program proceeds in 2 main steps:

Young Talent Selection & Recruitment Process

o Announcement and Application Process

o Evaluation Process

o Recruitment
Development Process

o Training & Development Programs

o Rotation Process

o Coaching and Mentoring

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 its overall impact and results, RetailX program has stood out with the following features and have provided an important learning opportunity for 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 RetailX Program has successfully achieved their objectives at the outset, leading to positive outcomes in introducing talented young individuals in Turkey to the energy sector and familiarizing 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

EnerjiSa RetailX has been successful in attracting the future talents to EnerjiSa and introducing young individuals to the energy sector in Turkey.

-EnerjiSa's RetailX program has reached a very wide target audience among university students in Turkey and has received applications from 150 out of the country's 204 universities. Thus, the RetailX program stands out with its wide coverage, encompassing 74% of the universities in the country.

-The number of applications even increased by 226% in the 2nd RetailX program opened in 2023.

-After the Retail-X program, the ratio of Young High-potentials in the Enerjisa talent pool increased from 36% to 63%.

-Program Satisfaction rate is 93%

-Retail-Xers achieved a 25% higher engagement score than other 0-1 year experienced employees at Enerjisa and 7% points higher than other employees in a similar age group. This shows the positive impact of the program on engagement.

-The performance of Retail-Xers was 4 points higher than other 0-1year senior employees.

-With RetailXers' business projects, EnerjiSa has achieved a total of 337.5 person-days of workforce and savings of more than 5 million TL

Apx1- Document: EnerjiSA RetailX- Program Details

This document has detailed info on;

-Program Need

-Design process & Methodology

-Detailed Design of Programs

-Program Implementation

Apx2- Document: EnerjiSA RetailX- 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

Apx4-Presentation: RetailX in Short

Apx4- 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://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/18689/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxODY4ODSwiWxsb3dOb3RTaWduZWRRVcmwiOiJGYWxzZSIImInbM9Apx1-RetailX%20Project%20Details.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/18690/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxODY5MCwiWxsb3dOb3RTaWduZWRRVcmwiOiJGYWxzZSIImInbM9Apx2-RetailX%20Project%20Effects%26Results.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-sage.secure-platform.com/file/18691/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODY1MmVhYXN3b3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImInbm92o_ry--VDR8wzA4o-aczu2Bxfh4?Apx4-RetailX%20in%20Short.pdf)

Would you like to add an additional supporting document?

No

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