

Nomination: 7571

Akbank Academy

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

Akbank

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Akbank Academy

Category

B01 - B59 Achievement > B35 - Best Launch of a Corporate Learning University

Achievement Submission Format

Written Answers

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

Akbank -one of the leading private banks in Turkey- always prioritizing people in all its processes, has established Akbank Academy to develop its employees in line with the dynamics of today's business world and prepare them for the skills of the future. Akbank Academy offers development solutions to Akbank employees in 59 different areas of expertise, using the most up-to-date learning tools, from onboarding to career development.

The success of organizations today will largely be determined by their ability to successfully complete the rapid transformation on work. In this transformation, "education and development" emerge as a critical factor in the success of organizations.

In 2021, Akbank Academy predicted this transformation and started its efforts to adapt to the future of the business and redesigned its working model and all its processes with a vision that will meet the needs of the future business world today and prepare Akbank employees for the future.

In the transformation journey that Akbank Academy embarked on with the vision of preparing employees for the future, its organizational structure, learning models, development methods and ways of doing business were transformed, and Akbank Academy was positioned as a strategic business partner of the bank's business units.

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

With the transformation process of Akbank Academy, personalized development journeys have been designed instead of standardized curriculum-based programs offered to a wide audience. Digital learning tools have been developed to ensure that employees can access quality development solutions when needed, and development solutions are now being presented with differentiated learning methods that cater to the learning needs of everyone with different learning styles.

While competency and leadership development solutions continue with a renewed vision, expertise development solutions have been transformed to focus not only on today's but also on future expertise. Career development programs have been developed to reskill/upskill employees.

With this vision, Akbank Academy has implemented "Center of Excellence Programs (CoE's)" that aim to prepare Akbank employees for the competencies of the future from today. Akbank Center of Excellence Programs are structured around three main pillars: technology, design, and analytics. They consist of curricula designed with an agile perspective.

Akbank Academy believes that transforming its own employees alone will not be sufficient to prepare for the future, and aims to contribute to the transformation of the country through social impact. With this goal in mind and a vision to provide equal opportunities for quality education in society, "Akbank Social Impact Academies" have been implemented. The first of these academies, "Akbank Youth Academy," was established in 2021 with the belief that a sustainable future begins by educating future generations. This academy was followed by the "Akbank Transformation Academy" in May 2022 and the "Akbank Family Academy" in June 2022.

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

Akbank Academy in Numbers:

In 2022, Akbank Academy provided solutions that reached all of Akbank's 12,000+ employees and invested a total of 412,871 hours in training.

In 2021, the average training hours per person were 33 hours/person. This figure is above the global average (ATD State of the Industry 2022 Report data: 32.9 hours) and higher than the average in Turkey (Tegep Corporate Training Research 2022 Report Data: 30 hours).

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In "Akbank Internal Customer Satisfaction Survey" conducted for all departments of Akbank, Akbank Academy has obtained a higher satisfaction score than the Akbank average, both among head office employees and field employees. In the survey, Akbank Academy was evaluated above average of Akbank and support teams in all measured sub-dimensions (satisfaction, performance, preference, expertise, and mastery). While overall satisfaction decreased across Akbank compared to the previous year, it increased for Akbank Academy.

Social Impact:

Akbank Academy not only provides development solutions for Akbank employees but also offers development solutions to enhance society through Social Impact Academies. Impact of these activities is also measured using various tools. The reliable SROI(Social Return on Investment) model, widely used worldwide, has been utilized to measure the societal impact of Akbank Youth Academy. The SROI of Akbank Youth Academy has been calculated as 315%, which is a significantly high rate among social development programs.

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

Akbank Academy, with its new strategy:

- Aims to prepare Akbank employees for the competencies and expertise of the future from today,
- Seeks to promote a corporate culture that is compatible with the ways of doing business and dynamics of the future, and
- Aims to support the bank's agile, digital, and innovative way of doing business.

With this vision, all development programs and learning methods offered have been reevaluated, and all development solutions have been renewed with an approach that places the learner at the center and empowers individuals to take responsibility for their own development.

Akbank Academy has implemented significant changes in all its processes during the transformation process, introducing numerous new programs and utilizing various development tools. Although not all of these details can be included in this application, additional files have been prepared to provide this information.

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Webpage Link

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Would you like to add an additional webpage link?

Yes

Webpage Link 2

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Would you like to add an additional webpage link?

No

Supporting Document

REDACTED FOR PUBLICATION

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Would you like to add an additional supporting document?

Yes

Supporting Document 2

[REDACTED]

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Would you like to add an additional supporting document?

Yes

Supporting Document 3

[REDACTED]

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[REDACTED]

Would you like to add an additional supporting document?

No

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