

Nomination: 7854

100% BEE

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 Türk Tuborg
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title 100% BEE
Category B01 - B64 Achievement > B44 - Best Reward & Recognition Strategy
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required <p>Türk Tuborg has faced significant challenges in effectively managing the performance of its blue-collar workforce. The performance management system was limited to common technical goals, which failed to adequately distinguish individual employee performance. This was problematic for the organization, as it disturbed the ability to acknowledge and reward high-performing employees effectively.</p> <p>In response, Türk Tuborg has emphasized the importance of evolving its talent management strategy to include the development of multi-skilled operators and technicians. This shift aimed to diversify skills across the workforce and also enhances flexibility and resilience, preparing employees to meet diverse operational demands. Furthermore, recognizing the untapped potential of employee-driven innovation, Türk Tuborg is implementing a structured suggestion system. This system is designed to capture and act upon insights from frontline workers, thereby driving significant improvements in business processes and operational efficiency.</p> <p>Central to Türk Tuborg's new strategy is the creation of a robust reward system that aligns employee performance with tangible incentives. Given the unionized status of the workforce and the non-performance-based nature of their salaries, this focus on performance-linked rewards is particularly crucial. It aims to foster a culture of recognition and reward that motivates employees, boosts productivity, and enhances overall job satisfaction.</p>
b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required <p>Türk Tuborg has significantly enhanced its Reward & Recognition Strategy through the %100 BEE program, achieving substantial improvements in employee engagement and operational efficiency. Central to this strategy was the development of a multi-skill operator training program that expanded the capabilities of the workforce. By enabling employees to perform various roles, the program reduced dependency on specific individuals, thus enhancing operational resilience and flexibility. This approach stabilized production processes and allowed for the recognition of employees' broadened skill sets, directly linking their development to tangible rewards.</p> <p>The introduction of a digital suggestion system was another cornerstone achievement. This system empowered employees to submit improvement ideas seamlessly, fostering a participatory culture and driving continuous operational improvements. Each suggestion's implementation further reinforced a culture where employee contributions are visibly acknowledged and rewarded.</p> <p>Moreover, Türk Tuborg implemented a tailored reward and incentive program specifically designed for its blue-collar workforce. This initiative effectively addressed the unique challenges of motivating a unionized workforce, whose salaries are not traditionally linked to performance. By aligning individual and team achievements with specific rewards, the program significantly boosted morale and productivity.</p> <p>These strategic enhancements under the %100 BEE program have not only fostered a robust culture of recognition and empowerment but have also positioned Türk Tuborg as a leader in employee satisfaction and operational excellence within the industry.</p>

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

Multi-skill Operator Training: The significance of this initiative lies in its direct impact on operational flexibility and resilience. By training employees to handle multiple roles, Türk Tuborg reduces the operational risk associated with employee absence or turnover and enhances the adaptability of its workforce. This versatility is essential in a competitive market, as it allows the company to maintain productivity under varying circumstances. Recognizing and rewarding employees for developing multiple skills motivates others to pursue similar growth, creating a continuously evolving workforce.

Digital Suggestion System: Implementing a digital platform where employees can easily submit suggestions for improvements democratizes the innovation process. This system is significant because it streamlines the process of gathering and implementing ideas and acknowledges and rewards employees for their contributions. Such recognition reinforces their sense of belonging and value within the company, leading to higher engagement and satisfaction levels.

Specialized Reward and Incentive Program: Perhaps the most critical, this program addresses the challenge of incentivizing a unionized workforce effectively. By linking rewards directly to performance and achievements, the company ensures that employees are recognized for their individual and collective efforts. This strategy is vital for boosting morale and motivating employees, leading to improved productivity and a more committed workforce.

Together, these achievements cultivate a proactive and engaged workforce, enhance operational efficiency, and solidify Türk Tuborg's position as a forward-thinking employer. By investing in comprehensive reward and recognition strategies, Türk Tuborg improves its internal operations and sets a benchmark in the industry for employee treatment and satisfaction.

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

%100 Bee Details: This attachment comprehensively outlines the program's needs, design, delivery, implementation, and outcomes. It serves as a detailed reference for the challenges faced by the organization and how the %100 Bee Program effectively addresses them through its innovative design and implementation strategies.

%100 Bee Presentation: This presentation delves into the five categories of the %100 Bee Program, providing detailed insights into each category's objectives, metrics, and outcomes. It offers concrete evidence of how the program aligns with Türk Tuborg's goals of enhancing operational efficiency and employee engagement through its structured approach.

Suggestion System Teaser: This attachment offers a dive into the suggestion system implemented as part of the %100 Bee Program. It provides evidence of how the program empowers employees to contribute improvement ideas and fosters a culture of continuous improvement and innovation within the organization.

%100 Bee Award Ceremony Teaser: Teaser of the %100 Bee Award Ceremony serves as tangible evidence of the program's impact on employee recognition and motivation. It showcases how Türk Tuborg rewards and celebrates employee achievements, reinforcing the effectiveness of the specialized reward and incentive program introduced under the %100 Bee Program.

What Did We Do in 2023 Teaser: This attachment highlights the progress made by Türk Tuborg in 2023, including advancements in the %100 Bee Program.

Webpage Link

<https://www.turktuborg.com.tr/en/#1> (<https://www.turktuborg.com.tr/en/#1>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/19522/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxOTUyMiwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSI6ImInbm9ySHdRmkpaegpbMfssdxTgklbY?Turk%20Tuborg%20-%20B44%20Best%20Reward%20%26%20Recognition%20Strategy%20-%20-100%20Bee%20Details.docx>)

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Supporting Document 2

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Supporting Document 3

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