

Nomination: 8488

Youth Council

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

Doğuş Holding

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Youth Council

Category

B01 - B64 Achievement > B03 - Achievement in Career Mobility

Achievement Submission Format

Written Answers

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

In 2020, Doğuş Group launched a group-wide cultural transformation designed to introduce a number of upgrades and revisions in the company's strategy. As the Group's average age became younger in the process, the activities focused on raising brand awareness among the young people and understanding youth better to become the preferred employer of young people in terms of employee branding by both seeking their opinions and also ensuring that they implement their ideas. Doğuş Group Chairman and CEO who supported the project from the get-go was the biggest proponent of the Youth Council in achieving its goals. The program, inspired by the youth, aims to incorporate the younger generations' perspectives to the Group.

In the process of conceiving the Youth Council, many local and global benchmarks were researched, and a program was designed to align with the vision, corporate culture and goals that the Group wants to achieve. The Council aims to inspire youth and instill a collaborative culture, independent of hierarchy. Another aim of the Youth Council is to develop and renew the focus area of the Group from the perspective of young people.

While the first council process has been successfully completed, the 2nd Council continues its work.

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

Youth Council was formed to incorporate the youth's perspective directly to the agenda of the senior management. With some of their outputs playing an important role in the actions taken, the Youth Council was successful in amplifying the voice of the youth at senior management level.

Participants gained important networks, started to participate more proactively in their work with important personal and professional development training processes at the beginning of their careers, and their self-confidence increased. Some of our council members have been promoted. The most important measurable result of the project is making the project outputs of all project groups applicable within the Group.

Although the 2nd Youth Council has started, the projects of the 1st Youth Council participants are not seen as completed, they are included in the talent management process and their development is followed, their opinions on different issues are asked, and the processes of integration and cooperation with the 2nd Youth Council are supported.

Feedback received from the first council members says that the Youth Council has greatly increased their sense of belonging to the company.

The group doesn't just work on their projects. The opinions of the 2nd Youth Council are taken through workshops on different topics to express their opinions not only on project issues but also on many issues on the group's agenda. Thus, Doğuş Group's young perspective can be heard continuously, without being limited to project topics.

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 most important feature that makes the program unique is that the Group's most junior employees are given a voice in the management of the Group. This program actively involves young employees in implementing ideas aligned with the CEO's agenda and the organization's strategic focus areas.

While making the voices of the youth heard, the Youth Council has initiated a sustainable transformation culture by implementing the project results of the council within the Group. This dynamic structure contrasts with the static nature of many other organizations' advisory boards.

The program includes reverse mentoring, where senior executives learn from younger employees about current trends and perspectives, fostering a culture of mutual learning and respect.

Compared to industry, Doğuř Group's approach stands out due to its depth of engagement, emphasis on project implementation, and commitment to continuous development and renewal. This comprehensive approach does not only enhanced internal communication and collaboration but also strengthens Doğuř Group's brand image among younger generations.

The program;

- constantly renews itself,
- receives different ideas from new members and develops these members through continuous Education Development processes,
- is seen as a talent management process,
- follows the development processes of the council members after the program graduation,
- shares the project outputs of the council directly with the senior management, can be seen as a unique Youth Programme.

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

According to the data collected through individual assessment surveys as the training programs, field trips and meetings continued as part of the Youth Council Project work, an extremely high satisfaction rate of 98/100 was captured.

According to the feedback we received at the end of the Youth Council, the answers following:

- "I felt more driven and improved my people skills, especially when communicating with senior management"
- "I felt that I was working without the restrictions of hierarchy and communicating on the same level."
- "I went from almost submitting my resignation to a point where I feel much more connected to the Group and more driven to work."
- "I found the opportunity to work with peers from different sectors. It was a great contribution in terms of networking."
- "Managing a different project outside my current role helped me greatly."
- "I work individually in my current role and participating in the project taught me what it means to work in a team."

The 1st Youth Council completed their project presentations and presented their outputs. Necessary actions started to be taken based on the outputs. Following the success of the 1st Youth Council, the 2nd Youth Council started immediately and continues its work.

The Youth Council is strategically positioned not as a project, but as a sustainable and ongoing academy.

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