

Nomination: 8647

Halkbank Employee Support Programs

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

Halkbank

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Halkbank Employee Support Programs

Category

B01 - B64 Achievement > B12 - Achievement in Employee Relations

Achievement Submission Format

Written Answers

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

With a workforce of 22,000+ employees, Halkbank, conscious that its most valuable asset is its people, has been developing human resources practices to make its employees feel valued since its establishment.

The Halkbank HR team continues its efforts to provide modern working environments at all service points of the bank, aiming to create a workplace where employees are happy and productive, and where employee satisfaction and loyalty are high.

Implementing pioneering HR practices in the field of banking with its employees spread all over Turkey, Halkbank considers acquiring talents, increasing employee loyalty and happiness and creating a family bond with its employees among its main goals.

Nowadays it has become more difficult than ever to attract and retain talent. In 2023, Halkbank took part in Talent Everywhere Career Fairs in different regions of Turkey to meet young talents in order to attract and attract new talents to the organization and started to create a pool of potential candidates.

Investing in the wellbeing of its employees and focusing on projects that focus on employee happiness, Halkbank designed the Fight Against Obesity Program for the physical health of its employees and the Psychosocial Support Service for their holistic health.

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

The prevalence of obesity, a chronic disease, is gradually increasing in Turkey as in the rest of the world. Since 2022, Halkbank has been developing exemplary projects for the country and society in the name of healthy living and has been trying to raise health awareness and consciousness in the society for nearly two years with the "Hayat Senin" project. In parallel with social awareness-raising efforts on obesity, Halkbank has also designed the Fight Against Obesity Program to invest in the general health of employees who are borderline obese or obese. The program is carried out with the voluntary participation of employees. Employees participating in the program are regularly included in various nutrition and exercise programs under the supervision of specialist doctors, and receive mentoring with preventive and life-enhancing action plans.

Of the 60 people who participated in the Halkbank Fight Against Obesity Program, 90% were successful in losing weight, 81.6% had a decrease in body fat percentage and 91.6% had a decrease in body mass index.

The Psychosocial Support Service is an employee support service that Halkbank employees can access at any time and receive guidance from experts on different issues. Different experts such as lawyers, doctors, psychologists and pedagogues support Halkbank employees and enable them to access expert opinion on the issues they need in a short time.

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 Psychosocial Support Service was initiated for the first time in Halkbank with a narrower scope during the pandemic period, and its scope was expanded with the earthquake disaster that affected the country at the beginning of 2023, and a separate program was implemented, focusing especially on employees in the earthquake zone.

The February 2023 earthquakes directly affected approximately 14 million people in 11 provinces. Halkbank's more than 1,000 employees and their families in the region were among those psychologically and socially affected by this natural disaster. Halkbank reached out to all its employees in the region, listened to the needs of each of them and contributed to their return to normalcy with the support of psychologists, dieticians and specialist physicians.

The most important feature that distinguishes Halkbank's post-earthquake Psychosocial Support Service from its peers is that it offers a solution that covers not only employees but also their families. Believing that total recovery can only be possible with the well-being of loved ones, Halkbank included employees and their families in the program, and relatives of employees who needed support were also able to access it.

While 1108 employees benefited from the Psychosocial Support Service in 2023, 127 employees and 98 members of their families received psychological support.

Considering the magnitude of the impact and damage caused by the earthquake, the importance of creating a support network by reaching a target audience of over 1000 people in a short period of time is even better understood.

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

It is also possible to see the impact of the project in the bank's employee turnover rates. After the pandemic, the Turkish business world has seen an intensive turnover of employees, and with rising inflation and minimum wage changes, labor turnover rates in the country have increased rapidly, especially in mid-level roles. Despite this, the voluntary turnover rate at Halkbank remained at the same level as the previous year, at a very low rate of 1.8%. The turnover rate for newly recruited employees was even lower at 0.58%.

Additional Documents:

Apx1-Document: Halkbank 2023 Summarized Annual Report-Human Capital

You can access the Annual report, which summarizes all of Halkbank's activities in the field of human resources, from this document.

Apx2-Document: Employee Support Programs Details

This file shows the results of Fight Against obesity program with before-after comparison. (Also a short intro of Psychosocial Support Service)

Apx3-Video: Halkbank Family Remarks

Halkbank is a family with its customers, employees, their families and retirees. You can access the video in which members of this family share their views on working at Halkbank from this link

Apx4- Managers Meeting

Every year, Halkbank comes together with all managers from all levels to evaluate the previous year and to determine the strategies for the coming year together with all managers. This video is a summary of the Halkbank 2023 managers' meeting.

Apx5-Video Career Days

2023 summary video of Career Days attended by Halkbank

Apx6: Halkbank Promotional Movie

Halkbank's history and general introduction movie

Webpage Link

<https://youtu.be/mz4qUNkKgNw> (<https://youtu.be/mz4qUNkKgNw>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/9jhnj9m-UQg> (<https://youtu.be/9jhnj9m-UQg>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/nXnBKoH2D9M> (<https://youtu.be/nXnBKoH2D9M>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://youtu.be/hB43R3-Sv2g> (<https://youtu.be/hB43R3-Sv2g>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/21368/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMTM2OCwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9pM7IBOuQ6tYxSrzk0A5RY?Apx1-Halkbank%20Summarized%20Integrated-annual-report-2023%20on%20People%20and%20HR.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/21369/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMTM2OSwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9pM7IBOuQ6tYxSrzk0A5RY?Apx2-Documents%20Employee%20Support%20Programs%20Details.pdf>)

Would you like to add an additional supporting document?

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