

Nomination: 8649

Commercial Talent

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> pladis
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Commercial Talent
<b>Category</b> L01 - L05 Thought Leadership > L02 - Achievement in Thought Leadership Talent
<b>Thought Leadership Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization or individual: its history and past performance (up to 200 words). Required</b> The business world is undergoing a major transformation. According to the "Future of Jobs Report 2023" prepared by the World Economic Forum, one of the most important factors impeding the transformation of organizations is seen as their ability to attract talent. The same report highlights that well-designed talent management and career programs rank first among the actions that can be taken to attract talent to the organization.  Despite having a young population, 25% of young people in Turkey are neither in education nor in the workforce. Among the young people who participate in the workforce, the unemployment rate is 21%, which is one of the country's most significant problems in terms of talent. This highlights the critical importance for companies to attract, acquire, and retain talent not only for their own business but also as an investment in the future of the country.  In order to support youth employment and create a strong talent pool with young potentials interested in pursuing careers in the FMCG sector, pladis Turkey has implemented the Commercial Talent Program. This program aims to introduce young individuals to the business world and provide them with opportunities to build careers in commercial functions.
<b>b. Outline the organization's or individual's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required</b> The Commercial Talent Program is a comprehensive long-term talent management program designed specifically for young talents. The program is designed with an integrated approach that combines digital skills acquisition and traditional management trainee programs.  The Commercial Talent Program begins with a selection process that is entirely digitalized and operated in a fair and transparent manner. Candidates participate in stages of assessments such as General Aptitude and Personality Tests, Foreign Language Test, Case Study, Interview, and more. This year, selection process is even more enhanced with the artificial intelligence supported digital interview system Vire-Up. Candidates who successfully pass through the entire process are then offered a job as Commercial Talents.  During the Development Stage, Commercial Talents undergo training in various subjects through various development activities for a duration of 15 months. Throughout this process, enriched with online and classroom training, mentoring, digital resources, and self-study tools, Commercial Talents receive continuous support from their assigned mentors and HR business partners.  During the developmental process of the program, Commercial Talents engage in rotation across different departments of pladis Turkey for specific periods. As a result, upon completion of the program, they graduate as potential managerial candidates who have experienced all of the company's commercial functions.  Through the project work included in the program, all Commercial Talents are assigned to critical business projects within the company. This enables young talents to be involved in the company's business while also providing an opportunity for pladis Turkey processes to be evaluated from a fresh perspective.

**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 organization's or individual's past performance (up to 250 words). Required**

The Commercial Talent Program is designed by examining global examples, not just in Turkey, and it differentiates itself from similar talent programs in many aspects.

The top management of pladis actively participates in every step of the program, from the selection stage to the orientation training. In the selection process, the final interviews are conducted by pladis Turkey business unit leaders and the HR VP. C-level pladis executives attend the orientation training. Commercial Talents personally present their project proposals to the pladis CEO. This level of top management involvement, which is rare in Turkey, ensures that the voice of young talents is heard by the pladis management. It also demonstrates the strategic importance that pladis gives to the program.

Another distinctive feature is the rotation process. Commercial Talents serve in eight different critical business units of pladis in different periods during their 15-month development journey. This enables them to become future leaders who are familiar with internal processes and understand different departments.

The Commercial Talent program also stands out by providing equal and transparent opportunities to potential young talents. Many organizations in Turkey only accept young graduates from the country's top 8-10 universities for their talent acquisition programs. However, pladis, by not imposing a university criterion in the application process, offers career opportunities to potential young individuals from smaller universities as well. In this regard, the program has gained significant importance in addressing educational inequalities in the country.

**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**

The Commercial Talent program has contributed significantly to pladis, and its impact has been measured using various metrics. The program has been found to be highly successful in terms of ROI, and the effects of the program are presented in detail in the supporting documents.

Apx1- Document: Executive Summary

Apx2- Video: Commercial Talent Program 2024 Introduction told by 2022-2023 Commercial Talents  
[https://youtu.be/M5\\_oU6-nhqQ](https://youtu.be/M5_oU6-nhqQ)

Apx3- Document: Program Results& Accomplishments

Apx4- Video: Commercial Talent Previous Years' Participants' Journey  
<https://youtu.be/v8HoW2mKYA8>

Apx5- Video: Commercial Talents meet with pladis Turkey C-Level management team  
<https://youtu.be/sv1NopoWpDs>

Apx6- Document: Commercial Talent Program Details

Apx7- Video: Commercial Talent 2021 Program Participants Testimonials  
<https://youtu.be/eNYD8ZiI4Vc>

**Webpage Link**

[https://youtu.be/M5\\_oU6-nhqQ](https://youtu.be/M5_oU6-nhqQ) ([https://youtu.be/M5\\_oU6-nhqQ](https://youtu.be/M5_oU6-nhqQ))

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://youtu.be/v8HoW2mKYA8> (<https://youtu.be/v8HoW2mKYA8>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://youtu.be/sv1NopoWpDs> (<https://youtu.be/sv1NopoWpDs>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://youtu.be/eNYD8ZiI4Vc> (<https://youtu.be/eNYD8ZiI4Vc>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/21373/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUkIjoyMTM3MywiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbms9Apx1-Executive%20Summary-Commercial%20Talent.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/21374/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMTM3NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9ApX3-Results%26Accomplishments.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File (<https://stevies-sage.secure-platform.com/file/21375/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMTM3NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9ApX6-Commercial%20Talent%20Program%20Details.pdf>)

**Would you like to add an additional supporting document?**

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