

Nomination: 8661

Do'lu Hayat

<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> Doğuş Holding
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Do'lu Hayat
<b>Category</b> B01 - B64 Achievement > B20 - Achievement in Internal Communications
<b>Achievement Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> Transformation Process Overview <p>Doğuş Group, operating globally with over 300 brands and 20,000 employees, maintained a successful investment strategy yielding high financial returns but negatively impacting corporate culture and employee loyalty. Each company within the Group independently executed investment strategies, leading to limited communication and collaboration. This resulted in employees working on similar projects without awareness of each other's efforts, causing wasted time and effort.</p> <p>Senior management recognized these issues, initiating a comprehensive transformation process to overhaul the management approach and introduce strategic innovations. Starting with the top management, the goal was to promote a proactive, agile, development-oriented, and people-focused management style. This shift empowered the CEO to leverage the strengths of the 20,000-strong team, fostering accessible and communicative leadership.</p> <p>The transformation aimed to establish a common language within the Group, identify core strengths, and unite employees. Recognizing that corporate culture transformation is an ongoing process, the company focused on developing a long-term, inclusive vision and shared values. Workshops and surveys involving all employees were conducted to develop this common language and culture, ensuring an inclusive approach rather than imposing predefined values.</p>
<b>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</b> Developing a Common Language and Culture In 2020, workshops using the appreciative inquiry method were conducted with a 20% sample representing all employee profiles. These sessions aimed to learn more about colleagues and company culture, fostering a common language. The resulting Doğuş 3.0 agile work culture integrates management, focuses on creating new experiences, and adopts sustainability and collaboration as core principles. Inspired by the motto "A Better Future with Doğuş," the company designed employee engagement and communication activities to allow employees to freely express their voices.  Sustainable Transformation Believing in the power of a strong team, the company aims to help every team member reach their potential. The company's work serves a greater purpose, creating sustainable and visionary experiences that enrich both people and society. This philosophy underpins all efforts related to employee experience and employer branding. Monitoring project effectiveness and measuring results are critical in process management.  Technological, Social, and Economic Adaptation To keep pace with rapid technological, social, and economic developments, company continually improves and integrates innovations. The company has numerous projects aimed at employee satisfaction and loyalty. However, communicating these initiatives can be challenging, often leading to overlooked information. To address this, the company launched a long-term project to transform the intranet into a new "internal communication platform," aiming to support and accelerate cultural transformation and meet employee needs and expectations.

**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**

**Internal Communication Platform**

The existing intranet, designed with a ready-made template, had limitations in user engagement and functionality. A comprehensive preliminary study was conducted to gather user feedback and identify areas for improvement.

The new platform emphasizes user experience, supporting employee happiness, loyalty, personal development, and career paths. Key changes:

- Customizable and User-Friendly Design: The platform allows employees to personalize their experience, enhancing engagement and satisfaction. Improved search functionality and updated data ensure better usability. The site adapts to changing employee needs, supporting personal development and career growth.
- Employee Initiative and Feedback: Employees can provide feedback and contribute to site development, fostering a sense of being heard, and valued. A new feature allows reporting inappropriate content, and notifications keep employees informed.
- Current and Tabbed Usage: The site uses a tab-based design for efficient navigation and categorized content, enhancing user experience and productivity.

**Newly Added/Developed Areas**

- Culture: A dedicated page for company culture, working rules, ethical principles, and sector-related information.
- Announcements: Sections for internal news, campaigns, and events, providing detailed information.
- Sustainability: A page highlighting sustainability efforts, strategies, and employee contributions.
- Life and Development: Resources for employee well-being and development, including support services, and training opportunities.
- Getting Social-Groups for hobbies, projects, and company-related activities, allowing employees to share ideas and participate in events.
- Bi Do'lu Yıldız: An enhanced system for recognizing, rewarding employees.

**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**

**DATA**

2023 April 2024 April

Total Number of Pages Viewed 113.105 153.045

Total Number of Users (Not Unique) 4.703 7.057

Interaction Time 3 min 3 sec 6 min 11 sec

- 6,560 employees have logged in to the application.
- 126K views were made.
- The application has been accessed from 10 countries.
- 3 New Group pages have been created by employees in the new application.
- After going live, 165 shares were shared in 19 different groups with the new application and these shares received 519 likes.

**Overall Impact**

The transformation process initiated in 2020 marked a significant milestone for Doğuş Group. The company successfully adapted to changes, maintaining efficient workflow and communication during the pandemic. The transformation continues, with plans for sustainable future steps. The new internal communication platform has become a user-friendly, accessible, and functional tool, enhancing business processes and intra-organizational communication. These improvements have positively impacted employee experience and overall company success.

**Webpage Link**

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

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/21437/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWZpYUkiOiJyMTQzNywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm90lulhayat.com%20images.pptx>)

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

No

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