

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 Fibabanka
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Fibabanka Academy
Category B01 - B67 Achievement > B44 - Best Learning & Development Strategy
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required <p>Fibabanka is a dynamic financial institution based in Turkey, known for its agility, customer-centric approach, and commitment to digital innovation. As the organization embarked on a strategic transformation to position itself as a technology-driven bank, it recognized that its learning and development model needed to evolve in parallel. Prior to 2024, learning activities were scattered across systems, largely manual, and disconnected from business priorities. Employees reported challenges in accessing development opportunities and navigating fragmented processes.</p> <p>In response, Fibabanka launched Fibabanka Academy at the beginning of 2024 as the centerpiece of a bold new learning and development strategy. The vision was clear: create a unified, digital-first ecosystem that enabled scalable, personalized, and business-aligned learning across the enterprise. The Academy was designed to automate operational workflows, integrate learning preferences, and align development content with both role-based competencies and strategic capability needs. Programs such as Fi-Lead, Fi-Learn, and the Fintern Future Talent Program became cornerstones of the strategy—providing development pathways for leaders, employees, and early-career professionals. From the start, the goal was not just to improve training access but to embed learning as a strategic function that drives performance, growth, and transformation.</p>
b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required <p>The launch of Fibabanka Academy in early 2024 marked the full-scale implementation of the organization's learning and development strategy. The Academy brought together all development activities under a unified platform, enabling faster delivery, real-time tracking, and a seamless learner experience. From March 2024 to February 2025, the platform delivered 89,509 training hours, with over 97% of learning in peak months conducted digitally. The average training hours per employee rose from 23 in 2023 to 48 in 2024, reflecting widespread adoption and high learner engagement.</p> <p>The learning strategy was built on personalization, automation, and alignment. Learning style surveys enabled employees to select digital or classroom learning experiences. All training requests were processed within 24 hours, and managers were empowered with dashboards to monitor and guide development plans. The strategy was not one-size-fits-all—it was segmented and dynamic.</p> <p>Key accomplishments include:</p> <ul style="list-style-type: none">• Fi-Lead and Fi-Learn provided competency-based, role-aligned development journeys.• Fintern Future Talent Program welcomed 85 interns, hired 29, and earned a Brandon Hall Silver Award.• Data Literacy Compensation Program led to 38 certifications, with 46 employees advancing to the Data Analytics Specialization Track. <p>Additional initiatives—such as FutureLink, the Let's Talk feedback culture project, and a fully digital onboarding process—strengthened the strategy's impact across leadership, cultural, and capability domains. The learning satisfaction score reached 94.4% in 2024, with 94.04% maintained in early 2025, validating the relevance and quality of the strategy.</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

The achievements of Fibabanka's learning and development strategy are significant for their speed of execution, depth of integration, and strategic alignment with business transformation goals. Within just one year, the organization evolved from fragmented and manual training operations to a fully digital, personalized, and scalable learning infrastructure that reaches every employee. This pace and breadth of transformation are uncommon in the financial sector, where learning is often compliance-focused and slow to innovate.

Unlike many organizations that prioritize mandatory training, Fibabanka designed a strategy rooted in learner choice, business alignment, and measurable capability growth. The jump in average training hours—from 23 to 48 in one year—far exceeds typical industry benchmarks in Turkey. Learning became both accessible and strategic, supporting leadership development, data fluency, and digital skills.

The Fintern Future Talent Program exemplifies the strategy's integration with long-term talent development. A 36.7% intern-to-hire conversion rate, paired with external recognition from Brandon Hall, reflects the program's quality and alignment with workforce planning. Similarly, the Data Literacy Compensation Program stands out as an innovative approach in the sector—rewarding upskilling with financial incentives and formal advancement pathways.

This strategy has not only improved participation and satisfaction but also contributed to talent pipelines, business agility, and culture change. It redefined learning at Fibabanka—not as a support function, but as a central pillar of growth, innovation, and strategic readiness.

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 Fibabanka Academy 2024 Activity Report presents a detailed year-in-review, showcasing the platform's launch, participation metrics, program outcomes, and key initiatives such as the Fintern Future Talent Program, Data Literacy Compensation, and FI-Lead. It includes measurable results like the increase in average training hours from 25.2 in 2023 to 41.6 by November 2024 and a learning satisfaction score of 94%.

The Fibabanka Academy Projects Document outlines the structure and impact of flagship programs including FI-Learn, FutureLink, Udemy Business, and the Data Analytics Specialist path. These project briefs validate the breadth of offerings, target audiences, and innovative learning models implemented through the Academy.

The Fibabanka Academy Strategic Map presentation provides a visual roadmap of the learning flow and strategic pillars, such as innovations in technology, branding and competency-based development. It visually reinforces how the Academy's structure was planned and aligned with broader transformation goals.

The Fibabanka Academy Strategy and Operations Details Document serves as the foundational reference, covering all aspects of the learning ecosystem—strategy, governance, learning technology, communication, and delivery.

In addition, a Fibabanka Academy 2024 Activity Report Teaser Video (shared via YouTube) has been prepared to visually communicate the highlights of the year, including program milestones, learner engagement, and strategic alignment. This video supports storytelling by offering a dynamic, engaging representation of the Academy's outcomes and cultural impact.

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Would you like to add an additional supporting document?

Yes

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Would you like to add an additional supporting document?

No

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