

Nomination: 9391

Banking with Soul - The Saman Way

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

Saman Bank

[REDACTED]
[REDACTED]

Additional Contacts

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

Page: Entry Information

Entry Title

Banking with Soul - The Saman Way

Category

B01 - B67 Achievement > B14 - Achievement in Employer Branding

Achievement Submission Format

Written Answers

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

Saman Bank began its journey in 1999 as Iran's first licensed credit institution, launching as one of the country's first private banks in 2002. From inception, Saman prioritized innovation and a human-centered ethos, pioneering digital infrastructure and setting new benchmarks for customer service. Since early 2023, Saman has accelerated its focus on employee experience, establishing the Employee Experience and Talent Acquisition & Development Departments within its Human Capital Division. A cross-functional team spearheaded the employer branding strategy, driving rapid enhancements to the workplace: renovating spaces; launching a state-of-the-art staff gym, the Saman Core Academy, an in-house café, a health monitoring center, and a dedicated business lounge restaurant; and equipping every unit with rest areas. The onboarding process was reimaged to reflect Saman's refreshed values, while two custom gamified educational programs foster interactive learning and reinforce organizational culture. Saman strengthened its employer brand through national job fairs, specialized conferences, and value-driven content, amplified via the "Hamsaa" internal communications platform. Concurrently, welfare, wellness, and sports programs were overhauled to support employees' physical and mental health. These initiatives have enriched Saman's workplace culture, empowering staff and solidifying the bank's reputation as a progressive, people-first employer in Iran's financial sector.

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

Since early 2023, Saman Bank has launched a range of employee-relations initiatives to foster connection, well-being, and purpose. It began with the first Employee Experience Unit in Iran's banking industry and the introduction of Hamsaa—an internal social network where over a thousand authentic employee stories fuel open dialogue. Concurrently, Saman invested in holistic health by opening a Health Monitoring Center offering ultrasound scans and psychological counseling, and by launching health campaigns which inspired staff to log over a million collective steps.

The renovated headquarters now features an in-house café, business-lounge restaurant, rest areas, and a full fitness center with separate women's and men's facilities for activities like ping-pong and volleyball. The Saman Kids Academy supports working parents by caring for employees' children. Staff engagement is further fostered through sports festivals—highlighted by the futsal team's two FIFCO World Cup wins—personalized gift packages for special occasions, and ceremonies honoring retirees.

To embed culture and values, gamified experiences such as the CliftonStrengths activity at Iran Job Fair 2024 bring organizational principles to life. As a measure of this impact, the ENPS soared from 19 in 2023 to 48 in 2025. Collectively, these efforts drove a 65% increase in resume submissions, 84% of new hires from Gen Z, and a top-three employer brand ranking. Moreover, Job Vision—the largest job search platform in Iran—reports "Saman Bank Teller" as the most searched job title nationwide—evidence that Saman's human-centered approach is redefining banking from within.

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

Saman Bank's accomplishments stand apart in an industry still anchored in traditional human-resources practices. While many Iranian banks limit their efforts to transactional hiring and financial incentives, Saman embraced a global, human-centered blueprint—drawing on McKinsey's 7S model and Laloux's Reinventing Organizations—to reimagine everything from recruitment to everyday interactions. Establishing the country's first Employee Experience Unit in banking and launching Hamsaa, an internal social network, broke down hierarchical barriers and encouraged genuine dialogue. Few competitors can claim gamified recruitment, a dedicated Kids Academy, or a comprehensive talent management framework that turns career growth into an interactive journey rather than a mere checklist.

These initiatives moved beyond optics: within two years, Saman's eNPS more than doubled (from 19 to 48), voluntary attrition fell below 3%, and employee engagement metrics soared to levels unseen at peer institutions. Brand perception shifted dramatically—from a conservative, formal employer to a dynamic, purpose-driven organization celebrated by Gen Z job seekers. Ranked among Iran's top three employer brands, Saman demonstrated that investing in meaning, belonging, and well-being yields measurable business results. In a sector where cultural change often meets resistance, Saman's cultural courage and rapid transformation set a new benchmark for what "Employer Branding" can—and should—look like.

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

To support the claims made in this nomination, we have attached a series of documents and visual materials that reflect various dimensions of Saman Bank's employer brand transformation.

Our primary supporting document is the Saman Employer Branding report under the name "Banking with Soul - The Saman Way"—a comprehensive report detailing the bank's vision, employee journey mapping, EVP structure, applied frameworks, and strategic implementations. This document captures both the philosophy and operational depth of Saman's transformation.

Additionally, we include the Strategic Talent Management Report, outlining key processes, data insights, and results from our merit-based leadership pipeline and Saman Kids Academy Report.

Visual and multimedia files are also provided, including photos and videos from national job fairs, internal events, cultural campaigns, workspace redesigns, the Kids Academy program, and the Hamsaa internal communication platform. These materials showcase the lived experience of our employees and jobseekers.

Together, these resources provide strong evidence that Saman's transformation is not just a narrative—it is a documented, measurable, and deeply human journey backed by impact data and real experiences and testimonials.

Webpage Link

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

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Terms and Conditions

I Agree