

Nomination: 9444

Türk Tuborg Bira ve Malt Sanayi A.Ş.

<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> Türk Tuborg Bira ve Malt Sanayi A.Ş. <div></div> <div></div>
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Türk Tuborg Bira ve Malt Sanayi A.Ş.
<b>Category</b> B01 - B67 Achievement > B51 - Best Training and Development Program for Supporting Business Strategy
<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> <p>Founded in 1967, Türk Tuborg is a leading brewery company in Turkey, producing top-quality beer under brands like Tuborg, Carlsberg, and Frederik. The company has steadily grown from holding 10% of the market share to nearly 50% today. Known for its strict adherence to quality, including compliance with the German Purity Law, Türk Tuborg has established a reputation for excellence beyond financial gains.</p> <p>The company's strategic pillar, Tuborg Academy—its Corporate University—was established to align employee development with business goals. Since 2015, the Academy has delivered industry-specific, high-impact training, supporting a broad internal and external audience. It has evolved into a strategic function, delivering 144 unique training topics across production, sales, leadership, and legal compliance.</p> <p>With strong employee loyalty and a people-first culture, Türk Tuborg's learning efforts have consistently resulted in measurable impact, including high satisfaction scores, skill certifications, and operational excellence. As of 2025, Tuborg Academy has expanded its influence across peer companies and communities, creating a culture of continuous learning, quality, and collaboration.</p>
<b>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</b> <p>Since 2023, Tuborg Academy has significantly expanded its business impact through innovative learning initiatives:</p> <ul style="list-style-type: none"><li>• Production Quality: The "First Step into the 100% World" onboarding achieved a 9.76/10 satisfaction score. The Brewmaster Program doubled its team and raised Denmark taste test scores annually. Practical skill exams assessed 180 employees on-site, validating real-world competence.</li><li>• Sales Quality: The Sales Orientation Program maintained a 9.76 score. Technical sales tracks achieved &gt;9.6 satisfaction, with 59% of Sales Supervisor candidates promoted within 5 months—75% of whom came from the dealer network.</li><li>• Leadership Programs: The 100% Leadership School achieved a 9.67 satisfaction score and improved participant capabilities through assessments and field coaching. The "Ask Your Development Partner" mentorship scored 9.78 (recommendation rate) and delivered measurable leadership development.</li><li>• Legal Compliance &amp; ROI: The company achieved 100% audit compliance. The Data Analytics Program delivered 8 million TL in business impact from real-world projects with an ROI exceeding 50x.</li><li>• Community Impact: The Waitstaff Academy trained 129 service professionals, while mentoring programs supported 100+ students and young professionals.</li><li>• Digital Reach: The goFLUENT platform expanded to 18 languages, democratizing access to language learning.</li></ul> <p>These achievements highlight Tuborg Academy's strategic integration with the business and its scalable, inclusive approach to learning.</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 Tuborg Academy are unique in both scope and execution, especially considering Turkey's highly regulated alcoholic beverage sector, often described as a "dark market." Despite industry restrictions, the Academy has successfully embedded learning as a strategic function, showing results comparable to or exceeding global benchmarks.

Unlike traditional training programs focused solely on compliance or knowledge transfer, Tuborg Academy integrates learning with business performance. The Brewmaster Program is a rare example where employee competency is evaluated by external bodies (e.g., Denmark taste tests) and directly linked to product quality. Similarly, the Data Analytics Program's ROI of 8 million TL stands out, especially as it was executed with a modest 150,000 TL budget.

The leadership pipeline is another differentiator: 59% of candidates were promoted within five months—far above typical internal promotion rates—while 75% of promoted dealer participants prove the success of external-to-internal talent transition.

Compared to its own past, Tuborg Academy has expanded significantly since 2022, adding new audiences (dealers, students, NGOs), doubling team capacity, and implementing structured mentoring, blended learning, and digital platforms. Its audit success (14 per year, 100% compliance) and high satisfaction scores (9.6+) reinforce that this growth did not compromise quality.

In short, Tuborg Academy stands out not only for what it achieves but for how it achieves it—through sustainable, strategic, and inclusive learning design aligned tightly with business performance.

**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**

Throughout this nomination, several supporting attachments provide strong evidence for the claims made regarding Tuborg Academy's strategy, execution, and impact.

The document titled "Measurable Benefits" substantiates the effectiveness of our learning programs through quantitative results. It presents key data points such as a 59% promotion rate for participants in the Sales Supervisor Candidate Development Program, an 8 million TL business value generated by data analytics projects, and a measurable reduction in musculoskeletal injury-related workdays following the implementation of the ergonomics program.

The "Change Management Efforts" file details the comprehensive processes used to manage LMS transitions—from Wendimu to SuccessFactors, and then to Enocta—based on user feedback and operational alignment. These transitions were conducted with structured needs assessments and iterative evaluation.

Visuals, charts, and internal stakeholder feedback included across these attachments further demonstrate how Tuborg Academy ensures quality, relevance, and alignment with company strategy. This includes satisfaction scores, promotion metrics, system evaluation tables, and testimonials from mentees and leaders.

These documents collectively confirm that Tuborg Academy's learning strategy is not only comprehensive and future-ready but also deeply measurable, business-aligned, and socially responsible

**Webpage Link**

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

[REDACTED FOR PUBLICATION]

[REDACTED]

[REDACTED]

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

Yes

**Supporting Document 3**

[REDACTED]

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

Yes

**Supporting Document 4**

No File Uploaded

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

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