

Nomination: 9445

Türk Tuborg Bira ve Malt Sanayi A.Ş.

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 Türk Tuborg Bira ve Malt Sanayi A.Ş.
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Türk Tuborg Bira ve Malt Sanayi A.Ş.
Category B01 - B67 Achievement > B47 - Best Strategy for a Corporate Learning University
Achievement Submission Format Written Answers
<p>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</p> <p>Türk Tuborg is a prominent beer producer in Turkey, recognized for its commitment to quality and traditional brewing methods. The company strives for excellence not only for profit but also to enhance the cultural perception of beer. Its core values—Quality, Making a Difference, Collaboration, Honesty, and Sincerity—shape its operations and company culture.</p> <p>Collaboration is central to Türk Tuborg's success. The company believes that strong cooperation with employees drives better service and sustainable growth. Employee loyalty is high, and long-term staff are supported through customized training programs developed by internal experts who understand the industry and company values.</p> <p>Operating in a tightly regulated alcoholic beverage market, Türk Tuborg adjusts its business strategies accordingly. Its adherence to the German Purity Law reflects its dedication to product integrity and strengthens its leadership position.</p> <p>To support workforce development and long-term goals, Türk Tuborg launched a corporate university. This initiative fosters continuous learning through modern techniques like blended and peer learning. It serves both internal and external stakeholders and is aligned with the company's strategic vision.</p> <p>Through this learning-focused approach, Türk Tuborg reinforces its position as a responsible, forward-thinking leader in the industry.</p>
<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> <p>Since the beginning of 2023, Türk Tuborg's Corporate Learning University has achieved major milestones in expanding its strategic role within the organization. The training team—responsible for both Tuborg Academy and sales team development—has become a key function reporting directly to senior executives at the N-1 level. This governance model ensures high-level alignment with corporate goals and rapid implementation of impactful learning initiatives.</p> <p>One of the most notable achievements is the expansion of the university's target audience. While initially focused on internal employee development, the university has since broadened its scope to include external stakeholders such as students, partners, and industry collaborators. This strategic move has positioned the university as not only a center for internal excellence but also a platform contributing to sector-wide capability building.</p> <p>In 2023, the university launched several tailored programs, including industry-specific onboarding journeys, digital blended learning modules, and leadership development tracks. These programs were designed based on data-driven needs analyses and co-created with business units to ensure relevance and performance impact.</p> <p>Furthermore, the team successfully integrated feedback mechanisms and measurement tools to track learning effectiveness, leading to demonstrable improvement in employee engagement, knowledge retention, and business outcomes.</p> <p>Through these efforts, the Corporate Learning University has evolved from a functional training provider into a strategic growth enabler, building both internal capabilities and external influence—while strengthening Türk Tuborg's reputation as a learning-driven, future-ready organization.</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

What makes Turk Tuborg's Corporate University achievements unique is its holistic and inclusive learning model that goes far beyond traditional internal training. Unlike many corporate learning programs that focus only on technical skills or managerial development, Turk Tuborg delivers end-to-end learning journeys across all business functions—production, sales, leadership, compliance, and social responsibility.

The Production and Sales Quality Programs ensure every employee, from blue-collar workers to sales representatives, receives targeted development. This approach sets the company apart from competitors in the industry, where training is often limited to leadership roles. Practical skill exams, technical onboarding, and tailored programs have elevated performance and consistency at every level.

The 100% Leadership School represents a strategic shift in how leadership is built, with tiered development paths tailored to real business needs. Additionally, compliance training has not only met but consistently exceeded legal requirements, positioning the company as a benchmark in operational excellence.

Furthermore, the University's support for external stakeholders—dealers, students, and NGOs—is a rare practice in the sector. Programs like the Waitstaff Academy and mentorship initiatives such as the "Million Women Mentorship Program" and "100% Support" reach underserved and diverse communities.

Finally, the recognition of Turk Tuborg's model as the leading Corporate University within its global group—and its role in guiding peer companies across multiple countries—demonstrates the scalability, influence, and excellence of its strategy. This multi-layered, impact-driven approach clearly distinguishes Turk Tuborg from others in its field and even from its own past efforts.

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 attached supporting materials offer robust evidence of the Corporate Learning University's impact and validate the claims made throughout this nomination. Quantitative data—such as satisfaction scores, success rates, exam results, and promotion rates—demonstrate both the quality and effectiveness of the programs.

For example, the "First Step into the 100% World" orientation program achieved a satisfaction score of 9.76/10, while the Sales Orientation Program received identical results. The Data Analytics Program, backed by KPIs such as an 88% exam success rate and 8 million TL in business impact, clearly illustrates ROI-driven learning.

Brewmaster Program attachments show monthly competency scores validated by an external Danish institution. These reports illustrate the steady increase in performance over three years. Supporting graphs are included.

Practical Skills Exam data demonstrates how over 576 on-the-job assessments were used to verify real-world competencies—critical for technical roles. Similarly, ergonomic training outcomes are substantiated by year-over-year reductions in musculoskeletal-related lost workdays (from 1,755 in 2021 to 826 in 2024).

Audit records show a 100% compliance score with zero nonconformities across 14 annual audits—proving alignment with legal and quality training standards.

The Internal Customer Survey and Employee Satisfaction Survey provide qualitative and quantitative feedback, showing consistent improvement in areas directly linked to Tuborg Academy's services.

Finally, testimonials from internal stakeholders and detailed program metrics (attached) support the nomination's claims regarding engagement, inclusivity, and strategic alignment. These documents collectively provide a transparent and measurable picture of impact.

Webpage Link

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