

<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> Petrol Ofisi
<b>Mobile Phone Number</b> +90 532 696 54 96
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> Petrol Ofisi Academy
<b>Category</b> B01 - B67 Achievement > B26 - Achievement in Learning Technology Implementation
<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>Petrol Ofisi is Turkey's leading energy company, founded in 1941. While it plays a vital role in fuel and lubricants across the country, this nomination focuses on Petrol Ofisi Academy—the company's internal learning and development hub.</p> <p>Originally structured as a traditional LMS-based platform, the Academy served basic compliance and onboarding needs. However, in 2023, it began a strategic transformation into a Learning Experience Platform (LXP) aimed at embedding a culture of continuous learning, agility, and talent growth.</p> <p>The redesign aligned closely with the company's Employee Value Proposition: "Gelişimin Öncüsü"—Pioneer of Progress. The Academy now combines data-driven content delivery, AI-powered journeys, mobile-first access, and interactive formats like simulations and peer-led learning.</p> <p>Today, it supports more than 1,000 employees across business lines, not only addressing skill gaps but actively contributing to retention, engagement, and leadership readiness. Its evolution reflects a broader organizational shift—from static training delivery to dynamic, strategic talent enablement.</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 early 2023, Petrol Ofisi Academy has evolved into a modern Learning Experience Platform (LXP), combining data-driven design with employee-centric learning. The system now supports AI-powered development journeys, personalized content, and mobile-first access—transforming learning into an integrated, daily habit.</p> <p>Self-paced learning hours have nearly tripled, while mobile access became the primary channel, reflecting changing preferences. Legacy content platforms were gradually replaced with global tools like LinkedIn Learning and Coursera. These shifts created space for flexible, modern formats: simulation and game-based learning were introduced and adopted within a year.</p> <p>Organizational alignment also improved. Managers and senior engineers completing assigned learning paths showed greater retention and promotion potential. Employees now experience learning not as a standalone task but as a visible part of career development.</p> <p>Rather than replacing systems, this transformation redefined the role of learning in the company. It became a cultural shift—one where employees actively engage, teams co-own content, and learning drives both performance and purpose.</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 this transformation meaningful is not just the scale, but the mindset shift it reflects. In many companies, learning still operates through static systems and compliance-based models. By contrast, Petrol Ofisi Academy has taken a more adaptive route—where learning behavior, platform design, and business strategy evolve together.

Mobile-first access becoming the norm is one example. This is not yet common in our industry, but here, it now defines how most learning happens. New formats like simulation and scenario-based training were embraced early and are now integrated across programs. AI-supported learning journeys are showing strong completion rates across job roles, indicating real learner engagement.

These shifts are not isolated wins. They reflect growing alignment between individual growth and organizational capability. Internal metrics suggest that learners who complete development tracks are more likely to be retained and promoted, which strengthens business continuity.

Compared to past performance—and to many industry peers—this transformation is not only technological but cultural. Learning is now embedded into everyday work, not layered on top of it. That's what makes this approach unique.

**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 document provides data visualizations for each key area.

- Slide 2 shows workforce distribution by generation, helping contextualize learning behavior shifts.
- Slide 3 shows increases in satisfaction and development perception.
- Slide 4 highlights growth in self-paced learning.
- Slide 5 details the shift from web to mobile access.
- Slides 6–8 reflect changes in completion rates, content formats, and platform preferences.

In addition, the included video titled Stevie Awards Submission-LXP\_Transformation offers a quick and engaging look at the platform's structure and learner experience.

**Webpage Link**

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

No

[REDACTED FOR PUBLICATION]

[REDACTED FOR PUBLICATION]

[REDACTED FOR PUBLICATION]

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

No

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