

New 'Captains' of DenizBank are ready for Open Seas!

Firs Graduates of DenizBank's New Captains' Club Graduated in October...

In DenizBank, who has adopted widespread branch strategy and financial supermarket approach since the day it was established, it is very important to contribute to the professional and personal development of branch managers ('Captains' as they are called within the bank).

Taking the present name after being restructured in January 2008, Deniz Academy, one of the primary missions of which is to realize "Manager Development Programs", gave its first graduates of the "New Captains' Club" which it organizes for managers who have completed 3 months as a Captain (Branch Manager) in October.

24 branch managers who have taken part in the "New Captains' Club" held with the motto 'Good captain, good branch, good bank' successfully completed the program made up of 200 hours extended over 8 months with the presentations they made to DenizBank Financial Services Group President and CEO Mr. Hakan Ateş.

The purpose of the program which was held this year for the first time is to contribute to DenizBank's growth and human resources strategies and help managers who are newly promoted to Captainship develop leadership competences and enable them to put their signature under efficient business results in their branches by providing guidance to them.

DenizBank Executive Vice President Mr. Tanju Kaya evaluated the New Captains' Club with the following words: "In DenizBank, we regard our employees as a value, and adding value to their professional and personal development is among our priorities. We designed the New Captains' Club according to this philosophy. Along with supporting management qualifications, professional and personal development of our 'Captains', we are also spreading DenizBank culture and values across the organization. We have paid meticulous attention to creating our own stars from within our organization. The fact that 80% of our managers rose to these positions through internal promotions is the most important indicator of this diligence."

The basic feature of the New Captains' Club that distinguishes it from similar organizations is the simultaneous and parallel conduct of theory and practice. Having participated in the program, managers have the chance to implement the subjects they have learned immediately in the branches they are in charge of and reinforce their experience. Extending the program over a period of time increases the effect of this reinforcing and experiencing process.

The main topics the program focuses on are: *DenizBank Corporate Values, Human Management and Strategy*. With the help of the trainings presented and workshops organized within the scope of the program, Captains are provided with necessary tools which they will use for creating and implementing strategies to yield effective business results and becoming model managers who inspire their teams and their knowledge and competencies are elevated.