

## **DenizBank's training and development vision gets an award in the US!**

**With its openness to learning and development, dynamic corporate culture and positive impact of this culture on sustainable institutional success, DenizBank was honored with the Best Award from American Society of Training and Development (ASTD), one of the most prestigious awards in the world in the field of training and development.**

DenizBank crowned success of applications it implemented to guide its employees in all fields of training and development with **Best Award by ASTD (American Society for Training & Development)**.

During the event where corporate companies from all around the world were evaluated based on the value added to development of employees as per strategic business targets, DenizBank had reflections of its continuous investments in human resources and difference-making, innovative practices in international arena.

Established by DenizBank in 2008 and positioned as a "Training Island", Deniz Academy designs long-term training and development programs to develop professional, personal and managerial competencies of employees.

Under the roof of Deniz Academy where new starters of DenizBank Family are trained by internal trainers, or "Guides of Deniz" to make them "Sailors" who have rapidly internalized corporate culture, a total of 750 thousand hours of training is planned by the year end. Thanks to Deniz Academy where 6 thousand new recruits have been trained since 2008, 340 employees have internally been promoted to managerial functions as a natural extension of DenizBank's vision to discover talents from within the organization and they graduated from New Captains' Club training program. Number of training days per employee exceeded 7 days, which is the sector average and reached 8 days in 2012; target for the year 2013 is 8,5 days of training per employee.

**"We make life more beautiful not only for our customers but our employees in Deniz"**

Making a statement about the subject, DenizBank's Senior Vice President in charge of Human Resources and Training **Yavuz Elkin** underlined that their "human"-oriented approach is there to make life more beautiful not only for customers but also for employees; and they keep adding new pages into success story book of the Bank through training and development opportunities offered to DenizBank Family.

Elkin continued: "We attach great importance to development of each member of our Family composed of more than 14 thousand Sailors in line with our business targets, for we see them as heroes of our 16-year success story, and believe that we can achieve more thanks to their dedication. As a growing and developing organization, dynamism and innovation are indispensable for us. A human resources profile open to and forecasting innovation, capable of adapting to change quickly and adding value to our business processes with this vision is very valuable for us. In this respect, I should underline that Deniz Academy, which we consider our training temple not only delivers training function but also serves as a bridge to cascade our corporate culture and strategies to all Sailors. For that reason, positive reflection of training on our business results is an extremely important criterion which we always follow up. This year, in the Excellence Awards of Brandon Hall, one of the most prestigious institutions of the world in the field of corporate learning and development, we have received the Silver Award in "Best Training Team" category. In the same awards, our New Captains' Club program was rewarded as the "Best Leadership Development Program", and our Sales Program for Tellers received Bronze Award in the "Most Successful Training Results" category. ASTD Best Award is an important indication that our training practices, which we consider as a strategic development tool, are successfully reflected on business results. Moreover, it is a source of pride that our vision of being a continuously learning and training organization is appreciated at international level. I congratulate all my colleagues for their dedication to Deniz Academy".

### **About ASTD (American Society for Training & Development)**

Established in 1943, ASTD is the world's largest professional association dedicated to the training and development field. It attracts attention with its approach encouraging professionals to link training and development with performance and design programs supporting results of organizations. 9 thousand professionals from all around the world participate in the yearly conference held by ASTD.

Rewarding companies with successful results for training and development of their employees, ASTD BEST Awards have been delivered since 2003. Institutions rewarded are expected to demonstrate their approach with examples and business results. Held for the 11<sup>th</sup> time this year and applied for by 70 companies from 9 countries, ASTD BEST Awards were delivered on October 1, 2013 in Washington.