

# Case Study Executive Summary



## *Turkcell Academy: Are You Ready?*

### Challenges

- Assuring that a growing, successful company has the talent to meet the competitive challenges of a fast-moving industry
- Maximizing the contribution of a young, dynamic workforce meant developing new ways of learning and knowledge sharing

### Solution

- Develop a strategically aligned corporate university.
- Communicate the mission and vision of the new organization to all levels.
- Develop robust voice-of-the-customer mechanisms that assure the right things are taught the right way.

### Results

- The company has the talent it needs to continue to grow and has increased its market share.
- Turkcell Academy now has corporate support, with over 500 manager/subject matter experts participating as teachers.
- Received Corporate University Xchange Awards for Excellence and Innovation for Launching.

Turkcell, the leading communication and technology company in Turkey, has provided training to its workforce since the company was founded in 1994. In 2006, the company realized that, although it was the most successful mobile phone operator in Turkey and one of top 3 mobile operators in Europe (in terms of subscriber base), it was going to need a more strategic focus for learning if it was to meet the competitive challenges of its fast-moving industry and continue to grow.

The leaders of Turkcell Academy benchmarked learning organizations around the world and built a unique, centralized Academy customized for Turkcell Group's needs and challenges, using the principles that govern the best corporate universities. They focused on creating a strategic, responsive organization that was capable of engaging the company's managers and the young employee population (average age 31) critical to their continued success.

Today, Turkcell Academy reaches 50,000 employees in the Turkcell ecosystem, providing strategic training support consistent with the Turkcell Group's values of "Customer Centricity", "Technology" and "Leadership".

Turkcell's value of caring for customers extends to caring for internal customers as well. Therefore, from the very beginning of the launch of the new Turkcell Academy, its leaders incorporated the corporate value of listening to the voice of the customer to make sure that everything they do meets the needs of business leaders and managers, and is clear to employees.

It took hours of formal and informal interviews with senior leaders to explain what was new and different about the new model and what help they were going to need from leaders to make it work. Those interviews, and the subsequent success of their new learning efforts, resulted in strong support at all levels. In fact, the company's CEO, Mr. Sureyya Ciliz, is now one of their passionate advocates.

Their current tagline, "Are you ready?", challenges everyone at Turkcell to prepare for the exciting future of this dynamic company.



## BENEFITS OF CORPU MEMBERSHIP

### URGENT TOPICS

- 21<sup>st</sup> Century Workplace Learning
- Leadership Development
- Learning Innovation

### RESOURCES

- Benchmarks
- Case Studies
- Practitioner Tools
- Research

### COMMUNITIES

- Executive Councils
- Leadership Congress
- CorpU Academy Social Learning Courses

#### Corporate University Xchange

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