



Success Story With Changing Performance Culture

YILDIZ
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HOLDING

Reasons?

- ▶ Being better organized around business
- ▶ Adapting quickly to changing market and competitive conditions with short-term agile goals
- ▶ Facilitating alignment and improving collaboration between individuals and teams in new working models
- ▶ Making communication continuous with instant feedback and contributing to the development of competence
- ▶ Maintaining performance management with regular and more frequent follow-up of goals





“The OKR methodology is a roadmap that shows how you can achieve your goals. WOKR, on the other hand, is a digital platform that provides the necessary environment for us to design these goals. With the OKR transformation journey, we aim to have a work culture that supports the development of employees and where their success is recognized and rewarded. At the same time, we believe that the loyalty of our employees will increase with a transparent and fair performance management process.”

Yıldız Holding



Benefits?



Goal Setting

Identifying primary goals of individuals according to common company goals



Employee Commitment

Contribution to employee loyalty by increasing employee-manager communication and making the appreciation and rewarding mechanism more active



Trackability

Goals are visible and instantly trackable



Performance management

Fair and transparent performance management

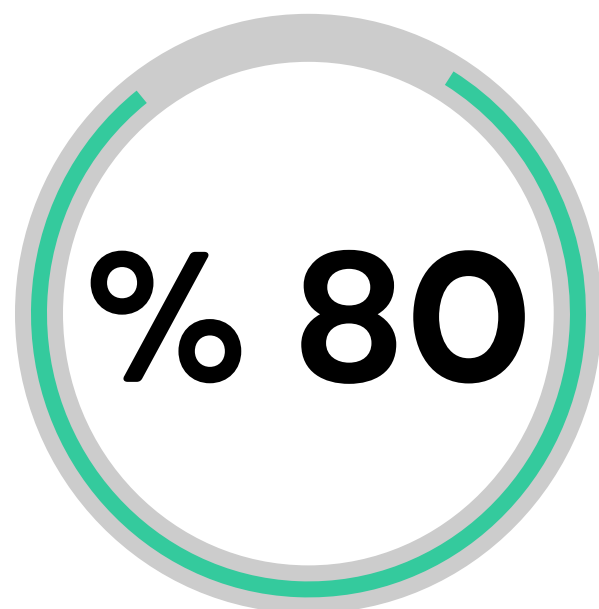


Effective competition

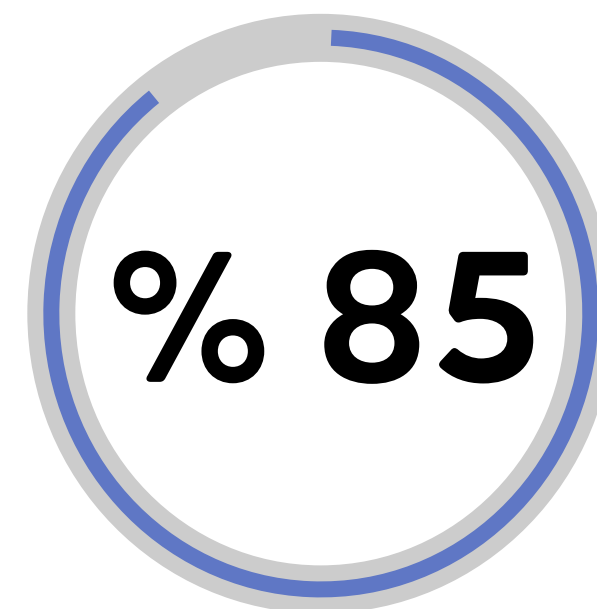
Adapting quickly to changing competitive conditions with agile goals



Results?



80% OKR overall satisfaction rate



85% The rate of one-on-one meetings with the manager

The ability of new employees to see their objectives through the OKR system increases the speed of understanding and adapting to the organization.

**OKR overall satisfaction is based on 2021 survey data.*