



## Success Story With Changing Performance Culture

 **TÜRKİYE SİGORTA**

# Reasons?

- ▶ To make sure that everyone is in the same direction
- ▶ To make quick decisions
- ▶ To create an environment based on frequent feedback

- ▶ To strengthen communication between managers and employees
- ▶ To be able to update easily with goal management when necessary





"We may need to make changes along the road to the goals in order to attain our corporate goals in a continually evolving and changing world. It is crucial that we go forward in this process with a framework that will enable us to make quick decisions and respond quickly. We believe that OKR, which is open and focused on what matters, is a wonderful answer since it enables our employees to follow the process and have the same goals as our company."

**Türkiye Sigorta**



# Benefits?



**Transparent environment where everyone can see the goals**



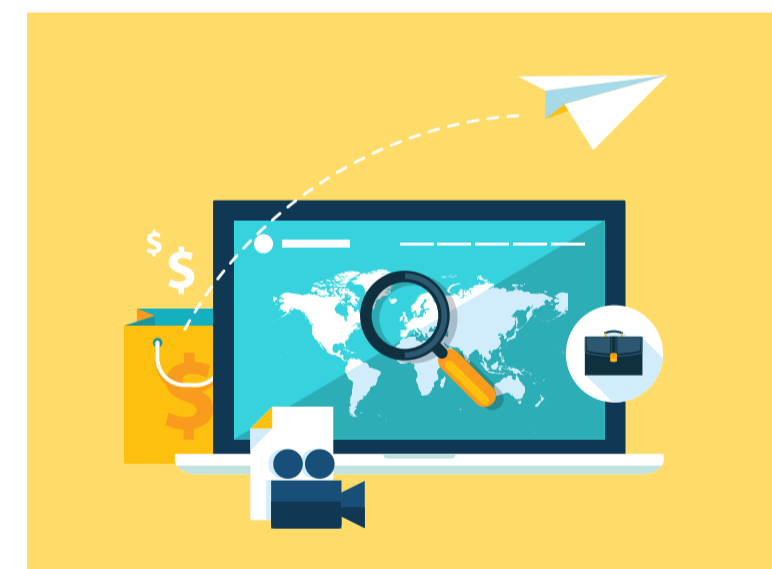
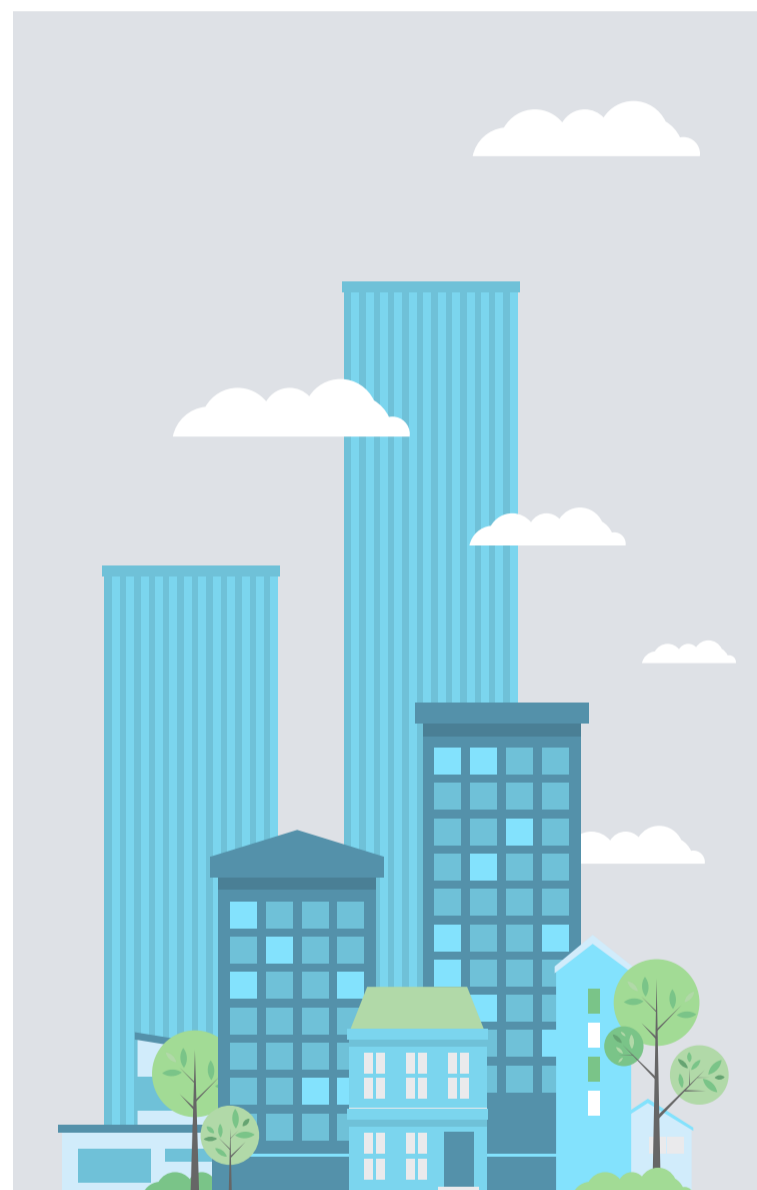
**Alignment and harmony between company and employee goals**



**Increased communication between employee and manager**



**Project-based, instant tracking**



# Results?



**“Our company, pioneer in its sector, aims to achieve a cultural transformation by switching to the new generation goal management process, which is used in the world and has achieved successful results, but has not yet been used in the sector in our country.”**

Dissemination of agile performance management approach that increases employee participation

Increased interaction between manager and employee throughout the performance process

Establishing a transparent goal management structure

Ensuring employee development

Instant monitoring of all goals and taking instant action