

Academy Türkiye

Türkiye Sigorta Academy continues to offer uninterrupted training activities and to add value to the employees and Company with a human-centric point of view, innovative content and approach of creating added value for all stakeholders.

Türkiye Sigorta Academy that keeps offering uninterrupted training activities with a human-centric point of view, innovative content and approach of creating added value for all stakeholders is a strategic partner of the management with its agile, innovative and up-to-date content structure that aims at sustainable development and permanent success.

Established under the roof of Türkiye Sigorta with an eye to meet the training and development needs, Türkiye Sigorta Academy completed its strategic structuring process after the merger period, and started to work with its new corporate identity and strategic goals as of January 1, 2021.

2021 was a year in which critical needs in the development areas of both Türkiye Sigorta and Türkiye Hayat Emeklilik were identified and resolved after the merger. It is aimed that all Company personnel benefit from these training sessions by prioritizing the development needs, especially in professional and technical fields.

Training programs structured under the headings of Professional and Technical Development, Personal Development, Institutional Development, Mandatory Training and Licensing were quickly planned in line with urgent and important needs of the units.

First, "training and development program for internal trainers" was implemented in 2021 in order to spread the culture of learning from each other. By the end of the year, more than 80 active internal trainers shared their experiences on major professional issues with the teams.

Furthermore, it was aimed to speed up the adaptation of the new hires to the Company by designing an effective orientation program. All recruited employees were contacted through live and online training.

Effective cooperation with universities

University collaborations stood out in the training programs of 2021. The training organizations that created the highest added value of the year include Leadership Development and Leadership Training Certificate Programs with Boğaziçi University, PMP and Executive MBA programs with Yıldız Technical University, Micro-MBA with Istanbul Technical University and Agency Academy Certificate Programs with Marmara University.

New structuring in the Academy

Within the structuring efforts of Türkiye Sigorta, the Academy's affiliated Training, Development and Internal Communications Management unit was transformed into the Training, Development and Internal Communications Directorate by extending the staff.

The unit focused on R&D activities throughout the year, and innovations offered in the world of education, where digitalization came to the forefront after the pandemic were integrated into the system. An online training platform (LMS) that employees can access 24/7 was established, and gamification and reinforcement applications integrated with this system were activated. Videos shot with internal or external resources were made ready to be shared by training technology teams at the Greenbox Video Studio set as of the beginning of the year. In this way, the Company gained a significant cost advantage, and fast and effective training content was introduced to the employees.

Moreover, a four-year curriculum study was carried out for the training planned to be held between 2022 and 2025, breaking new ground in the field of training and development. Year and title-based development plans were prepared in line with the needs of the teams through preparation, needs analysis and interpretation works which lasted for six months in total.

Training Durations	Hours
Employee Training	100,327
Stakeholder Training	60,211
Total Training	160,438
Training Duration per Employee	38

Distribution of Training by Categories

12%
Mandatory Training

35%
Corporate Development Training



37%
Vocational and Technical Training

16%
Personal Development Training

University collaborations stood out in the training programs of 2021. The training organizations that created the highest added value of the year contain various programs with Boğaziçi, Yıldız Technical, Istanbul Technical and Marmara Universities.