

## **Overview**

New order and contracts are to be explained to staff and thus they are to be made embracing it and establishment of the staff to be provided taking part not against, but in the system, after Turk Telekom privatisation.

## **Solution**

Gathering all Turkey provincial directors and vice directors of Turk Telekom in various cities and getting the change and transformation message in a positive way.

## **Challenge**

Challenge 1: While changing to private sector, the concerns deriving from discredit of the staff that were working under governmental guarantee .

Challenge2: Paying all severance and notice pay rights and staff that do not want to re-sign contracts, though all the conditions are fulfilled.

Challenge 3: Creation of prejudices that they believe to be true by several negative gossips in that new process; and not having an environment to ask their questions.

Challenge 4: Scheduling meetings for large participation groups.

Challenge 5: Obligation of giving place for a didactical training of 5 hours within those meetings.

Challenge 6: Due to previous hierarchical meeting order, stable prejudice as “it will not make any profit any how, but I am attending compulsorily”.

Challenge 7: They were never interested in competition before, they concieve other operators like , Tukcell, Vodafone not as competitors, but as other sectors.

Challenge 8: Non-existence of feel of belonging to the new company any way.

Challenge 9: Existence of regional figures on the national activity.

## **COSMO way**

In order to contribute to creation of feel of belonging, logo, color and institutional identity work are held within the frame of launching change and transition period.

Turkey is divided to 11 centers and meeting centers are selected considering transportation criteria.

Master program is enriched with social dimension taking regional values into consideration for each city.

Turk Telekom Facilities are organised for their accomodation.

When looked into Istanbul sample;

The participants are gathered one night before to the meeting and are taken to a fish restaurant in Rumeli Kavagi by a boat and coctail order on foot made them mix together and have conversatios.

An entertainment is organised during dinner and negative prejudice of theirs is smoothened.

When they reach the hotel of the meeting, they are given their badges from a special and branded desk and moved to the meeting room that was again specially prepared with its stage and setting.

When they are seated in the lounge, “live show” of half an hour is started completely directed through interactive participation of the guests, accompanied by sound and flash effects.

During the Show, “ices are broken” with an enormous participation.

When the training started, the participants started to realize the change.

Boring and didactical training expectation is removed and entertaining and interactive training process is followed.

*(what we were told was that nobody dared to ask questions in the previous meetings, but here on the contrarary, everybody started to ask e-questions.)*

After lunch, “live Show” players asked all of their participation and tell their goals, expectations and concerns with one word and an improvised song is created consisted of those words.

The background of that song is created before, and through accompany of keyboard and rythm box, at the final climax of the song, of which background matches up with the Janissary March, the Janissary Band entered into the lounge and all national and cultural values are reached to top level and a great applause and participation is provided.

Then, QA session is set up and one of the vice presidents of Turk Telekom was provided to participate and they found answers for their questions form directly an authorized person, instead of secondhand gossipish information.

At the end of the meeting, after a presentation of Semih Sayginer telling his success and decisiveness story for half an hour, he moved to next lounge where all sides were designed as a tribune and performed a billiards stand up show.

## **ROE**

Nearly 95% of participants that are province directors and vice directors, who visited Istanbul numbers of times, stated that they were very glad to go to the Bosphorous Tour, as they never done before.

They are made be aware of the product range and the competition of sector they are in.

The participants stated both in their show participation and in quarries they filled that they felt themselves so special for the first time, they realized how the new constitution is powerful, they are convinced to achieve many things if they continue efficient working, they are going through a process from an order that applied the decisions from the top to an order they can participate and/direct some decisions themselves.

60.000 people in total are obtained successfully to sign the contracts in the new company.