

Burgan Bank is among the Happiest Places to Work of Turkey

Burgan Bank, implementing its “employer brand” project in order to enrich its working culture, is further strengthening its human-centred HR approach with prizes awarded to it. In the research conducted by Happy Place to Work, the Bank is awarded “1-Star Happy Place to Work – Happy Workplace” certificate.

Burgan Bank, offering special solutions for needs and demands of consumers, is continuing its “Employer Brand” journey with prizes awarded to it. Finally, in the research conducted by Happy Place to Work in cooperation with Capital Magazine, Burgan Bank is awarded “1-Star Happy Place to Work – Happy Workplace” certificate.

“The secret of happiness passes through listening to our employees.”

Expressing that they are conducting an “Employee Experience” survey every year with the vision of becoming an “Employer Brand” initiated in the year 2018, **Murat Dinç, General Manager (CEO) of Burgan Bank**, says: “When we became aware of the Happiest Places to Work of Turkey Research, we wished to take our part in it in order to see our real place in the sector. Also with the interest and participation of our employees, this good result made us very happy.”

Stating that they are going to use the data and findings of research in order to further develop the employee experience, **Dinç** continued to say: “In order to create a happy workplace, we must first of all listen to our colleagues and teammates and to take their demands and needs into consideration. We, as Burgan Bank, believe since the first day of our inception that the secret of success passes through humans, and therefore see our employees as our most valuable treasury. We know very well that a happy and peaceful working atmosphere is also the key of productivity and success. Our employer brand works initiated in 2018 are being continued under four main headings, namely career, development, future and life, and shaped around the ‘Burgan Stands by You’ message. Through ‘Burgan Stands by You’ message, we are emphasizing that we are with our employees at all points of contact in their career, development, life and future. We are offering them a dynamic working atmosphere wherein they may reflect their energy and potentials, and taking sincere communications and togetherness as a base in our working climateb

“We are proud of getting the ‘Happy Workplace’ certificate.”

Stating that they are at a good point in the banking sector in such topics as employee commitment and loyalty as an employer brand, **Dinç** completed his words as follows: “We, as Burgan Bank, with our agile organisation, are a bank overcoming all difficulties, and growing with steady steps, and believing in change and transformation. We are proud and happy with the ‘Happy Workplace’ certificate given by Happy Place to Work to us. It is also a point of honour for us to note that only our bank has been awarded this certificate in the happiest workplaces index of Turkey from banking sector. In order to protect and maintain this position thoroughly, as always, we are going to continue focusing on the welfare and happiness of our employees. Our free working environment where our employees can easily utter and express their wishes and ideas without hesitation will be maintained. To further raise the employee motivation and loyalty and create and maintain a working environment making the employees happy is very valuable for us at all times.”

“It is an important research in terms of working culture.”

Reporting that the research conducted by Happy Place to Work in Turkey for the first time and covering the happiest 50 corporations from different sectors has assumed an important mission in order to reveal the human-focused working culture in Turkey, **Prof. Dr. Türker Baş** says: “Happy workplace concept has come to a very important point for both employees and consumers particularly in the recent years. As a Happy Place to Work, by using the strong tools of positive psychology, we are creating a strong self-awareness in employees, and questioning their points of view towards their managers and teammates, and defining their roles played in their own happiness and unhappiness, thereby encouraging them to take initiative for change. This comprehensive research conducted in cooperation with Capital Magazine contains very important data also for the Turkish business world. I congratulate all companies found eligible for this certificate.”

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