



PRESS RELEASE

FEBRUARY 2019

Burgan Bank launches Employer Brand Project.

Burgan Bank has launched the “Employer Brand Project” to enhance existing office culture and experience and to ensure a sustainable preferred employer identity. Targeting to enrich the experience of existing staff and the perception on the minds of business partners, Burgan Bank carries out its entire set of employer brand works under four main headings: Career, development, future and life. All its works are addressed under the motto “Burgan Stands By You”, the employee value proposition.

Burgan Bank continues to grow with its customers and employees every passing day in line with its high-quality service concept. Believing that the take-off ground for success is “people”, Burgan Bank places much emphasis on adding special experience to the lives of its in-house personnel in addition to its external stakeholders. Guided by this principle, it gives effect to all its works to serve this purpose, given the fact that these works provide for a dynamic environment where its people may make use of their energies and potentials to maximum based on a sincere communication and united approach.

It has combined its corporate values under the “Employer Brand.”

Burgan Bank started its efforts to enhance the existing office culture and experience and to ensure a sustainable preferred employer identity as it places much importance to them. The Bank chose certain values in line with its in-house culture project launched in 2016: **“Being us, dynamism and winning”**. In addition, these values were hailed as the bank’s milestones in building in-house communication, becoming a team, making business and being successful.

Burgan Bank targets to consolidate its corporate perception in its path towards becoming a bank that puts much importance to its worker experience and getting preferred thanks to its values that make it stand out among the crowds. In light of this motivation, it organized various works and surveys in the bank along with in-house meetings in late 2017 under its **“Employer Brand Project”**. Besides, it consulted its former employees who were past members of Burgan Bank Family, potential candidates and its cooperating stakeholders. It defined its areas that need to improve: **A stronger, more solid and productive organization and a corporate culture where its happy people produce more.**

“Burgan Stands By You” motto underlines the corporate integrity.

Burgan Bank gives the **“Burgan Stands By You”** message to its in-house and external stakeholders in its value proposition that emerges under the Employer Brand Project. Targeting to enrich the experience of existing staff and the perception on the minds of business partners, Burgan Bank carries out its entire set of employer brand works under four main headings: **Career, development, future and life.**

Stating that the Employer Brand Project covers the entire employment term and experience of a Burgan Bank employee, **Mr. Levent Ergin, Burgan Bank General Manager Assistant for Human Resources**, said the following: “Burgan Bank is a bank that believes in change and evolution and that grows with sure steps as it knows where to go. It offers a dynamic environment where our employees may use their energy and potential and we treasure a sincere communication and united move. In this line, we wish that our people will gain a work experience in compliance with the employer’s promise and enhance the contact points for existing employees. Employees from our units and branches played a significant role in setting corporate values during our meetings. We all tried to create a broad-based set of notions driven by a 360-degree perspective. An effective proposition for us needs to enhance the in-house fidelity and the attraction on street. That’s the reason why we underline that with the motto **“Burgan Stands By You”**, we are supporting our employees in all contact points with their careers, self-development, life and future.”

For more information and communication, please contact:

Aslıhan Atlı

Brand Manager



0 530 230 42 63
0 212 465 37 28
Asmalı Mescit Mh. İstiklal Cd.
No: 130 Elhamra Hanı D: 49
Beyoğlu/İstanbul
www.aristoiletisim.com