



# People, Culture and Change

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İDİL TÜRKMENOĞLU



BİRADERLER

İDİL TÜRKMENOĞLU





İDİL TÜRKMENOĞLU





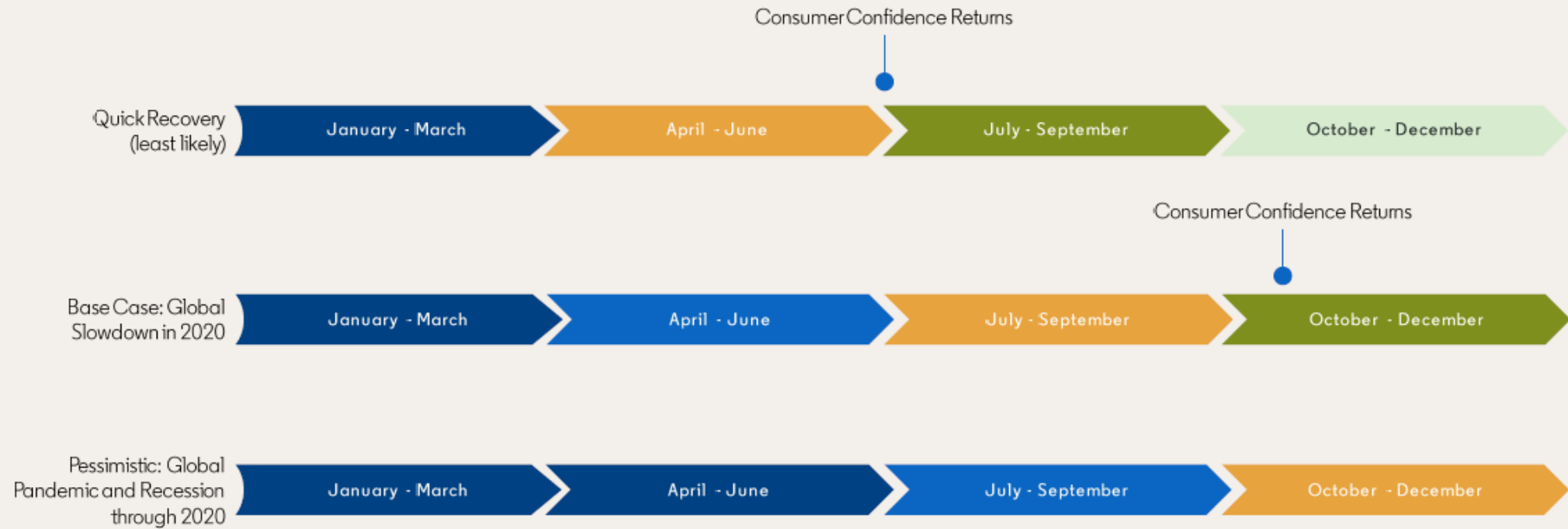


## Sonuçlar

**Grafik:** Türkiye'de Covid-19 salgını sonrası incelenen kategorilerin etkileşim değişimi ve tahmini toparlanma hızları, Mart 2020



# Global businesses will continue to prepare for a range of outcomes until stability is reached



Source: McKinsey "COVID-19: Implications for Business"

# 3 FOCUS



EMPLOYEES



PURPOSE / SOCIETY



BUSINESS CONTINUITY

# Covid-19 Response: A Leadership Test

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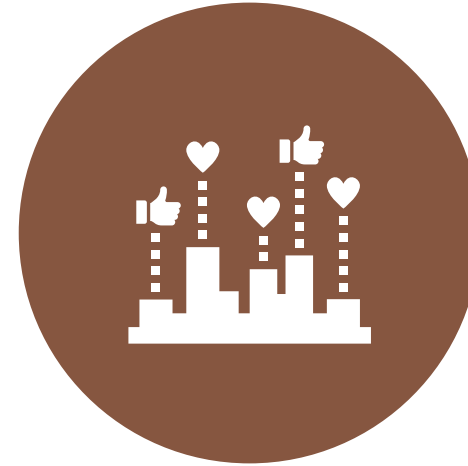


# LEADERS' DILEMMA I

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OPPORTUNISTIC



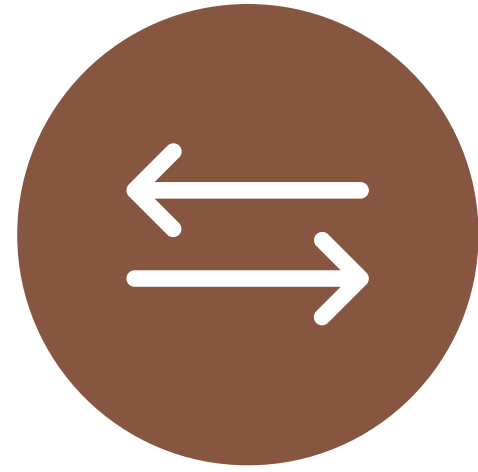
RELEVANT

# LEADERS' DILEMMA II

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COMPROMISE  
SACRIFICE



CHANGE

# Covid-19 Created a Moment of Truth for Corporate Culture

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# MANAGEMENT STYLE

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CONTROL



CONTEXT

# MANAGEMENT STYLE

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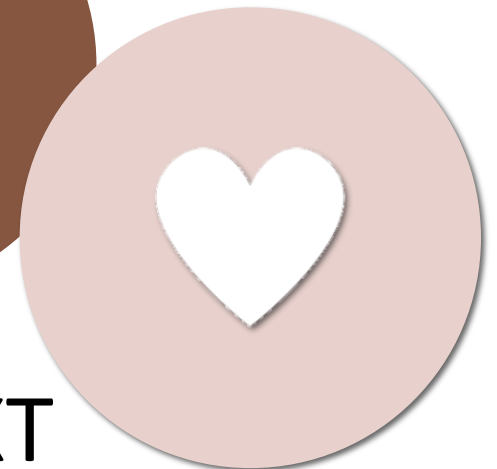
CONTROL

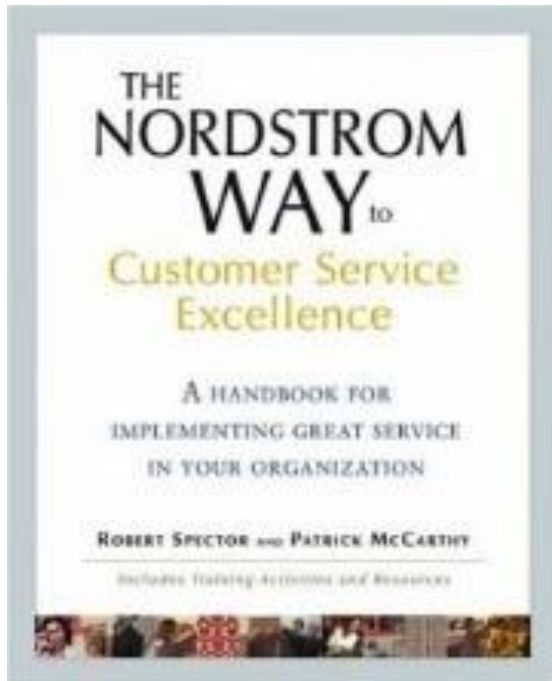
**REGULATIONS**



CONTEXT

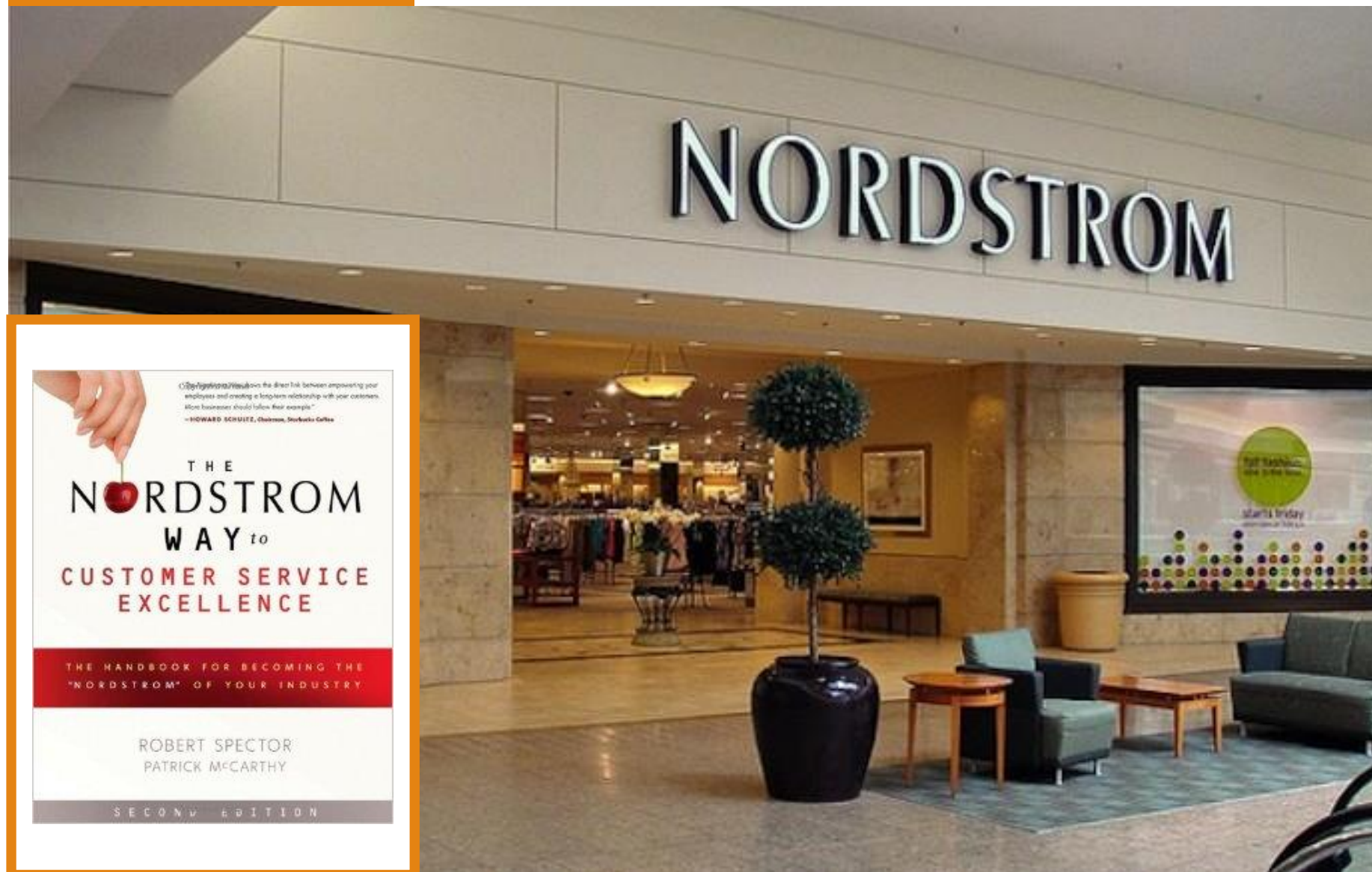
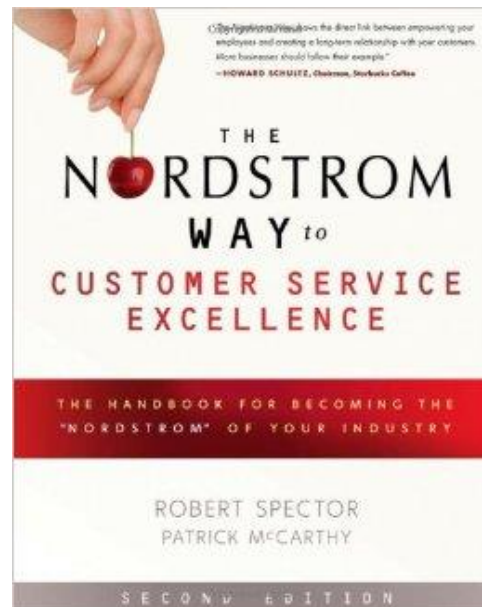
**VALUES**





Nordstrom operates  
117 stores and  
online with 74.000  
employees.

2019 revenue 16 b \$





Our only rule:

Use Good  
judgment  
in all  
situations

Please feel free to ask your  
department manager,  
store manager or personnel manager  
any question at any time.

NORDSTROM

# Remote Working and Trust Issues



Anshul Kapoor

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Mar 21 • 5 min read ★



• • •

**FORTUNE**

RANKINGS ▾

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## How to develop trust with your boss while working remotely

BY KRISTINE GILL

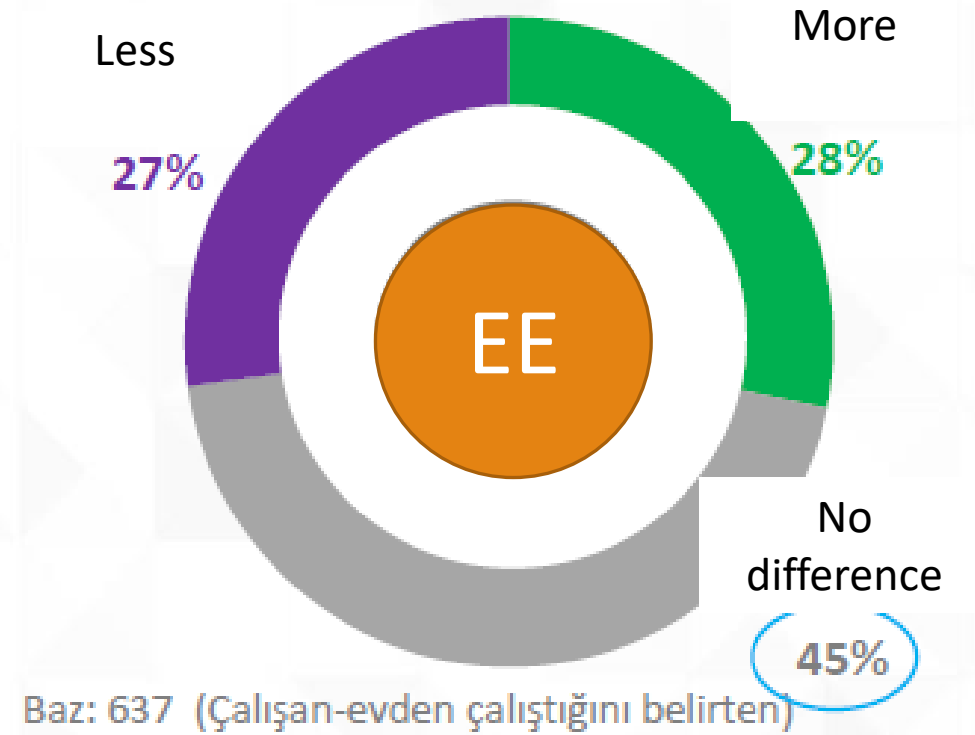
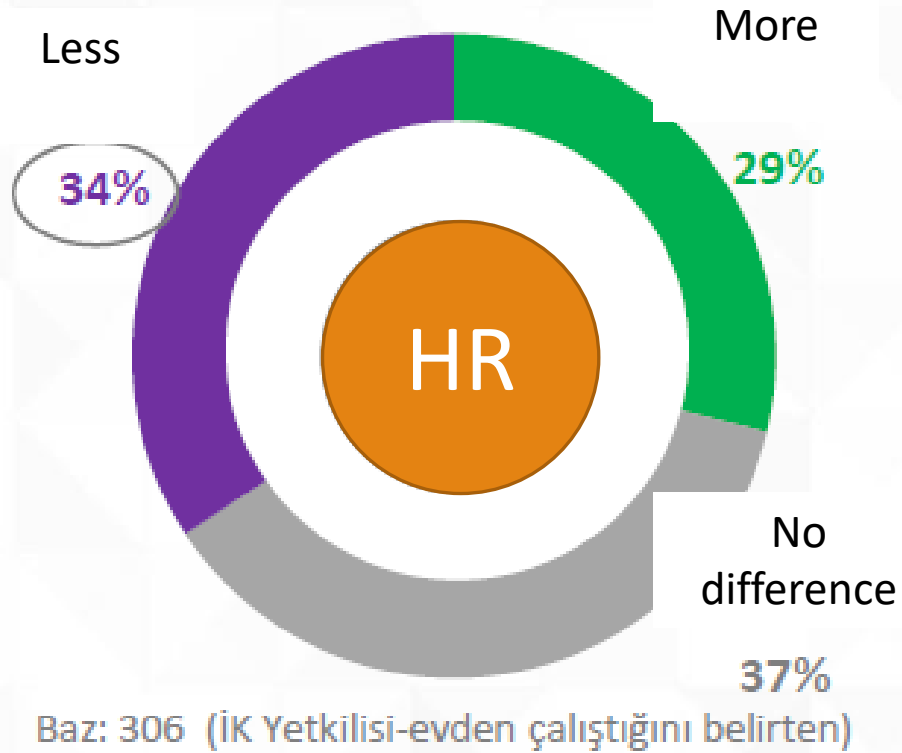
March 28, 2020 12:19 AM GMT+3

***"Culture eats  
strategy for  
breakfast."***

*- Peter Drucker*



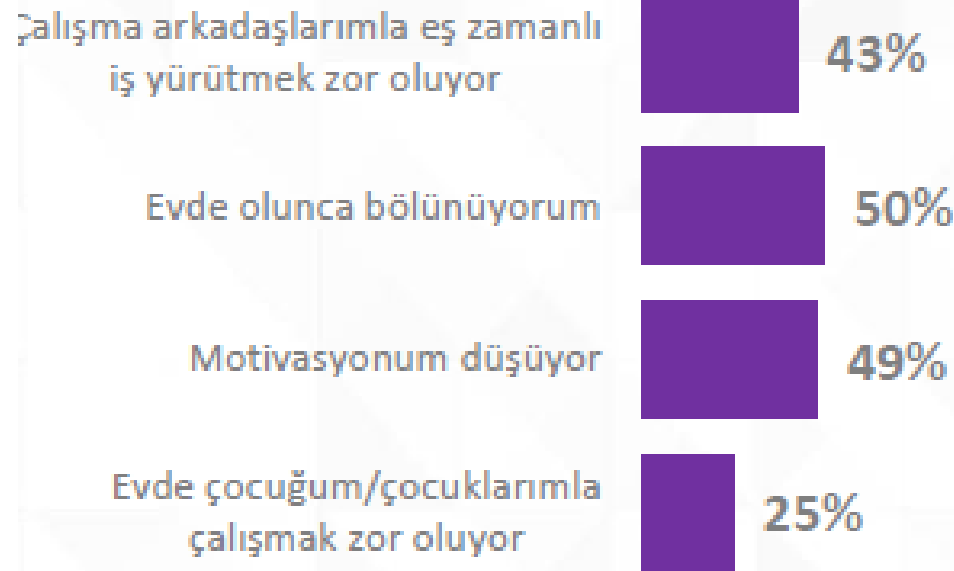
# How productive is the remote work?



# Why are you less or more productive?

LESS

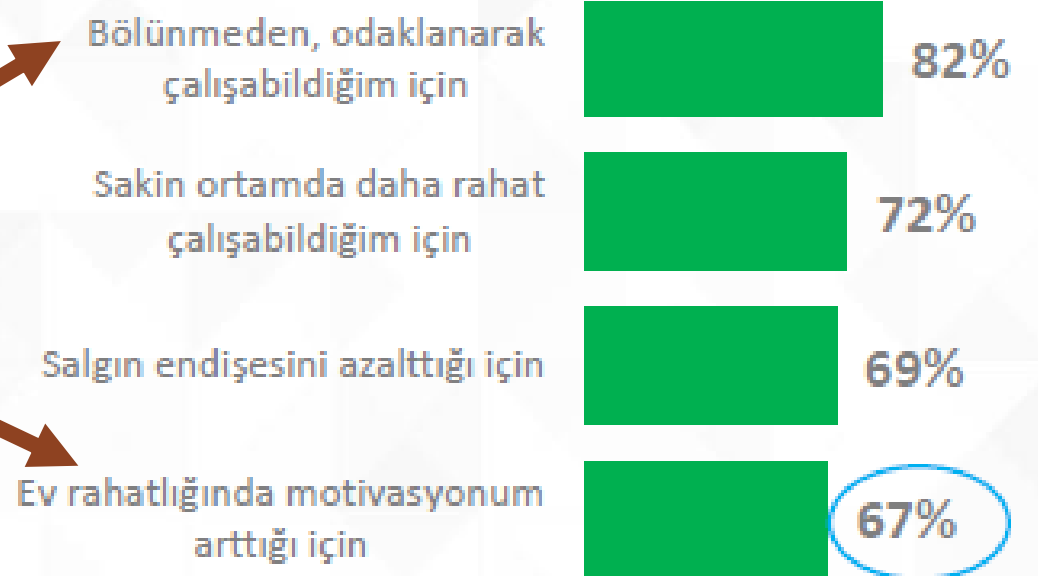
## Daha az verimli çalışma nedenleri



Baz: 173 (Çalışan-daha az verimli çalışan)

MORE

## Çok daha verimli çalışma nedenleri



Baz: 180 (Çalışan-çok daha verimli çalışan)

Past 24 hours

All categories ▼



## 1 Galatasaray S.K. • Fernando Muslera • Fatih Terim • Turkish Cup

[2+2 yıllık sözleşme! Tam 5 isim...](#) Haber7.com • 3 hours ago

Past 24h



## 2 Kerim Alıcı • Altınordu F.K. • TFF 1. League • Europe • Barış Alıcı • T...

[Alıcı'nın hedefi Avrupa](#) TrtSpor • 4 hours ago

Past 24h



## 3 Yeditepe İstanbul • TRT 1 • Meral Okay • Uğur Polat • Oktay Kaynar...

[Yeditepe İstanbul oyuncular kimler, konusu nedir? Yeditepe İstanbul nerede ç...](#) Milliyet • ...

Past 24h



## 4 Emre Belözoğlu • Fenerbahçe S.K. • Turkey • Ersun Yanal • Damien...

[Fenerbahçe'de yeni dönem! Futbolun başına o geçiyor...](#) Akşam • 3 hours ago

Past 24h



## 5 Galatasaray S.K. • Fenerbahçe S.K.

[Galatasaray ve Fenerbahçe'nin yeni sezon formaları sızdırıldı! İşte o formalar](#) Mynet • 18 hours ago

Past 24h



Who was the responsible for the digital transformation of your company?

a) CEO

b) CTO

c) agiles groups

d) coronavirus



# CORONA-KRISE



So sicher sind Sie  
Ihrem Kreis aus

Live-Sendungen heute +++ 12 Uhr +++ 18 Uhr +++ 19.15 Uhr +++

GESCHUBSE  
UND SCHLÄGEREIER!

## CORONA-CHAOS IN DER TÜRKEI

Regierung verkündet kurzfristige Ausgangssperre ++ Istanbul's Bürgermeister wusste von nichts

Alle Mitarbeiter krank oder in Quarantäne

MIT

Gerichtsmediziner





# CORONA PARTY



# What's next?

ONCE-IN-A-LIFETIME  
EVENTS LIKE  
CORONAVIRUS CAN  
CREATE PARADIGM  
SHIFTS THAT  
RESHAPE WORK AND  
CONSUMER  
PATTERNS FOR YEARS  
TO COME.

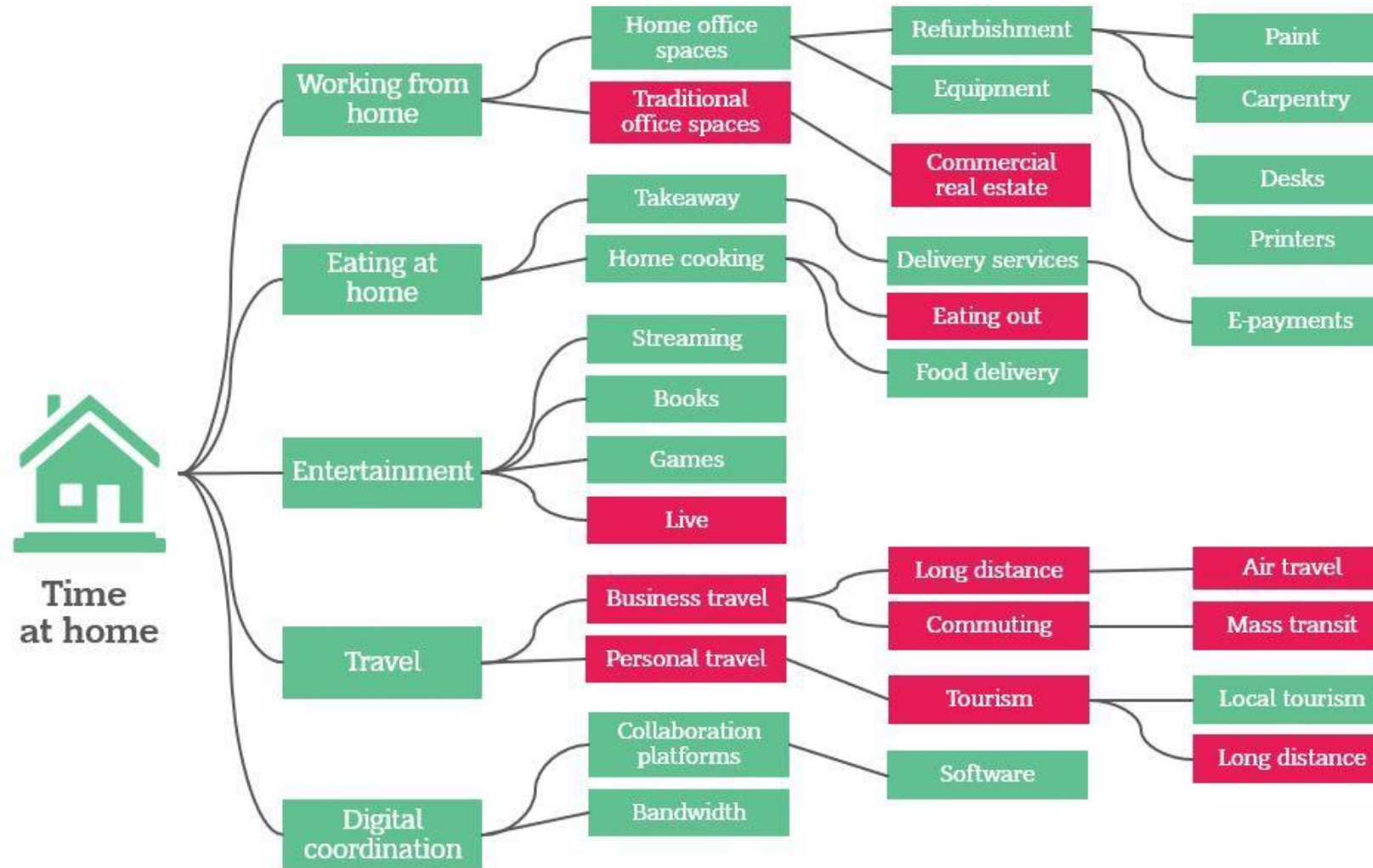
# Crises Often Lead to Long-Lasting Changes



Source: BCG Henderson Institute



# Potential implications of spending more time at home



# Doing nothing is not an option.

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14% OF COMPANIES GREW BOTH THEIR TOP AND BOTTOM LINES DURING RECENT ECONOMIC DOWNTURNS.

THIS IS TRUE ACROSS ALL INDUSTRIES.

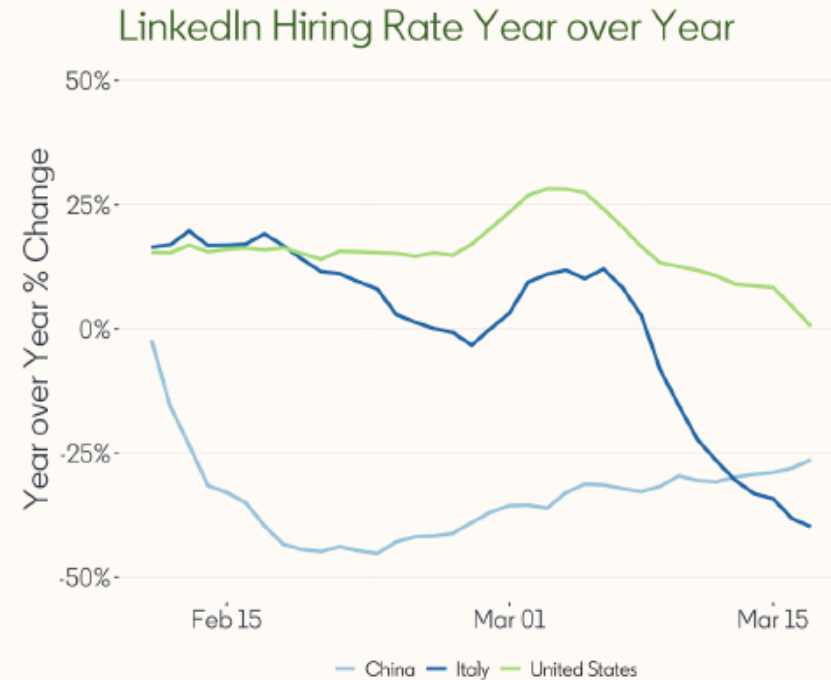
THE BEST TIME TO GROW DIFFERENTIALLY, IS WHEN AGGREGATE GROWTH IS LOW.

LinkedIn's hiring rate shows early insight into how the labor market is responding and what might lie ahead for those who are just beginning to feel the impact.

Some companies have been adapting interview processes that may slow the time-to-hire, while we may see others delay start dates for the time being.

Source: LinkedIn Platform Data, February - March 15 2020

Countries around the world are in different stages of uncertainty



# Shaping the Day-After

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Expect change and look ahead.

Democratise your organisation.

Focus on granular data.

Study regions further ahead in the crisis.

Scan for maverick activity.

Push Intrapreneurship.

Maintain hope and a growth orientation.



ARDA AYDIN  
*İlelebet...*  
BİR ATATÜRK HİKAYESİ

**Yayın adresimiz  
güncelleniyor!**

İlk canlı yayını için  
**@ilelebet\_biraderleryapim**  
hesabını takipte kalın.

**ZENGER TV**  
Canlı Yayın Platformu



Change is Inevitable Online Stage Art Solutions

**BİRADERLER**

TODAY

Sun 12 April 2020

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FACT

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REPORTAGE

CULTURE

THE CORONAVIRUS CRISIS  
Does COVID-19  
Prove Women Are  
Best Suited to  
Lead in a Crisis?

CJ Werleman

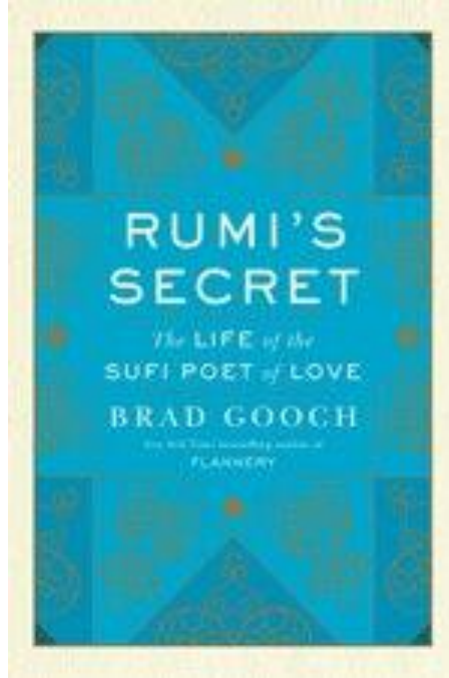
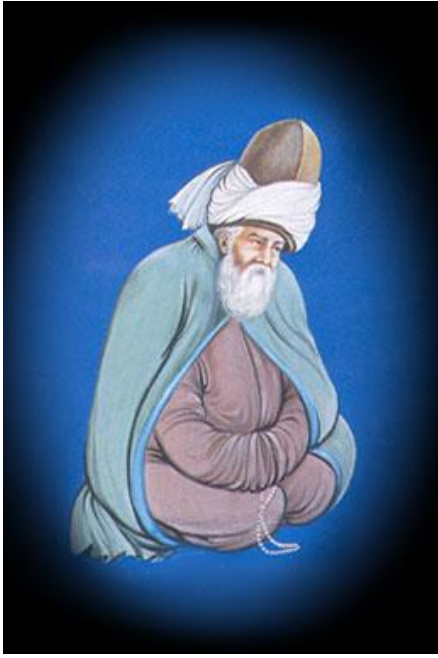
9 April 2020



German Chancellor Angela Merkel and New Zealand's Prime Minister Jacinda Ardern

**New Zealand and Germany have been commended for their approaches to tackling the Coronavirus pandemic – does the fact that both are led by females hold the key to their success?**





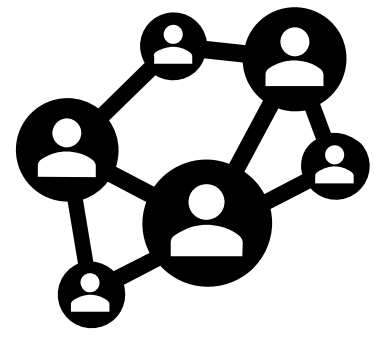
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*Oh brother, you are nothing but  
your thoughts*

*The rest of you is merely skin and  
bones*

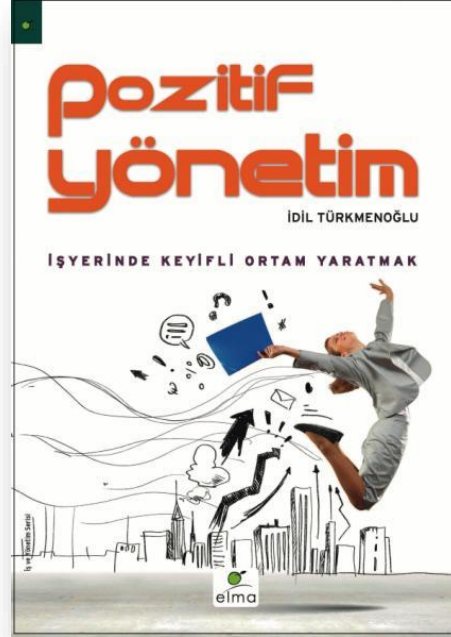
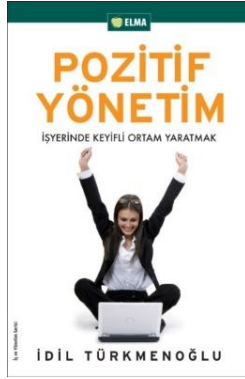
*If your thought is a rose, you are  
a rose garden*

*If your thought is a thorn, you  
are fuel for the fire*



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**Thank you!**  
**Stay safe!**

