



NEQSOL Academy: Powering Excellence Across Borders Next-Generation Learning

NEQSOL Holding
Best Learning Experience Platform (LXP) Implementation
November 2024



Company Background



Company Background

Company-at-a-Glance	
Headquarters	AZERBAIJAN BAKU
Year Founded	(Insert text here)
Revenue	(insert text here)
Employees	10.0000
Global Scale (Regions that you operate in or provide services to)	(UK, the USA, Turkey, Azerbaijan, Ukraine, Georgia, Kazakhstan, the UAE and more.)
Customers/Output, etc. (Key customers and services offered)	
Industry	
Stock Symbol	



Website	www.neqsolholding.com
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Budget and Timeframe

Budget and Timeframe	
Overall budget	800.000 USD
Number of (HR, Learning, Talent) employees involved with the LXP decision-making and implementation	5
Number of Operations or Subject Matter Expert employees involved with LXP project	20
Number of contractors involved with the LXP project	5
Timeframe to implement	6 Months
Start date of the project	2021-2022

Fit to the Needs

About NEQSOL HOLDING: NEQSOL Holding is a diversified group of companies operating across industries and countries. The main areas of business operations include oil and gas, telecommunications, hi-tech, and construction industries.

The group of companies operates in the UK, the USA, Turkey, Azerbaijan, Ukraine, Georgia, Kazakhstan, the UAE and more.

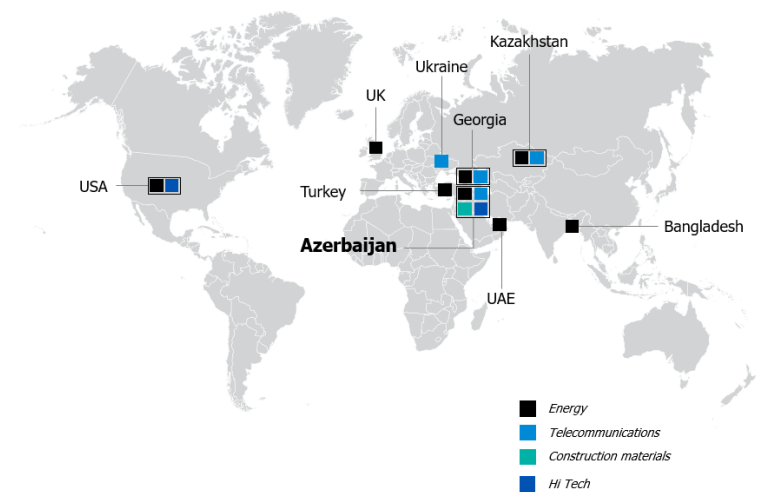
Most of the companies within the group have been active in their respective fields of operation for more than two decades. The Holding brings these companies together to build a multifaceted and multi-industry business portfolio that ultimately helps strengthen strategic management and synergies between the companies.

Currently, NEQSOL Holding has multiple operating companies that have leading positions in their respective markets thanks to their solid expertise and extensive experience.

NEQSOL Holding is an international holding with a professional team of more than 10,000 employees. Human capital is considered the most important asset. The Holding plans to expand its business activities by entering both new geographies



and business areas. In line with the business philosophy and principles, a high priority on the value adding HR practices to attract, retain and develop talent were placed to have a sustainable performance in line with NEQSOL's ambitious objectives.



HR Strategies: NEQSOL Holding's Human Resources strategies are formulated to support our HR mission to Attract, Develop and Retain Talents for Sustainable High Performing Team.

Human Resources policies at NEQSOL Holding are designed to offer employees unrivaled, equitable work experience and give the employees well-defined goals. Thus, NEQSOL Holding has a major focus on people development with the aim of ensuring the sustainability of the NEQSOL pool of talents and employee engagement

Business Need:

Rapidly changing environment, local and global expansion plans, diversified industries, short & mid-term business priorities mentioned briefly above are the drivers that foster the importance of Continuous Development in NEQSOL Holding.

All these growing organizations and rapid expansion in different geographies have made it vital to develop employees and to establish a healthy and sustainable learning environment for continuous development, employee engagement and Group synergy. As a pioneer technology leader in the region, creating a best practice in terms of learning technologies was also important.

Overall Information regarding NEQSOL Academy Launch

NEQSOL Group's LXP, NEQSOL Academy with a motto of "Our Journey to Excellence" was launched as a digital learning and interaction environment with a wide range of content in six different languages to empower employees of



NEQSOL Holding's companies operating in various countries to manage all digital learning activities from a single source.

NEQSOL Academy drives synergy and sustainable growth through enhancement of professional purpose and perspective of the NEQSOL Holding's human capital.

The collaboration with global and local educational institutions and learning platforms, including Harvard Business School, MIT Sloan School, SkillSoft, RBL Institute, ADA University, enables users to access the latest knowledge and insights. NEQSOL Academy's library also boasts over 16,000 LinkedIn Learning courses, accredited by authorised institutions such as PMI, ISACA, ORACLE, SHRM, Six Sigma.

Content covers many different subjects in such areas as leadership, business trends, functional/technical areas, well-being, and personal development, which are essential to the work and life skills. The platform supports development journey of employees with global learning opportunities available from anywhere at any time via the desktop version and mobile application.

NEQSOL Academy leads to achieve a learning culture mosaic with its diversified industries and varied cultures beyond the boundaries and gives space to interact, learn from each other and keep in touch through a social platform.

Overview

NEQSOL Academy — first digital learning experience platform with a wide range of opportunities launched in Azerbaijan

Main pillars behind NEQSOL Academy:

- Consolidation of development activities in an Academy as a significant Group initiative
- Developing the human resources needed for the implementation of strategies on current dynamics within the framework of the group's human resources vision.
- The need for a development platform that creates common culture and synergy for companies operating in different sectors, countries and business models.
- to create synergy and drive sustainable growth through enhancement of professional purpose and perspective of the NEQSOL human capital.
- To be able to create an exemplary platform with design and functionality as a Group operating in the field of technology.

NEQSOL ACADEMY, a cutting-edge Learning Experience Platform (LXP), was designed and launched as a web and mobile LXP. It is a very dynamic, user friendly, AI based platform which enables NEQSOL Holding employees to learn and engage from anywhere at any time. It's the one-stop-shop accessible anytime, anywhere for colleagues to satisfy their curiosity for learning and it became an



enabler to creating and embedding a learning culture and one fundamental building element.

The journey toward the establishment of NEQSOL ACADEMY, a cutting-edge Learning Experience Platform (LXP), showcases a thoughtful and strategic approach to enhancing corporate learning and development. This process can be broken down into several key stages:

Assessing the Need for an LXP

Initial Assessment: The journey began with a comprehensive assessment of the training and development infrastructure within NEQSOL Holding Companies. Crucial needs were identified a growing need for a more customized, dynamic, engaging, and personalized learning experience to keep pace with rapid technological changes and the evolving skill sets required, personalization, engagement, and tracking of learning outcomes, which could be addressed with a more advanced LXP.

Selecting a Provider

- An extensive market analysis was conducted to understand the available LXP solutions, with a keen focus on features, scalability, user experience, and integration capabilities. Enocta emerged as a promising provider due to its robust platform features and flexibility. Many providers were searched, experienced in pilot periods such as Linked in Learning, Crossknowledge, Docebo etc.
- A phased implementation strategy was developed, starting with a pilot program to test and refine the platform with a select group of users before a company-wide rollout.
- A detailed benchmarking analysis was conducted to evaluate the alternatives.
- The business case also highlighted how the LXP would align with NEQSOL's strategic objectives, such as fostering innovation, accelerating digital transformation, and building a culture of continuous learning.
- Demonstrations of the LXPs capabilities were arranged, and pilot programs were launched to showcase the tangible benefits and gather real-world feedback.
- Specific use cases were identified to demonstrate the LXP's versatility across different departments and learning needs, including onboarding, leadership development, and technical skill enhancement.
- Key stakeholders across the organization were engaged early in the process, including department heads, HR, IT, and potential end-users, to gather insights and build a coalition of support.



Finally Enocta as the platform for NEQSOL ACADEMY was selected as a result of meticulous evaluation process where multiple criteria were considered to ensure the choice aligned with NEQSOL's strategic objectives and operational needs.

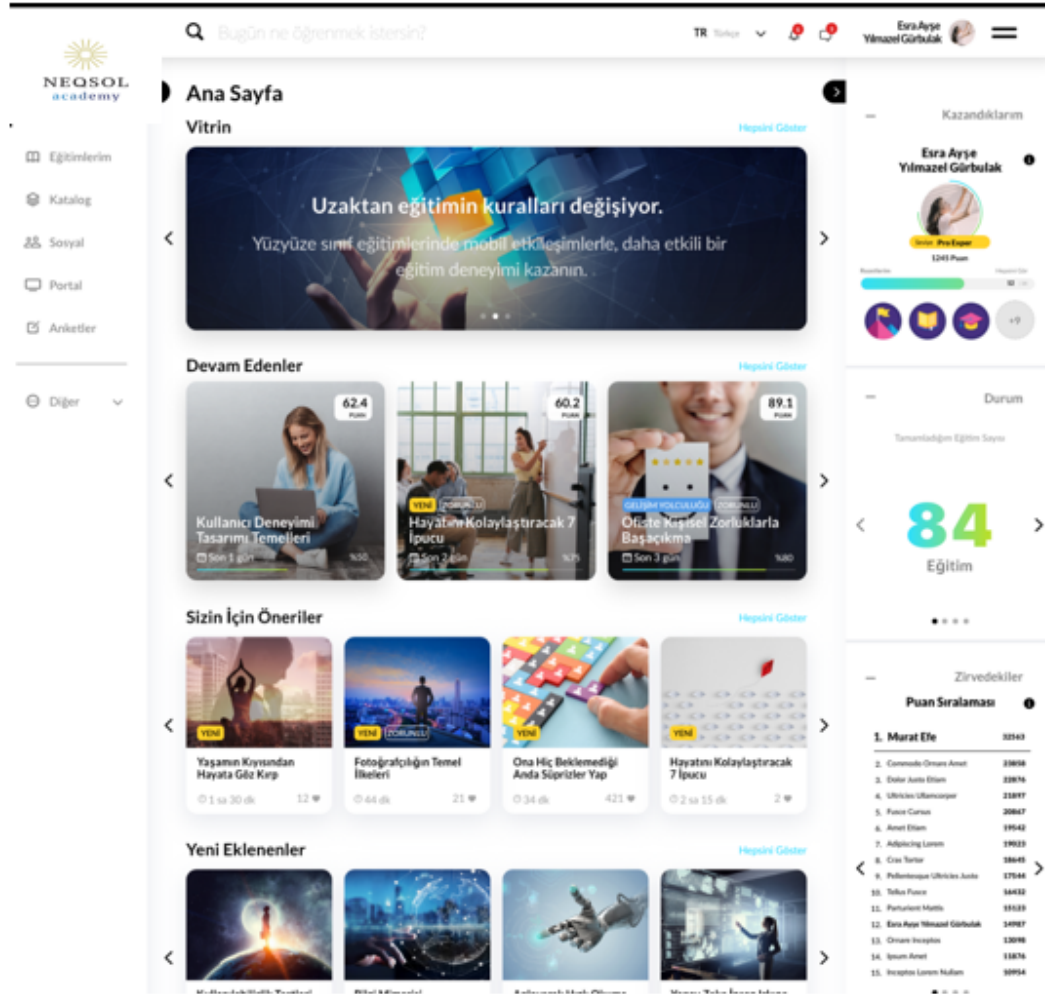
- **Customization Opportunities & Flexibility:** Enocta stood out for its highly customizable interface and learning paths, allowing NEQSOL to tailor the learning experience to meet the specific needs of its diverse workforce. This flexibility ensures that content can be adapted or developed to reflect the unique context and challenges NEQSOL employees face.
- **Branding:** The ability to brand and personalize the platform to resonate with NEQSOL's corporate identity was also a significant factor, promoting a sense of ownership and familiarity among users.
- **Reporting Capabilities & Comprehensive Analytics:** Enocta offers advanced reporting and analytics tools that enable detailed tracking of learner progress, engagement levels, and competency development. This data-driven approach helps NEQSOL to measure the effectiveness of its learning initiatives and identify areas for improvement.
- **Data Protection:** With the increasing emphasis on data security, Enocta's strong security protocols and compliance with relevant data protection regulations (such as GDPR) reassured NEQSOL of its ability to safeguard sensitive information.
- **Reliable Infrastructure:** Enocta's robust and secure hosting infrastructure, with a track record of minimal downtime and quick recovery capabilities, ensures that the learning environment is always available to NEQSOL's employees without compromising data integrity or privacy.
- **Cost-Effectiveness:** The decision to choose Enocta was also influenced by its competitive pricing structure, which offers NEQSOL a cost-effective solution without sacrificing quality or functionality. This aspect ensures that the investment in the LXP provides a high return on investment through enhanced employee skills and productivity.
- **Scalability:** The platform's scalability in terms of both user numbers and content volume, along with the cost associated with scaling up, was an important consideration. Enocta's pricing model accommodates growth without significant cost spikes, aligning with NEQSOL's future expansion plans.

To ensure smooth adoption, a robust training and support plan was put in place for users and administrators, emphasizing the ease of use and the personal and professional benefits of engaging with the platform.

Main features of NEQSOL Academy Digital Platform:



- It allows people to learn in ways that make sense for them, and engages them where they are
- It can host and curate custom content, so SMEs in the Group can create video content easily
- It delivers highly relevant content for participants thanks to AI- drive personalization
- It provides digital badges rewarding learning and lifelong learning map.
- Courses automatically made available to all eligible employees based on their employee profiles
- Ease of user access and seamless user experience with Single-Sign-On and state of the art design
- Reliable platform with Cloud system availability



NEQSOL Academy Digital Landing Page

Design and Delivery of the Program

- NEQSOL Holding has launched NEQSOL Academy, a new digital learning and development platform with the aim of the personal and professional growth of its employees.
- Designed as a common development platform for employees of Holding companies operating in 6 different languages, different industries and 4 different geographies
- NEQSOL Academy leads to achieve a learning culture mosaic with its diversified industries and varied cultures beyond the boundaries.



- In order to be the only platform for the needs of Companies in different sectors and specialties and to create synergy by sharing valuable expertise inside, the contents prepared by subject matter experts are included in NEQSOL Academy as video-based or e-learning.
- NEQSOL Academy also gives space to interact, learn from each other and keep in touch through a social platform. Along with the programs of global and local educational institutions, NEQSOL Academy also creates an opportunity for employees of the companies to interact through a social platform.
- For the first time in Azerbaijan and the neighboring region, a training and development platform with such a wide range of capabilities and functions has been created.
- It plays a crucial role in the personal and professional development, as well as in strengthening the team spirit of the employees of the Holding in different countries.
- Content that covers many different subjects essential to work and life skills such as leadership, business trends, functional/technical areas, well-being and personal development can be reached anywhere any time through the mobile app.

Alignment with Group Overall Business Strategies and Priorities

Strategic Integration: The L&D team begins by closely aligning with NEQSOL's overarching business strategies and priorities. This involves understanding the Group's goals, such as growth and expansion, innovation, digital transformation. A comprehensive needs analysis is conducted across NEQSOL companies to identify specific skills gaps, learning preferences, and potential areas for growth that align with these strategic objectives. NEQSOL Academy's role in implementing these learning solutions is critical in ensuring that the organization's workforce is equipped with the necessary skills and competencies to drive future success, adapt to changes, and maintain a competitive edge in the market. By aligning learning and development initiatives with strategic business objectives and considering the needs of the organization and its employees, NEQSOL's LXP can significantly contribute to the organization's overall performance and sustainability.

2. Integration of Company Needs

Learning initiatives are then tailored to the strategic needs and direction of NEQSOL and some company based learning initiatives based on role distribution



and governance. Engaging with stakeholders from each company ensures buy-in and aligns the L&D efforts with the companies' immediate and strategic needs, enhancing the effectiveness of the learning solutions. They addressed critical subjects proactively and supported with different learning initiatives.

Digital Transformation: With digital transformation being a key priority for many organizations, NEQSOL Academy focuses on building digital competencies across the workforce. This includes not only technical skills but also a mindset that embraces change, innovation, and agility. NEQSOL Academy is a strong way as a well developed LXP to reach all Group employees for critical subjects such as digital literacy, onboarding, culture, well being, cyber security etc.

DEIB (Diversity, Equity, Inclusion, and Belonging): DEIB programs are integrated into the learning strategy to foster an inclusive culture that values diversity. This is critical for attracting and retaining talent, driving innovation, and enhancing employee engagement.

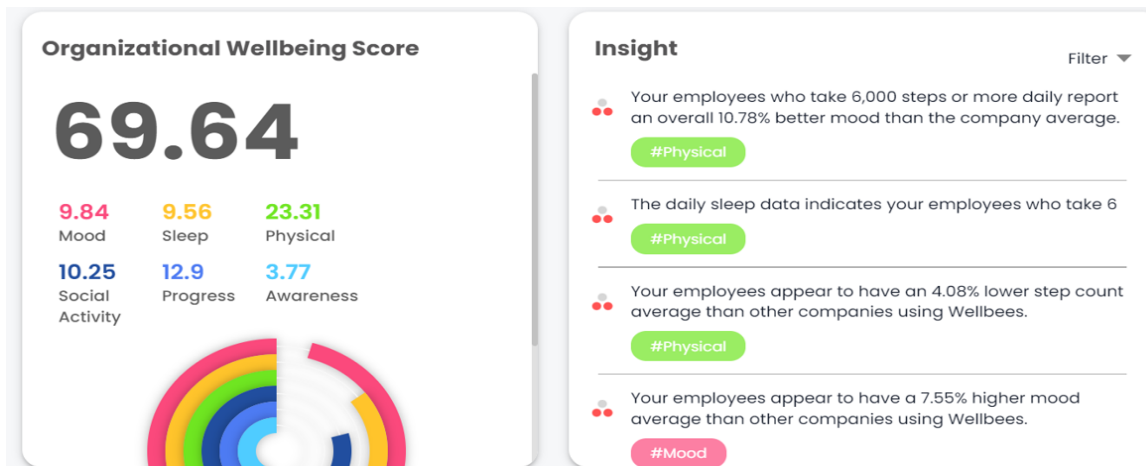
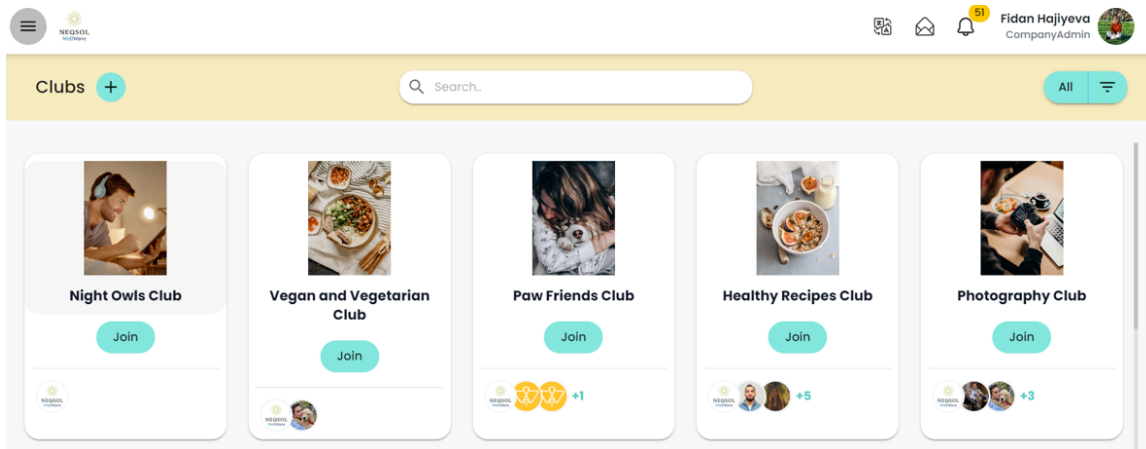
Programs with extended targets have brought about significant results in line with social and economic needs of the Country and these efforts will continue with the expansion of NEQSOL Academy target population. An example is PARLA a Program called PARLA (means Shine) as a Signature Community Empowerment Program to support talented young female University Students so that they are better represented in leadership positions in business and public sectors.

Talent Management and Succession: The L&D team develops programs to identify, develop, and retain high-potential employees. This includes leadership development, mentoring, and coaching initiatives that prepare individuals for future leadership roles, ensuring a strong succession pipeline. Leadership Journey, L.E.A.P Leadership Excellence and Acceleration Program, NEQSOL Coaching Program and NEQSOL Mentoring Program are some of the groupwide initiatives and utilized effectively on a digital monitoring platform.

Sustainability: Training programs that focus on sustainability help embed sustainable practices into the organization's culture and operations. This includes educating employees on environmental issues, sustainable business practices, and how to contribute to the organization's sustainability goals.

Wellbeing: As part of the NEQSOL Academy, in order to strengthen the wellbeing of Group Employees, L&D Team partnered with Wellbees to provide continuous support for all.


NEQSOL Wellwave is a comprehensive wellbeing program encompasses ability to feel good and function effectively in professional lives. It goes beyond physical health and extends to mental, emotional, spiritual, intellectual, and social well-being.











In the strategic plan, as it was mentioned above, leaders of the Group were targeted (and for partially all employees for certain contents) and Audience will be expanded over the years to match relevant content and become a comprehensive learning platform.

Although this phased transition was planned, the main focus areas of the Platform on the basis of subject were determined in a very broad scope to cover diversified needs of different employee groups.





MAJOR CONTENT PROVIDERS

 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>One-year hybrid program specified for L.E.A.P. participants</p> </div>	 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>Digital Coaching Platform for L.E.A.P. participants</p> </div>	 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>Leadership Development Program for the Management of Holding</p> </div>	 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>Customized leadership content for Leadership Journey Program participants</p> </div>
 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>HBP Premium Collection & Harvard ManageMentor for Managers and Executives</p> </div>	 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>Online learning platform for Holding's technical teams</p> </div>	 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>Online Info Security Awareness trainings for Corporate Center employees</p> </div>	 <div style="background-color: #f0f0f0; padding: 5px; border-radius: 10px; width: 90%; margin: 5px auto;"> <p>16000+ online courses on Business, Technology, and Personal Growth for Holding employees</p> </div>

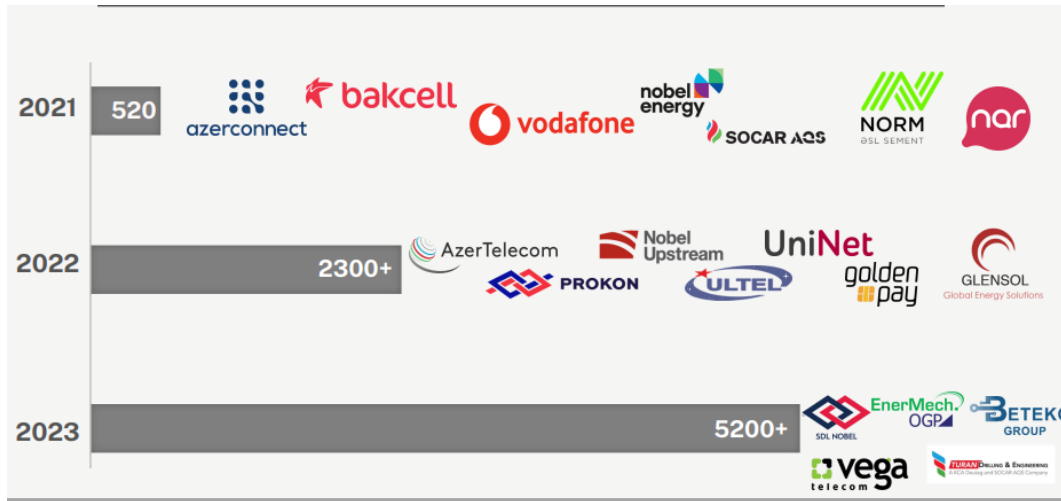
Adoption of the Program

Integration throughout the Organization

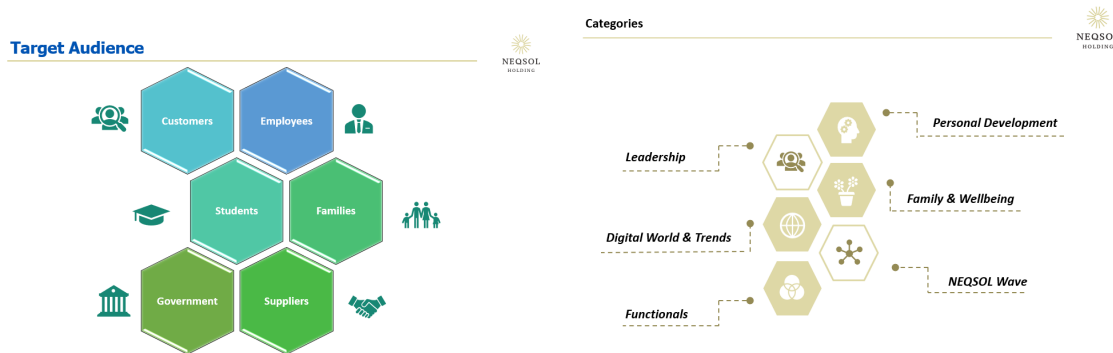
NEQSOL Academy targeted employees in the beginning. As in line with the strategic plan, customers, students, employees' families, suppliers and for some cooperation with governmental institutions are being covered on initiative basis.

During the launch phase, it was opened to 500 people including top management and senior management team as a priority target audience and started with programs for them. The most important reason for this decision was primarily the importance of gaining the ownership of the leaders and taking their allegiance for such a platform of learning and development.

In line with the expansion plan, by the year of 2023 It covered 5200 employees through different Group Companies in line with expansion plan and this year, 2024 different groups are being covered as It targeted in the strategic plan and the external groups.



Besides, It is opened to external participants starting from university students and families.



There are 6 main content categories at NEQSOL Academy. Extensive and certification based programs have been established with the world's most important institutions, Azerbaijani educational institutions and universities, leaders, subject matter experts for the trainings in these categories. The format of the contents is diversified as

Trainings (with blended program alternatives)

- E-learning
- Videos
- Articles
- Book Summaries
- Manuals
- Podcasts

All contents are delivered in 6 languages in line with the geographies the Group Operate in and the employee profile.



Number of content (including micro learning videos, videos and e-learning programs are 9845 under those headings including partner programs such as Linked in Learning, Harvard, MIT, Crossknowledge and more importantly SME generated contents from Group Companies.

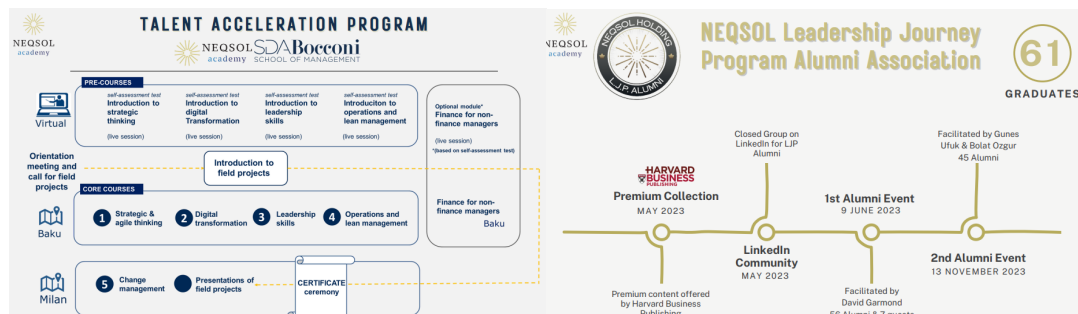
Key Features Include:

- **Customized Learning Paths:** Tailored courses that align with individual career aspirations and the company's skill needs, enabling personalized learning journeys.
- **Leaders’ Involvement:** Leaders are involved successfully from the beginning as participant, sponsor, SME and Advisory Board Member.

You can see an example of a Leaders Video Series on LinkedIn:

https://www.linkedin.com/posts/neqsol-academy_embark-on-an-enlightening-adventure-of-hands-on-activity-7123207269210542081-NEEU?utm_source=share&utm_medium=member_desktop

- **Blended Learning:** A mix of online tutorials, interactive content, live webinars, and in-person workshops to cater to different learning preferences and reinforce learning through multiple channels. Many critical blended learning programs such as LEAP Talent Development Program, Leadership Development Journey, NEQSOL Onboarding Program were designed as blended learning with NEQSOL Academy.





NEQSOL academy

WHY DO WE NEED THIS?
 Provide all new hires with valuable insights into our **organization & culture** and bring them a sense of **belonging & inclusion** from day one.

WHO IS THIS FOR?
 New Hires & Current employees

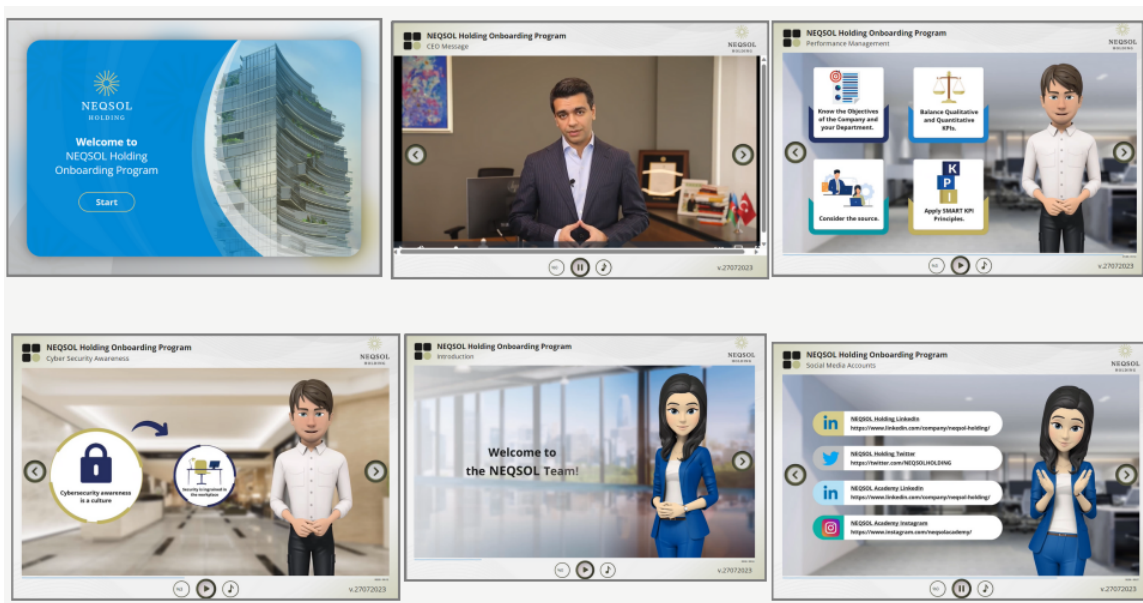
Corporate Center - Full package
 Group Companies - Optimized package on top of their internal processes

ACTION PLANS

- Shared with Group Companies' HR Heads and L&D Task Force - July 2023
- Launch for Corporate Center - August 2023
- x2 points are applied in gamification for completion

Program is available in both web and mobile.

NEQSOL Onboarding Program Content	Corporate Center	Group Companies
NEQSOL Holding Azerbaijan CEO message	✓	✓
Brief Overview of NEQSOL Holding	✓	✓
Historic Milestones	✓	✓
Success Stories	✓	✓
Sustainability	✓	✓
Social Responsibility Projects	✓	✓
Corporate Governance (CG) & Compliance Structure	✓	
Ethics in NEQSOL Holding	✓	
Cyber Security Awareness	✓	✓
Working at NEQSOL	✓	
Learning and Development	✓	
Performance Management	✓	
Our Awards	✓	✓
Health and Safety Rules	✓	
Policies and Procedures	✓	
Social Media Accounts	✓	✓
Useful links	✓	✓



- **Gamification:** The use of game design elements in non-game contexts, like quizzes and simulations, to increase engagement and motivation. A well structured gamification policy was applied to increase completion.
- **Social Learning:** Forums and collaboration tools that encourage knowledge sharing and peer-to-peer learning among participants.



NEQSOL ACADEMY
GAMIFICATION

Leaderboard

Learning Champions

1	Qafur Zeynalli	20740
2	Cafer Mammadov	20455
3	Əli Həziyev	16395
4	Kamil Bəhbudov	14625
5	Ravil Aslanov	13365
6	Minayə Bayramova	13040
7	Sabir Məmmədov	11780
8	Şahin İmamquliyev	11450

Badges:

- Welcome badge: Daily login
- Curiosity badge: Enrollment in 5 courses
- Level 1 badge: 20 training complete
- Level 2 badge: 40 training complete
- Level 3 badge: 60 training complete
- Level 4 badge: 80 Training complete
- Best mobile learner: 40 training complete on mobile

Learning Champion 2022

SABIR MAMMADOV
15805 POINTS

246 HOURS
43 COMPLETIONS

Learning Champions
FEBRUARY 2023

TUNZALA MUSAYEVA
560 POINTS

TURKEY JAMALZADE
675 POINTS

ISRAIL ASALIYEV
175 POINTS

- **Mobile Learning:** A mobile app or mobile-responsive design allowing learners to access content anytime, anywhere, facilitating continuous learning.

NEQSOL ACADEMY LANDING PAGE

YOUR JOURNEY TO EXCELLENCE!

INTERNATIONAL AWARDS 2022

NEWS & MEDIA

LINKEDIN | INSTAGRAM | TWITTER



- **Analytics and Reporting:** Advanced tracking and reporting tools to monitor progress, assess completion rates, and identify areas for improvement.
- In line with the strategic directions of NEQSOL Group, 2023 priorities were redefined for NEQSOL Academy as well as follows:

Leadership Development	Blended Learning	Digital Fluency	Cybersecurity Awareness
Skill-based learning	Technical & Functional Expertise	Strong Partnerships	Artificial Intelligence

As is is aimed in the begining, NEQSOL Academy Platform became a crucial vehicle for employees as a place to develop and integrate and communicate as well.

Increased Engagement: Gamification introduces elements like points, badges, leaderboards, and challenges into learning activities, making the learning process more engaging and interactive.

Improved Learning Outcomes: Thanks to NEQSOL Academy, It became very practical to deliver contents and learning subjects in line with strategic objectives groupwide with increased engagement and time spent learning. Learners tend to grasp concepts faster and retain information longer.

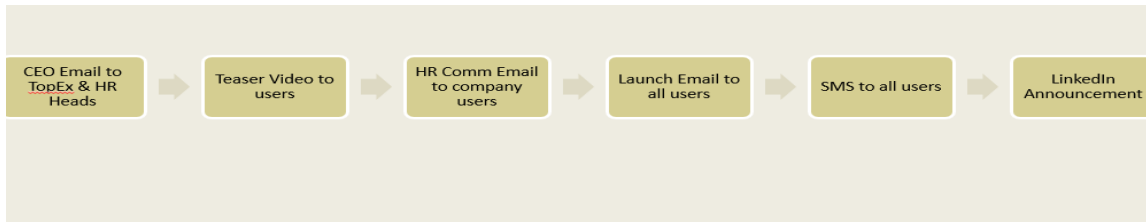
Higher Completion Rates: From the start, NEQSOL Academy realized high penetration and completion rates thanks to right curation, personalized approach, effective use of blended learning and gamification.

Feedback and Data Collection: The interactive nature of NEQSOL Academy allows organizations to collect valuable data on learner performance and engagement.

Communication:

To ensure high engagement and to proactively manage the participation, a structured communication plan was executed. Therefore It was crucial to apply a communication plan to ensure employees know NEQSOL Academy and the breath of learning material available to them.

Communication Plan for the Launch



CEO Email

From: **Yusif Jabbarov**
 To: TopEx & HR Heads



Dear Executives,

As you know, the world is changing at an extraordinary pace, organisations need talents to move forward and successfully negotiate volatile times. We, as NEQSOL Holding need to be ahead of the curve in this dynamic world. A skilled workforce is essential for the success of our organization. Such a transformation must be met with appropriate training and learning strategies.

I would like to inform you that we will be launching **NEQSOL Academy** digital platform, which will support our employees with development resources and a common space to engage with their colleagues within their company and our Holding.

NEQSOL Academy:

- will give us the flexibility to learn from anywhere at any time through a mobile app.
- will be a partnership with the best global corporations such as Harvard Business School Publishing, MIT Sloan Executive Education, Skillsoft, Crossknowledge, TED, etc. and local partners like ADA University for different content needs.
- is a dynamic, self-directed, personalized learning and development tool
- covers many different subjects for our work and life skills such as leadership, business trends, functional/technical areas, well being and personal development etc.

At the first stage, we will be opening for about 500 employees for Top Executive, Senior Management and Manager and then expand it to other levels as well up to 10.000 employees of the group.

I highly encourage you to take an active role in this platform and encourage your colleagues as well.

More information to you will be provided by your Digital Platform task force members in your company.

Best regards,
 Yusif Jabbarov

Activate



Step forward with a new perspective on leadership in
NEQSOL Academy!



We are happy to announce that online Leadership Development Program by Skillsoft and MIT Sloan Management Review is launched. Wide range of lessons, assessments, reading materials, on-the-job practices, expert advice about leading the business, leading yourself and leading the team are now available for you to excel in your leadership journey.

Please, use your NEQSOL Academy credentials as username and password.

[Click here ...](#)



O'REILLY



Dear xxx,

NEQSOL Holding has provided you with an unlimited access to the **O'Reilly** learning platform to help you keep up with the latest technical knowledge and business practices through your **NEQSOL Academy** account.

O'Reilly is an online learning platform that includes interactive learning with the help of live online trainings, books, videos, official certification preparation materials, dev environments and has the internationally recognized partners such as Google, Microsoft, Redhat, Oracle, CISSP, etc.



Tips from NEQSOL Academy



Neqsol Academy <info@neqsolacademy.com>
To: yjabbarov@neqsolholding.com

👍 Reply Reply All → Forward

Çar 10.03.2021

NEQSOL academy MIT MANAGEMENT SLOAN SCHOOL

LEADING YOUR TEAM:
Leading by Developing People

Leaders are only as good as the people they lead. Learn how to use tailored techniques and strategies to optimize performance.

In this course, you'll learn how to use motivational factors and actions for developing your team. You'll explore strategies for performance improvement, as well as how to set and maintain high standards. You'll also learn how to overcome common myths about development, and how to mitigate the challenges leaders face in developing people.

WATCH If you have 10-15 minutes:

Activate v
Go to Setting

Examples of Communication Materials

Some of the strategic actions that helped to provide with high commitment rates are:

- Implement quarterly Strategic Alignment Meetings with Advisory Board
- Close monitoring with the NEQSOL Academy Task Force / Community of Practice
- Revamp home-page & channels
- Revisit categorization of trainings
- Creation of blended learning journeys
- Leaders' communication and interaction about Academy
- Roll-out function academies as they are developed
- Increase frequency of communication to end users- bulletin, weekly thematic recommendations, reminders
- Activating agreed notifications



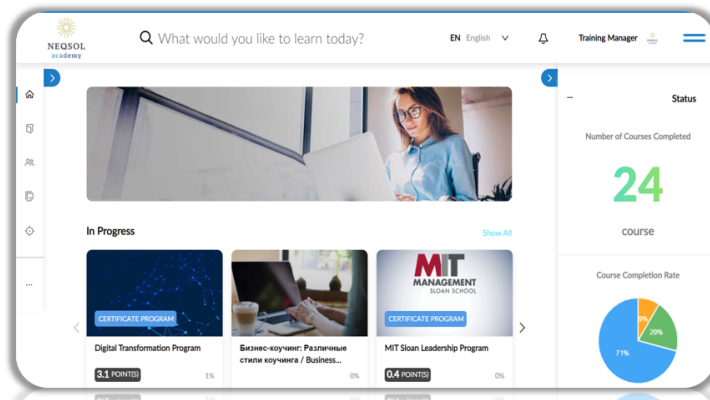
[Welcome to NEQSOL Academy Mobile App! - YouTube](#)

In line with the strategic plan, new content is constantly being developed and collaborations are made. In this context, the latest Linked in learning content is also included in NEQSOL Academy.

About NEQSOL Academy



NEQSOL Academy enables NEQSOL Holding employees to learn and engage from anywhere at anytime.



In summary, a learning technology platform like NEQSOL Academy could significantly contribute to achieving organizational goals by providing personalized, flexible, and engaging learning experiences. By leveraging data to continually refine and improve learning initiatives, organizations can ensure their workforce is equipped with the skills needed to succeed and adapt in an ever-changing business landscape.

How challenges were overcome:

- Adapting to new learning technologies can be challenging for both instructors and learners. However, from Day 1, It was welcomed by the employees even the top executives of the Group. L&D Team provided comprehensive training sessions, user guides, and ongoing technical support to ease the transition. Interactive onboarding sessions and communication materials helped learners become familiar with the platform's features.
- Keeping the learning content up-to-date and relevant to the rapidly changing industry standards and technologies supported to phase-by-phase



implementation of NEQSOL Academy. The L&D Team established a continuous review and update process, involved different strong content providers to nurture diverse and various needs, expectations throughout the Group. They also incorporated feedback mechanisms where learners could request updates or new topics.

- Maintaining learner engagement and motivation in a digital environment can be challenging. The L&D team introduced gamification elements, Leader Boards, interactive content, to keep learners engaged. Recognizing achievements through digital badges and certifications, sharing them within the Group and on social media also helped in maintaining motivation.
- The implementation of analytics and reporting tools enabled the tracking of learner progress, engagement levels. Surveys and feedback forms were used to gather direct feedback from learners.

By navigating these challenges with a structured change management approach, NEQSOL Academy successfully implemented a learning platform that supported organizational goals and enhanced learning outcomes. Continuous improvement and adaptability were key to its sustained success and relevance.

Change Management Process

1. **Assessment and Planning:** An initial assessment identified gaps in current learning programs and technological infrastructure. The planning phase involved setting clear objectives for NEQSOL Academy, identifying required resources, and establishing a timeline for implementation and strong communication plan.
2. **Starting from leaders** was a key success factor, presenting their commitment became an enhancing high penetration factor.
3. **Communication:** A comprehensive communication strategy was developed to inform all stakeholders about the upcoming changes, highlighting the benefits and addressing potential concerns. Regular updates kept everyone informed about the progress.
4. **Training and Support:** Prior to launch, the learning team conducted training sessions for both learners and instructors. A support system, including FAQs, help desks, and forums, was established to address any technical issues or queries.
5. **Pilot Testing:** A pilot phase with leaders was risky but provided valuable insights into the platform's functionality and content relevance. Feedback from this phase led to adjustments and improvements before a full-scale rollout including milestones described above.
6. **Review and Continuous Improvement:** Post-implementation, the L&D team conducted regular reviews of the Platform's effectiveness. This involved analyzing usage data, collecting stakeholder feedback, and



making iterative improvements to ensure the academy continued to meet organizational goals and learning outcomes.

Measurable Benefits

NEQSOL Academy likely plays a crucial role in achieving key organizational goals:

Aligning Learning with Business Objectives: By customizing learning paths to align with organizational goals, NEQSOL can ensure that their workforce develops the skills needed to drive business forward.

Strong Employer Branding: By frequent interaction with social media especially Linked in,

Employees are proud to share their program completions and information regarding NEQSOL Academy.



Improving Employee Retention and Satisfaction: Offering professional development opportunities can improve job satisfaction and employee retention. This is supported by highly motivating KPI results.

Cultivating a Culture of Continuous Learning: NEQSOL Academy helps foster a culture where continuous improvement and skill development are valued and encouraged. This can lead to a more agile and adaptable organization, better equipped to respond to industry changes and challenges.

Tracking and Improving Learning Outcomes: The ability to monitor learning progress in real-time allows for the adjustment of learning strategies as needed to improve outcomes.

Encouraging Knowledge Sharing: NEQSOL Academy include social features that enable learners to share insights, ask questions, and collaborate. This



enhances the learning experience and foster a sense of community among employees.

NEQSOL Academy has reached out critical results in a short time. Thanks to many factors during implementation such as the right strategy of starting from leaders, effective communication & feedback, healthy content curation, personalization and so on, It has become a strategic and successful practice supporting Group's people strategies and employer branding.

This has been validated by an Employer Branding Research saying NEQSOL Academy Platform has almost as equal recognition as NEQSOL Holding, this result is highly encouraging in terms of being an investor in people company regarding employer branding strategies for talent attraction.

The effectiveness and benefits of NEQSOL Academy has also been monitored by different KPIs and measures.

Key Facts and Figures for NEQSOL L&D Team:

Critical L&D KPIs have been determined each year in line with overall HR strategies to accompany Groupwide ambitions.

2022



KPI	Weight	TARGET/UNIT			Actual result	Fulfillment score
		80%	100%	120%		
Engagement	Login Rate	70%	80%	90%	96%	120%
	Leadership Programs Completion rates (HMM, MIT)	70%	80%	90%	98.63% (HMM 110% MIT 87.26%)	120%
	LL Activation rate	70%	80%	90%	96%	120%
	LL Engagement rate (At least 1 completed video user by each user)	70%	80%	90%	92%	120%
	NEQSOL Academy Internal & External Branding (revised)	2500 LinkedIn	3000 LinkedIn	3500 LinkedIn	3265	
	Social Group Facilitation	At least 1 post in a month	At least 2 posts in a month	At least 3 posts in a month	Done	120%
Content	Internal Content per internal program curator	1 presentations + videos + exams	2 presentations + videos + exams	3 presentations + videos + exams	Done	120%
Interaction Center launch*	Facility design & launch	Designed	Launch Q4	Launch Q3	TBD	

All data are from 31.12.2022

2

2023

KPI	Description	Weight	TARGET/UNIT			Actual result	Fulfillment score
			80%	100%	120%		
Digital Learning Experience	average learning hours per person		20	25	30	31.6	120%
Cultivating Talent	programs for L.E.A.P. program		1 program	2 programs	3 programs	3 programs	120%
Leadership Development	learning hours per person (only digital)		8	10	12	15.4	120%
Coaching Digitalization	Project completion, digital platform for Executive Coaching program		design & system integration	launch	utilization	utilization	120%
Technical Upskilling	hours per person*		70	80	90	97%	120%
Well-Being & Empowerment Program	team building activities, work-life balance trainings		1	2	<2	3	120%

- Main targets of NEQSOL Academy are followed up and measured at Group level. To reach that successful rate, a key action was also taken. NEQSOL Academy and Leadership Programs completion rates are added to Leaders Performance KPIs and are measured as part of their performance evaluation.
- The biggest success of the process was this ownership. Today, 6 % of total annual targets of senior management comes from L&D and talent management initiatives, including the CEO.



Evaluating SRP effectiveness

Every CEO and HR will have 10 % SRP KPI for their individual KPI

KPI	Definition	Weight	80%	100%	120%
Succession Readiness Program	SRP Action plan completion	5%	Most of the actions were completed	All planned actions were completed.	All actions were completed along with Structure, Leadership or Priority changes.
	SRI - Succession Readiness Index	5%	60	80	100

- Considering the total population Overall login rate for 2023 is 96 %, Activation Rate is 96%, Engagement Rate is 92% which is above all benchmarks.
- Average number of Learning Hours per person is 45,7(both digital+ other) which is above 32,9 (ATD Average result)
- It was a challenging task to attract the busiest target group as leadership team consisted of 500 leaders. With a very close monitoring and effective communication strategy and of course qualified programs with reputable cooperations such as MIT, Harvard Business School etc, 100 % of all leaders were involved in Academy. Total completion rate for the Programs is 98,3%
- **Overall average satisfaction surveys is 93%** including partnership programs, blended programs.
- NEQSOL Academy has a Linked in account and it reached out 5000+ followers in a short period of time.

Moreover to L&D KPIs,

- Although it is not considered a one-to-one effect, the turnover of the target audience was compared before and after NEQSOL ACADEMY. **Turnover dropped from 7% to 1 % between 2019 and 2023.**
- Social media and press coverage were very effective in terms of NEQSOL Academy’s contribution to employer branding. Positive reflections inside and outside for an academy in the establishment phase highlight the L&D Team’s contribution to the Group's employer brand and support for more.



NEQSOL ACADEMY – Social Media Feedbacks



EXTERNAL COMMUNICATION

5097

LinkedIn followers

51

Posts in 2023

Press releases

News in website



Collaboration with news agencies

Posts on LinkedIn and Twitter pages

Videoshootings with Executives

- **NEQSOL Academy has won critical awards from global institutions such as Brandon Hall, Stevies Great Employer and Global Council of Corporate Universities. NEQSOL Academy has been honored with the Silver Award in the category of Best New Corporate University at the 2023 GlobalCCU Awards Ceremony**
Organized by GlobalCCU, Global Council of Corporate Universities, this prestigious ceremony took place on May 17, 2023, in Bangalore, India. It is aimed to recognize and celebrate Corporate Universities that have consistently demonstrated excellence and generated significant value for People, Business, Society, and the Planet.
NEQSOL Academy's recognition is a testament to our unwavering commitment to providing exceptional learning experiences and driving positive impact.



 **NEQSOL Academy**
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We are thrilled to announce that NEQSOL Academy has been honored with the Silver Award in the category of Best New Corporate University at the 2023 GlobalCCU Awards Ceremony! Organized by [GlobalCCU, Global Council of Corporate Universities](#), this prestigious ceremony took place on May 17, 2023, in Bangalore, India. It is aimed to recognize and celebrate Corporate Universities that have consistently demonstrated excellence and generated significant value for People, Business, Society, and the Planet.

NEQSOL Academy's recognition is a testament to our unwavering commitment to providing exceptional learning experiences and driving positive impact.

We extend our gratitude to GlobalCCU for organizing this prestigious event and for recognizing NEQSOL Academy's efforts. We would also like to express our appreciation to all our valued employees, partners, and stakeholders for their engagement in this journey of learning and development.

[#learninganddevelopment](#) [#awards](#) [#NEQSOLHolding](#)



NEQSOL Holding wins international awards for NEQSOL Academy and Leadership Development...

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Skills your employees are developing compared to peers



Time Period: Year to Date (January 2023 - October 2023), Peers: Aler ASA, Bahrain Mumtalakat Holding Company ("Mumtalakat"), Das Holding LLC, Gilder Gagnon Howe & Co. LLC, Level 5 Capital Partners, MLI, PAMIA YATIRIM BANKASI AS, Solmaz, Vireo Ventures (note: If there is insufficient peer data, peer data will reflect top developed skills across similar companies in your industry / size of org), Regions: North America, Eurasia, EMEA, Asia, Europe, Francophone (AF), Skill Cluster: (All), Globally, the connected profile bound rate is 68%.



Overall

NEQSOL Academy has reached critical results in a short time. Thanks to many factors such as cooperating effectively with leaders, effective communication & feedback with all employees, strong partnerships, healthy content curation, innovative approaches to develop new methodologies, governance and so on, It has become a strategic and successful partner supporting Group's people strategies and employer branding.



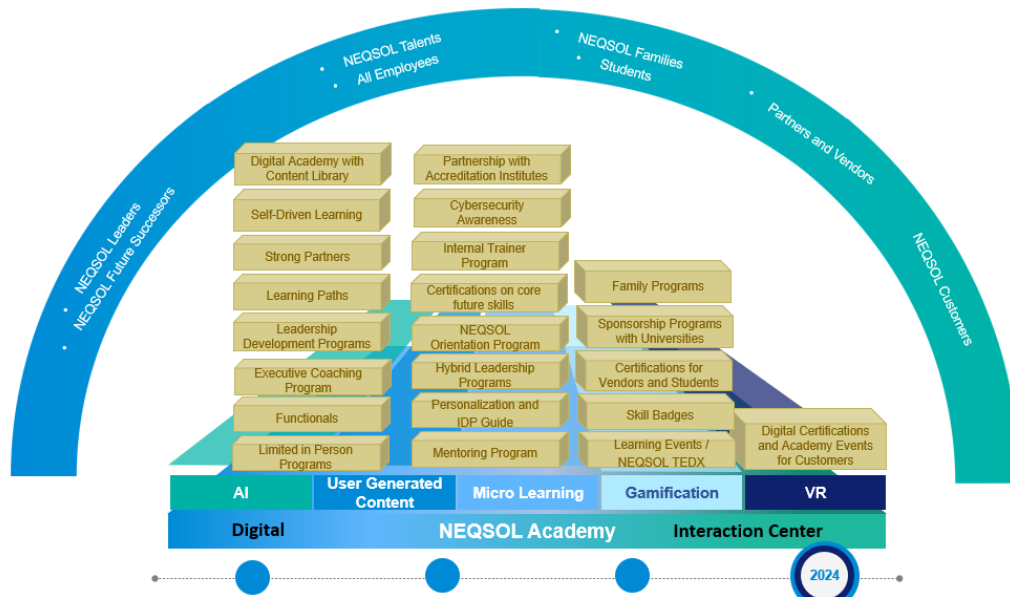
Lessons Learned:

- **Strategic Alignment is Crucial:** Aligning L&D initiatives with the organization's strategic objectives is essential for their success and for achieving desired business outcomes.
- **Strong link with other HR areas:** Based on HR Strategies, strong cooperation especially talent management team and practices were a key factor for success.
- **Using technology as a Pioneer:** Creating new digital best practices and getting high level of engagement contributed to the Team's success and positioning within the Group Companies
- **Leadership Engagement Drives Success:** Engaging leaders not only as participants but also as advocates of learning programs is vital for fostering a learning culture.
- **Communication and Feedback are Key:** Continuous dialogue between the L&D team, learners, and stakeholders is critical for aligning learning initiatives with business and individual needs.
- **Content Quality and Relevance Matter:** The effectiveness of learning programs significantly depends on the quality and relevance of the content provided.
- **The Importance of Personalization:** Personalizing learning experiences enhances engagement and facilitates better learning outcomes.

Future Outlook:



As NEQSOL Academy expands its ecosystem, the organization is positioned to make a more substantial impact not just internally but also on the broader community and industry. This strategic focus on learning and development, combined with partnerships and community engagement, can drive innovation, talent development, and societal progress, contributing to the organization's long-term success and sustainability.



Expansion and Innovation in Learning Programs: Building on the success and lessons learned, the NEQSOL L&D team is likely to expand and innovate its learning programs, incorporating emerging technologies and methodologies to enhance learning experiences.

Sustainability and DEIB: Programs focused on sustainability and DEIB will become even more integrated into the learning strategy, reflecting the Group's commitment to social responsibility and inclusive growth.

Leveraging Data and Analytics: The use of data analytics will become more sophisticated, enabling more personalized and impactful learning experiences and better alignment with business goals.

Strengthening Employer Branding: As already a strong vehicle to present NEQSOL as an investor in people Company, the strategic and successful L&D practices will continue to support the Group's people strategies and enhance its employer branding, attracting and retaining top talent.

In order to keep up with changing business needs, to adapt to the new ways of learning and to attract learners, these focus on main areas will also be focused:

- Enhancing the **user experience**: revamp the landing page & architecture / realign the channels / use AI&personalization more effectively.



- Strengthening the **content**: Functional academies /enhanced target groups /more cooperations with reputable institutions
- Increasing frequency of **communication** to Learners: establish a comms drumbeat aligned to the business rhythm / launch a series of marketing campaign
- Increasing the **personalized curation**: activation of Individual development plans to help learners to curate their own learning maps.
- More **diverged learning technologies**: beside the advanced mobile experience at NEQSOL Academy, AR&VR Technologies on need basis and gamification will ve applied
- More **user generated content**: Especially on sectoral/ functional subjects, with the help of NEQSOL Academy Task force from Group Companies.

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