

Global Giant Mitsubishi Electric Draws Strength From Its Human Resources

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Special Out Of Office, In Good Mood and Pool of Chance Events for Mitsubishi Electric Turkey employees

Deriving its technological strength from its human resources, **Mitsubishi Electric** makes significant progress to become a popular employer brand for the extremely promising young population in Turkey as in the rest of the world. In that regard, **Mitsubishi Electric Turkey** organizes enjoyable and surprising events meant to promote personal growth by motivating employees and contributing to their socialization in a highly demanding business environment. Employees have the opportunity to take part in various events ranging from dance to playstation in **OutOfOffice Event Club**, taste different flavours in **Good Mood** event, and spend an enjoyable weekend with surprise gifts including weekend holiday, brunch or horse riding training thanks to Pool of Chance application. Mitsubishi Electric Turkey basketball team, on the other hand, competes in Corporate Basketball League after being trained on “Team Spirit and Creating a Team” by Prof. Turgay Biçer, Ph.D., an academic known for his studies on Sports Management Sciences.

Sense of corporate belonging depends on employee satisfaction

Investing in corporate satisfaction by supporting the interests and skills of its employees, Mitsubishi Electric organizes internal events to promote team spirit and team management in order to provide operational efficiency in business life.

“We place emphasis on activities adding value to human resource”

Mitsubishi Electric Turkey Human Resources and Legal Compliance Manager Ayşe Yetkin

explains the investment in human resources: “Mitsubishi Electric Turkey places emphasis on planning activities that add value to its employees. We aim to organize sustainable events that will increase satisfaction and motivation of our employees. In that regard, we enable our employees to discover their potential and improve their skills that are vital to shape their future. For example, **OutOfOffice Event Club** contributes to creating synergy between employees by means of enjoyable pastime activities such as dancing, acting, rhythm, bowling, dart, table tennis, table football, and playstation. **Pool of Chance** is designed to offer awards to two employees every month according to which they are able to participate in a special event with one guest including concert, off road tour, theatre, movie, horse riding training, weekend holiday, weekend brunch etc. **In Good Mood**, on the other hand, is comprised of delicious offers that will lighten the spirits of employees with suitable flavours for all seasons. We have established a **fitness centre** in the head office building to support physical well-being of employees. We also provide **Japanese language training support** to our colleagues in case of necessity.”

“The spirit of unity and fraternity reinforced in the basketball team has a positive impact on their motivation in business life”

Indicating that they value Corporate Basketball League (CBL) and similar organizations known for promoting team spirit, Ayşe Yetkin states that they are extremely satisfied to be part of such an organization that increases motivation of employees as well as the communication between them. Yetkin underlines that competing in CBL improves the team spirit and skills for creating competitive advantage and says “The spirit of unity and fraternity created in employees has a positive impact on their motivation in business life.”