

# The Effects Of Professional Training Management On Organizational Performance Of A Natural Gas Distribution Company And The Concept Of Intellectual Capital

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Patron



Host



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- industrial revolution
  - technological improvement
    - information society
      - globalization
        - human resources strategies
          - intellectual capital

- Competition is a race and has a function that reveals who is better
- Form of competition has changed and its speed has accelerated
- Our competitors have not limited themselves with only local or regional markets, but spread to the whole world
- Using information with the most pragmatic ways, in the most efficient manner has become an obligation

- **“Information management”** concept has emerged in order to maintain information, not to waste it, to direct it correctly and to make it productive
- Information has such an importance and frequently being used, shall be called **“the information society”**
- **“Information technologies”** provide the most suitable tools for information management
- **“information management”** is not only **“technology”**

- The factor that will carry a company to future will be the new values consisting of the values created by its employees, company strategies, company structure, system and processes and relations of the company with its clients and with the society
- The success of an organization depends on obtaining information and its ability to re-process, produce and transmit the information
- As the result of this approach “**intellectual capital**” concept emerged

- Total Value of a Company / Organization

- Financial Capital

- Intellectual Capital

- Human Capital

- Skill

- Behavior

- Intellectual Agility

- Structural Capital

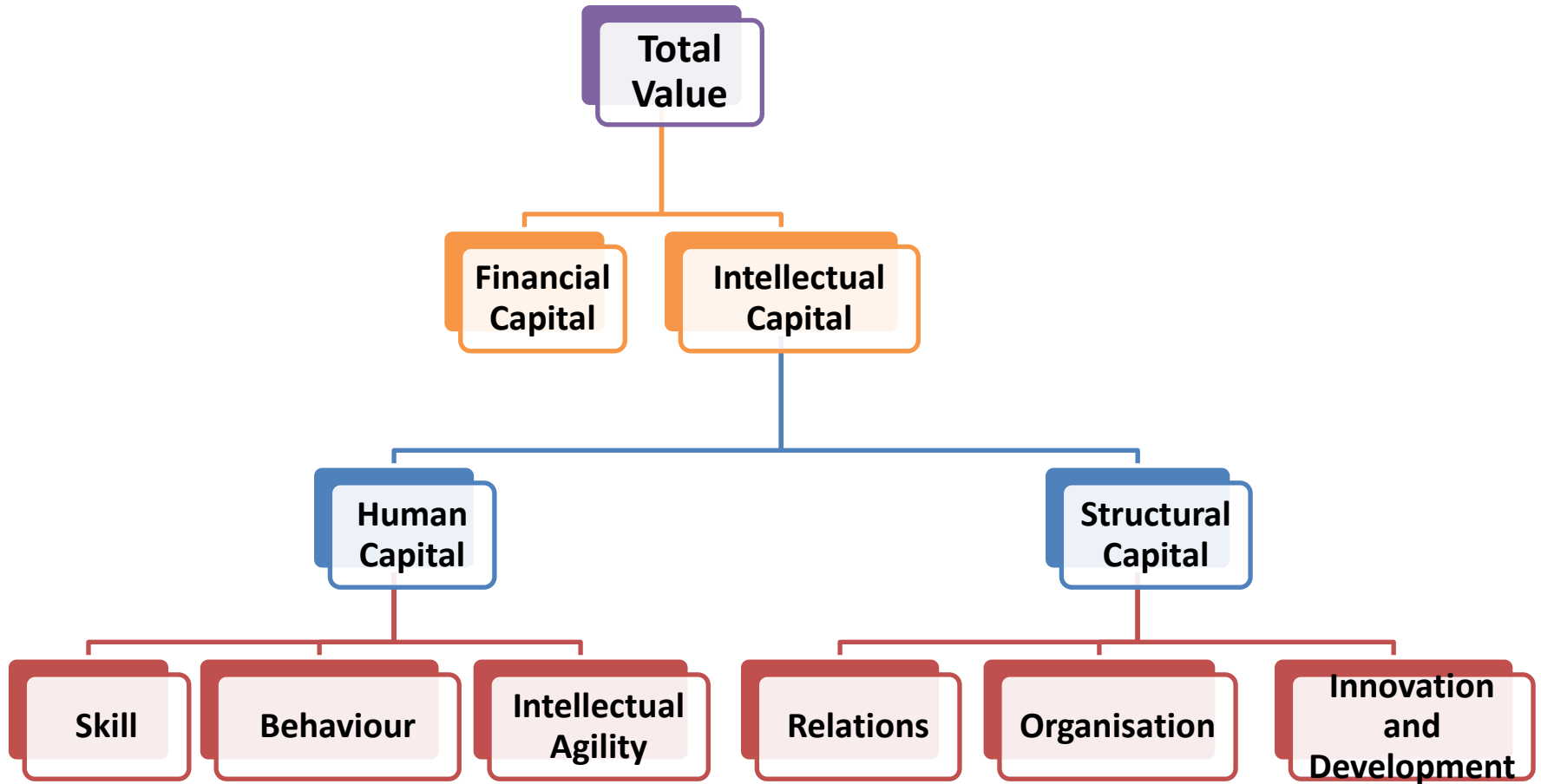
- Relations

- Organization

- Innovation and Development

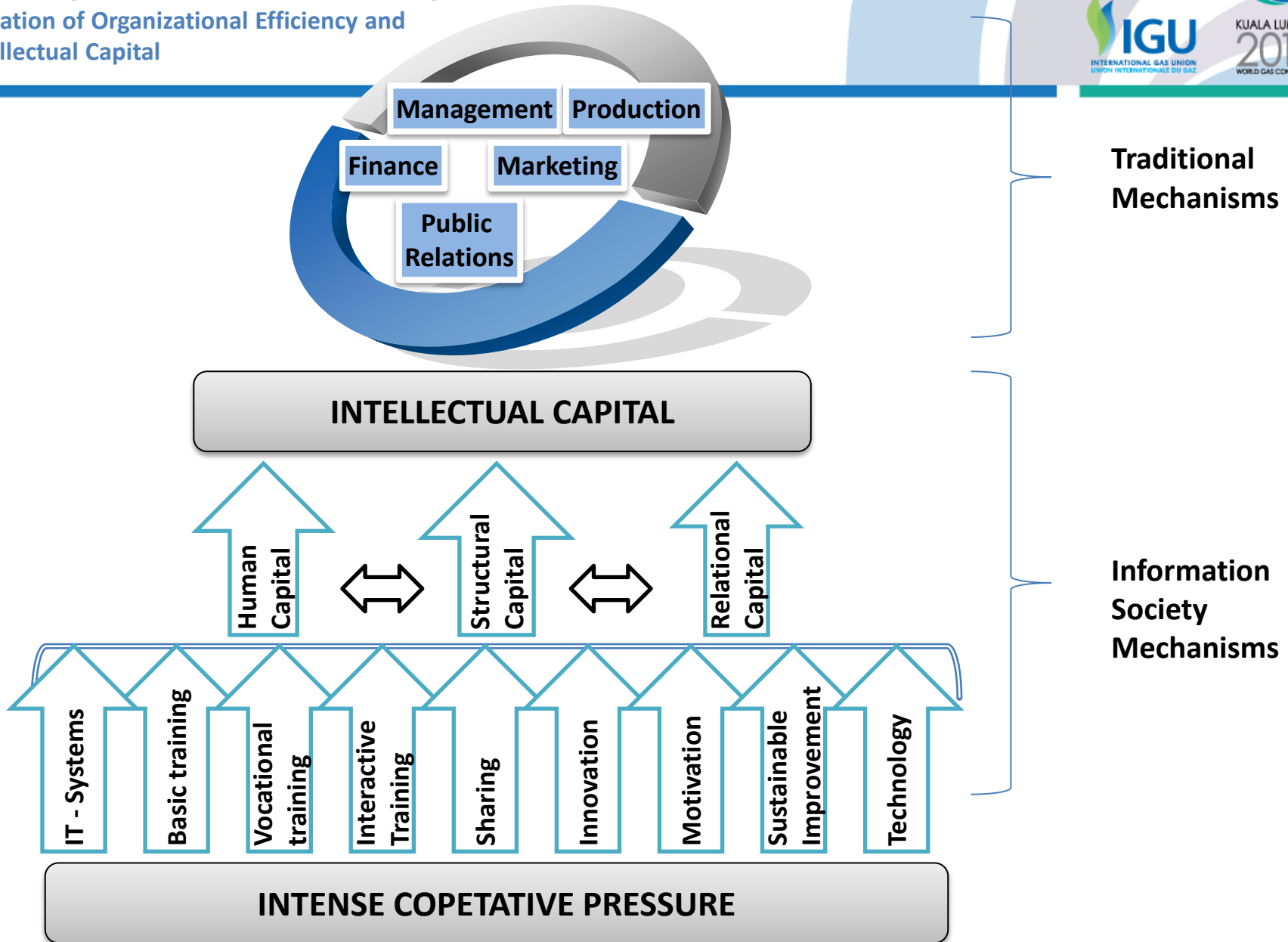
# Concept of Intellectual Capital

## •Value Division Tree



# Concept of Intellectual Capital

•Relation of Organizational Efficiency and Intellectual Capital





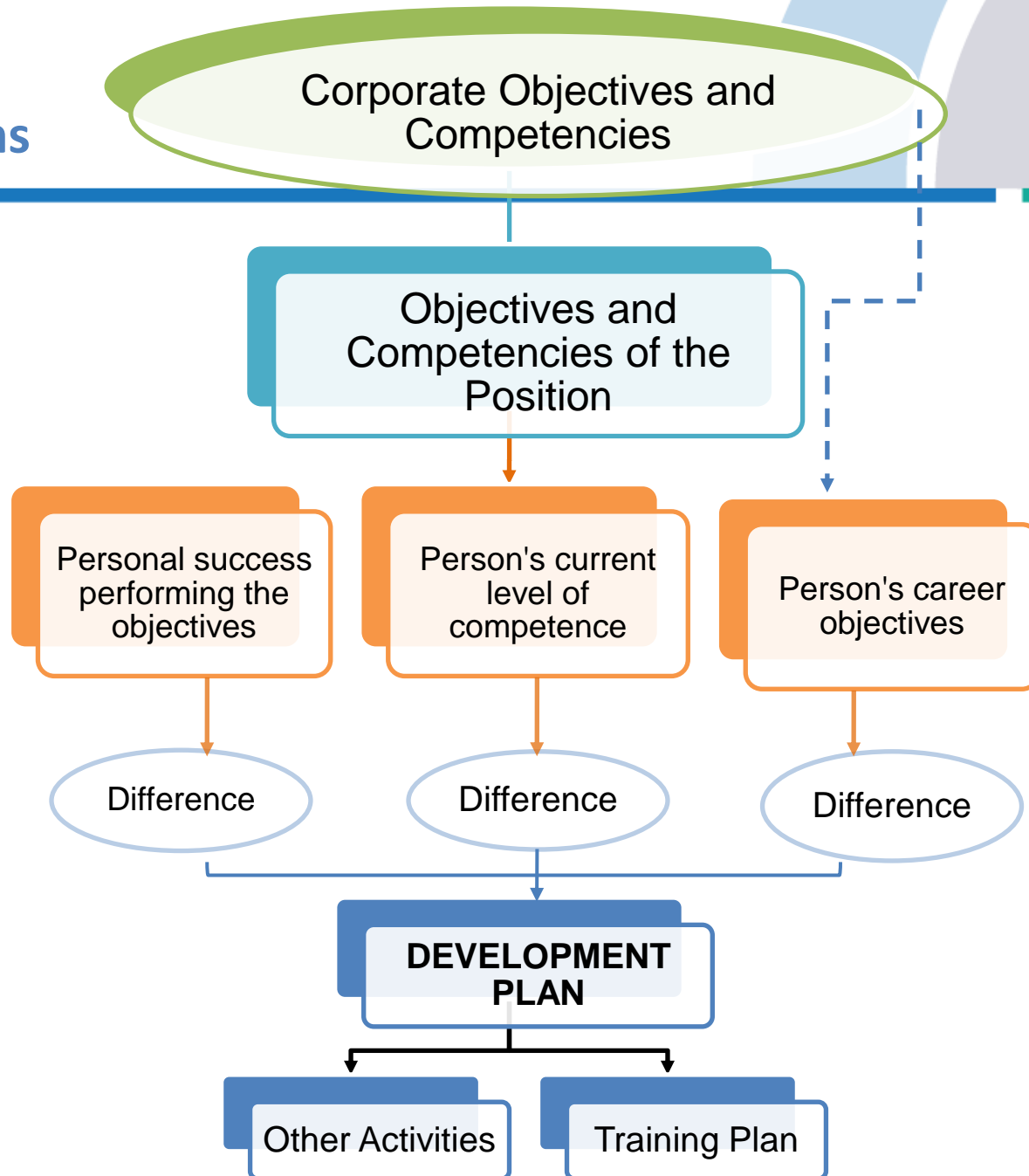
## •Training and Substantive Learning

### •Training Process

- Organizational requirement
- Training requirement
- Planning of training

### •Learning Organizations

- Improvement
- Problem solving abilities
- Common experiences, decisions and norms



- Personal experiences
- Mentality progress
- Behaviour changes as a result of experiences
- Personal thoughts and ideas

Communication  
Clarity  
Integration

- Joint experiences
- Change in joint knowledge and experiences
- Change in norms and behaviours
- Joint thoughts and ideas

•Organizations that want to obtain competitive qualities by the training activities and to benefit from the advantages of new information shall develop the comprehension of “learning organization”

•Organizational learning can be defined as “alteration and expansion of information and value systems within the organization, improvement of problem solving and action capacities and alteration of the common reference frame of employees”

- **“Competitiveness”** is a dynamic concept

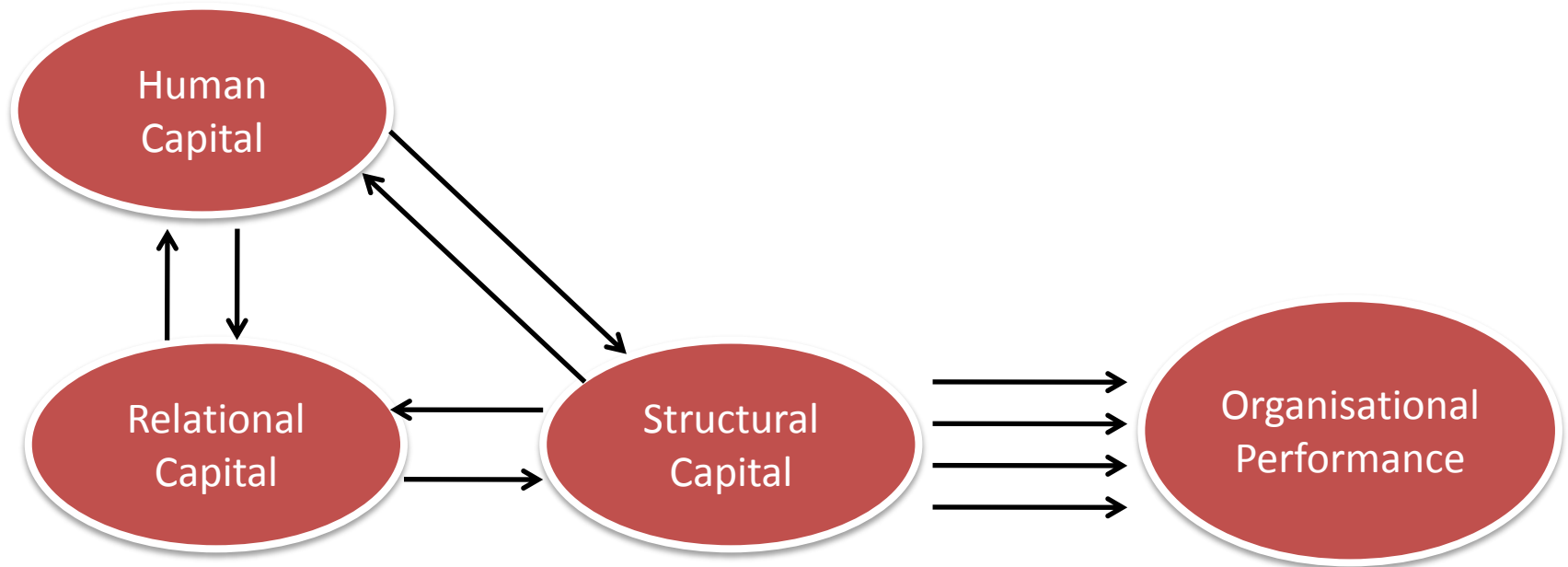
- **Competition advantage**

- Coast leadership
- Differentiation
- Focusing strategies

- **Organizational Performance**

- Human capital
- Relational capital
- Structural capital

# Relation of Intellectual Capital and Organizational Performance



- Michael Porter provides the three basic sources that will provide competition advantage or competitiveness as cost leadership, differentiation and focusing
- The basis of cost leadership, differentiation and focusing strategies is the structure composed of human capital, structural capital and relational capital

- Providing the largest metropolis of country

- Limited sources

- Investments and growth rapidly

- Large amount of training service

- Natural gas training center

- **National professions standards**

- **Development of training programs for vocational education**

- **Cooperations**

- European Union Standards
- Republic of Turkey Ministry of Education
- Ministry of Energy
- Vocational Qualifications Authority
- Turkish Standards Institute

## •Quality certificates

- ISO 9001 Quality Management System
- OHSAS 18001 Work Health and Safety System
- ISO 14001 Environmental Management System
- ISO 27001 Information Safety Management System

## •Continuous improvement of organizational performance

- Client satisfaction
- Employee satisfaction

## •Awards

- 2010 Consumer Quality Award
- 2010 EFQM Perfection Model Success Award
- 2011 Best Call Center Award
- 2011 EFQM Perfection Model Quality Big Award



- **Success in International Competition**

Quality and Efficiency

- **Synergy**

Personal and Organizational Performance

- **Competition of “Making the Best”**

- **IGDAS has become an organization that both “Learns” and “Teaches”**

# THANKS!

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