

**OUR
COMMUNICATION
PRINCIPLES**



YESİM

— EST 1956 —

COACHING:

- ✦ We embrace a leadership approach that involves listening, observing, and inclusiveness.
- ✦ We prepare the necessary groundwork to get to know team members closely and create a trusting environment.

TEAMWORK AND COLLABORATION:

- ✦ We value the ideas of team members.
- ✦ We set common goals with our team for company objectives and strategies and motivate our team towards them.

FEEDBACK AND PERFORMANCE IMPROVEMENT:

- ✦ We conduct feedback discussions, focusing on the development areas and team members strengths.
- ✦ We appreciate the efforts of our team and commend every success.

DELEGATION:

- ✦ We provide opportunities for our team to take initiative.
- ✦ We ensure a fair distribution of tasks among employees.

COMMUNICATION LANGUAGE:

- ✦ We use a positive communication language and aim to spread positive energy.
- ✦ We adopt the "we" language in communication, emphasizing teamwork.

MOTIVATION:

- ✦ We plan actions to increase the motivation of our team.
- ✦ We value and follow up on the special occasions of team members.

ASKING QUESTIONS AND LISTENING:

- ✦ We ask developmental questions rather than critical ones.
- ✦ We are an active listener, and We give everyone equal speaking rights.

EMPATHY:

- ✦ When necessary, we focus on understanding the emotions and thoughts of others by putting ourselves in their shoes.



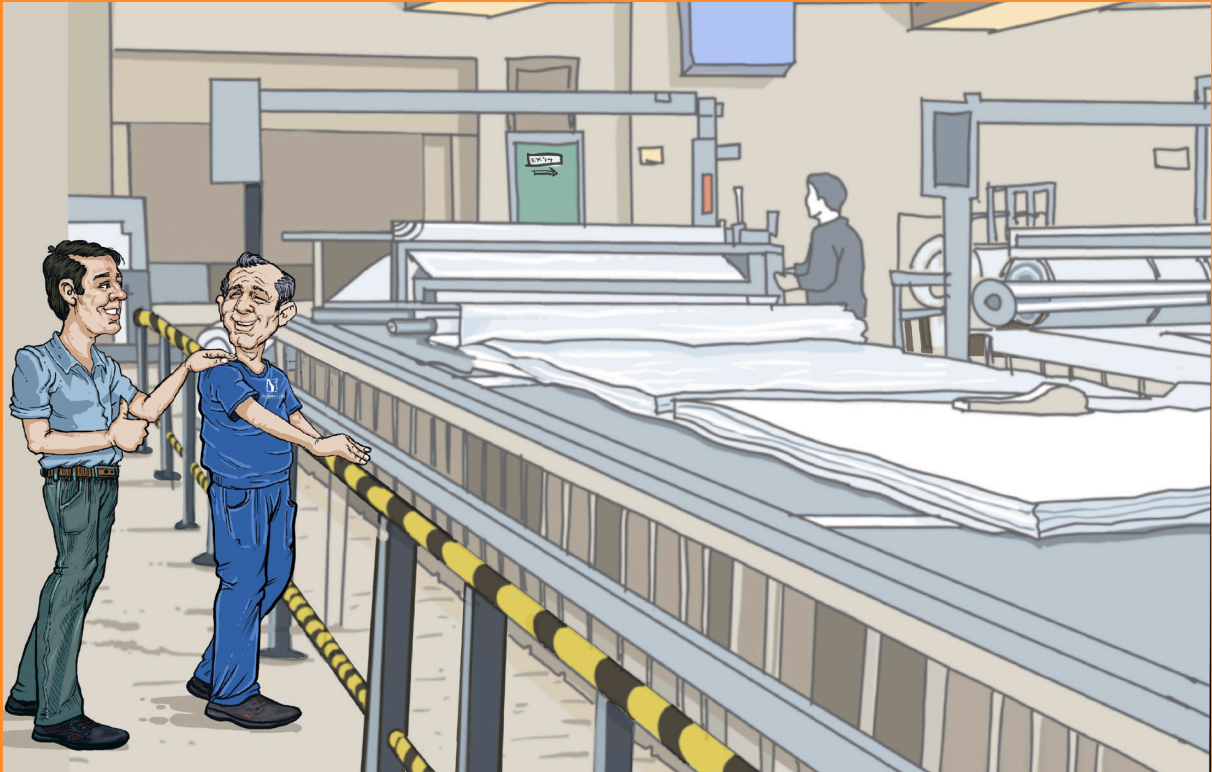
COACHING:

- ✦ We embrace a leadership approach that involves listening, observing, and inclusiveness.
- ✦ We prepare the necessary groundwork to get to know team members closely and create a trusting environment.



TEAMWORK AND COLLABORATION:

- ✦ We value the ideas of team members.
- ✦ We set common goals with our team for company objectives and strategies and motivate our team towards them.



FEEDBACK AND PERFORMANCE IMPROVEMENT:

- ✦ We conduct feedback discussions, focusing on the development areas and team members strengths.
- ✦ We appreciate the efforts of our team and commend every success.



DELEGATION:

- ✦ We provide opportunities for our team to take initiative.
- ✦ We ensure a fair distribution of tasks among employees.



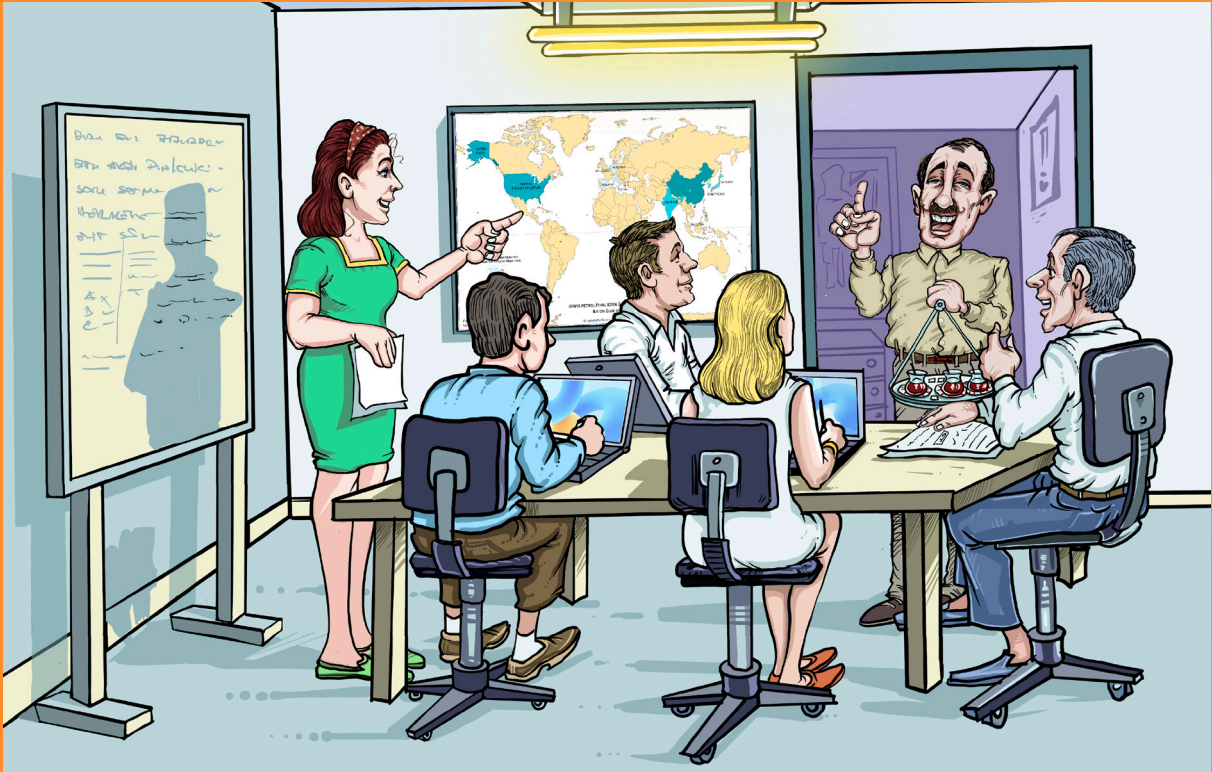
COMMUNICATION LANGUAGE:

- ✦ We use a positive communication language and aim to spread positive energy.
- ✦ We adopt the "we" language in communication, emphasizing teamwork.



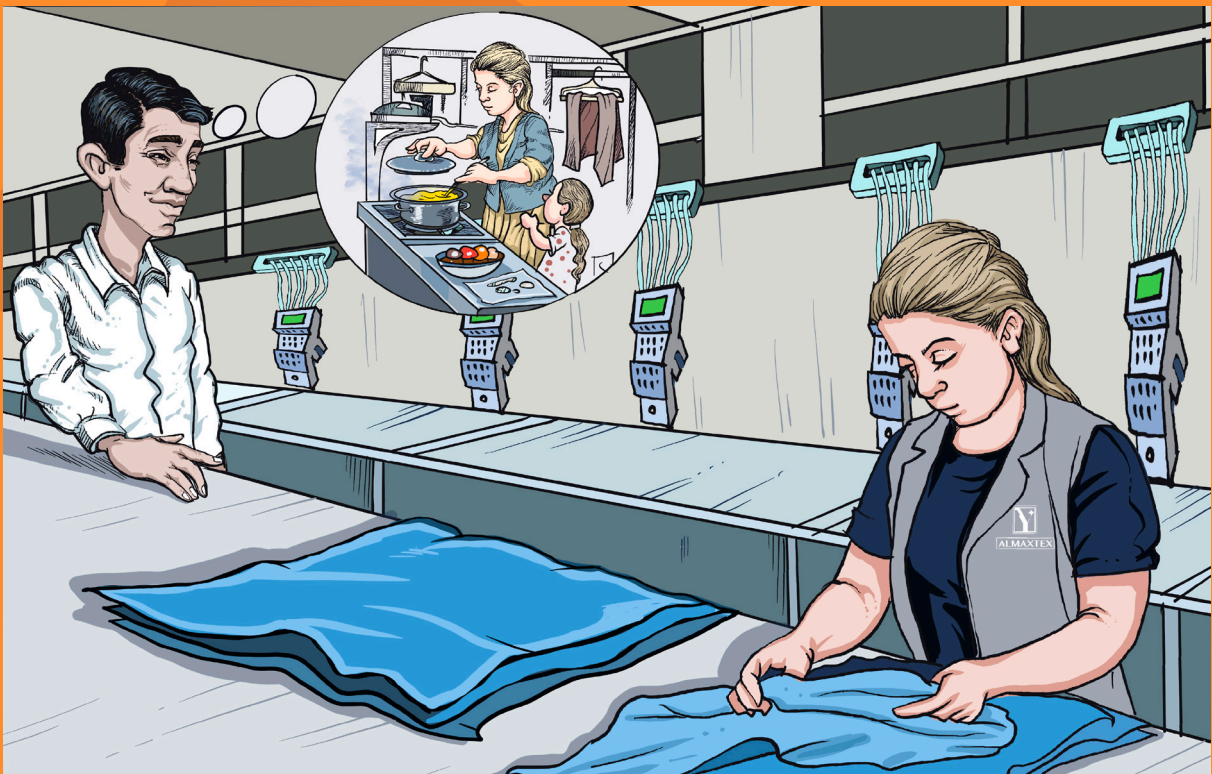
MOTIVATION:

- ✦ We plan actions to increase the motivation of our team.
- ✦ We value and follow up on the special occasions of team members.



ASKING QUESTIONS AND LISTENING:

- ✦ We ask developmental questions rather than critical ones.
- ✦ We are an active listener, and We give everyone equal speaking rights.



EMPATHY:

- ✦ When necessary, we focus on understanding the emotions and thoughts of others by putting ourselves in their shoes.