

# GARANTI BBVA INTEGRATED ANNUAL REPORT 2019

NEXT  
DECADE

Didem Diñer Bařer, EVP of Talent & Culture, talks about future of work and creating an ecosystem to capture opportunities.

Our greatest asset is our people.

By understanding the critical components of our bank's purpose and strategy, our main aim is to attract the best talent, develop them and create the working environment that enable them to perform their best.

Our role in the Talent and Culture area is to correctly match each of our strategic priorities with the right talent, that can achieve them.

Given the digital developments in the recent years, our customers' expectations from banks are also evolving. This also changes our way of doing things and our strategic priorities.

Therefore, the key to success is exploring new and emerging skills crucial for future success, and attracting talent with those skills. In an environment where change is gaining such speed, our most important focus will be continuous reskilling and upskilling of our talent base and offering them the capabilities and tools of the new century.

Today and over the next decade, we will achieve the greatest differentiation through our talent. We believe that creating a talent pool of bankers that are competent and think big, who are also respectful and responsible to society, is an essential part of our business model.

One of our primary priorities is to adopt progressive business models and create an organization that is flexible and can respond to changing strategic priorities. The key to achieve this is a business model that develops products / services by putting its customers at the center, empowers teams and foster an entrepreneurial spirit.

We will continue to follow closely and put into practice these models that will transform the next 10 years.

Our greatest value will continue to be our people in the future of Garanti BBVA.