StratejiCo.

TKYD

Customer: TKYD

Sectors: Professional Services & NGOs

Services: Employer Brand and Employee Engagement, Research and Data Analysis

> "We will be more than happy to work with you in our future projects."

The Corporate Governance Association of Turkey **(TKYD)** requested a **research report** on its 10th anniversary. By using **quantitative and qualitative methods**, we completed a comprehensive corporate governance perception research for the Corporate Governance Association of Turkey **(TKYD)** and presented this report at the Summit in 2015.

Challenge

The Corporate Governance Association of Turkey **(TKYD)** is a non-profit organization aiming to develop and promote adherence to corporate governance standards and guidelines in Turkey. TKYD has significantly increased its membership base over the past few years, thanks to the greater need in Turkey to apply good governance principles. For this reason, the association wanted to have a comprehensive overview of the perception of corporate governance in Turkey and share it with relevant stakeholders.

Solution

In coordination with the TKYD Board of Directors, we determined the main purpose of the report as 'Specifying the obstacles of further development of corporate governance and revealing the factors contributing to its development".

In the first step of the research, we conducted **in-depth interviews** with 21 senior executives. Using a **semi-structured interview method**, the opinions of the leaders on the perception of corporate governance in Turkey were transformed into hypotheses to be tested in the **quantitative survey**.

Result

The scope of insight and research delivered by us allowed the client to develop a clear understanding, a robust and comprehensive view of the corporate governance in Turkey, as well as defining their overall strategic position and reputation. The results were directly shared with the stakeholders and also presented at the Corporate Governance Summit in 2015.