



# Employee Commitment

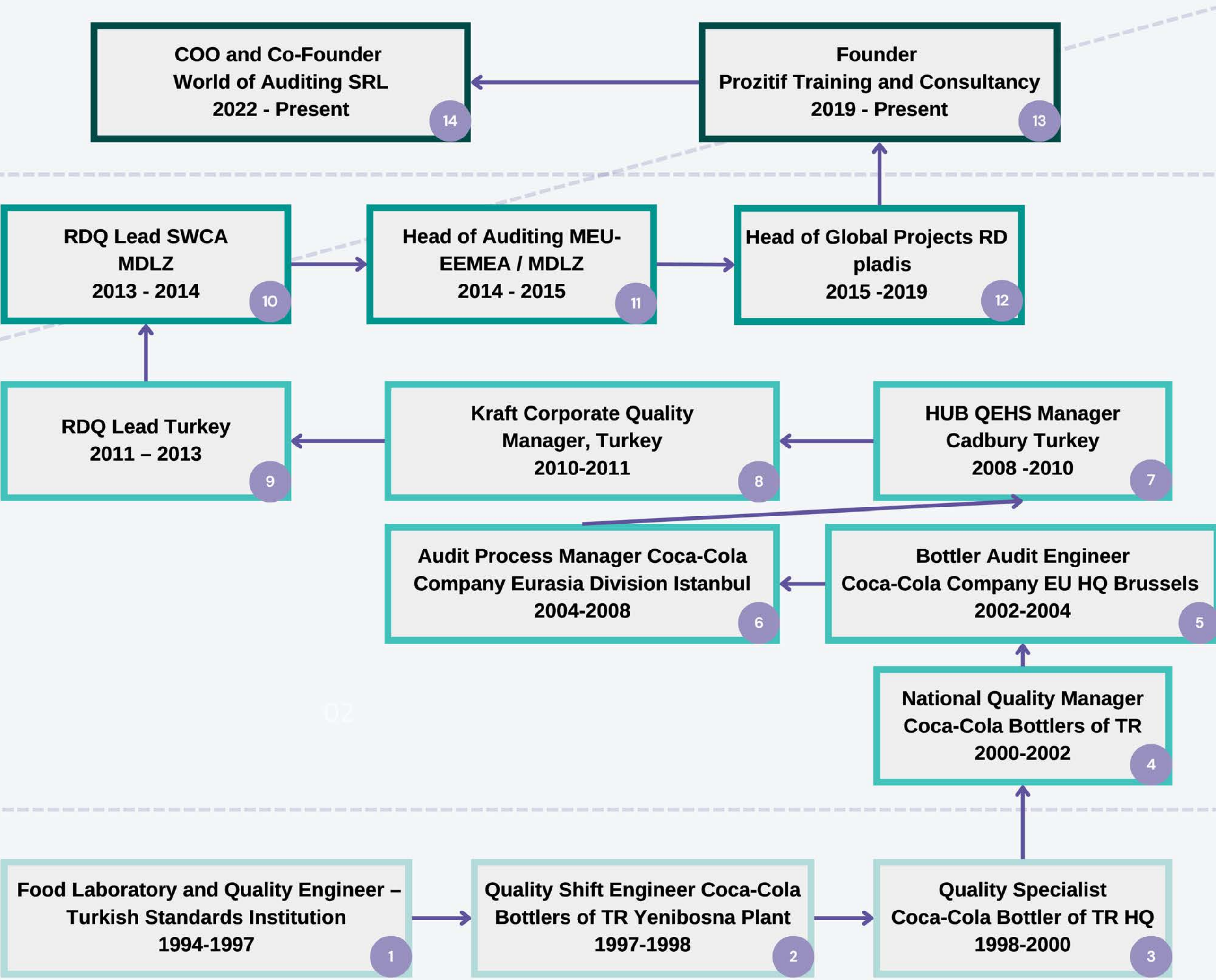
Lead like a matriarch

Entrepreneur

Director

Manager

Individual Contributor



**30 years of food industry experience**  
Beverages (carbonated, non-carbonated, cocoa drinks)  
Snacks (gum, candy, chocolate, chips, biscuits)

**12 different jobs, including 2 abroad**  
Brussels  
Johannesburg

**Gains**  
QFS Expertise  
Lean & 6 Sigma  
Problem Solving  
Environmental and Occupational Health and Safety Management  
R&D Management  
Adaptation to Different Cultures and Diversity  
Team Building and Management  
Strategic Project Management

**Education**  
METU Food Engineering  
Marmara University, MBA  
Bilgi University, Industrial Psychology MA



# My recipe for life

**Put** your heart into everything you do. The brain alone is dust without fire.

**Own** your/your teams' mistakes as well as successes. There's grace in saying, "I'm sorry."

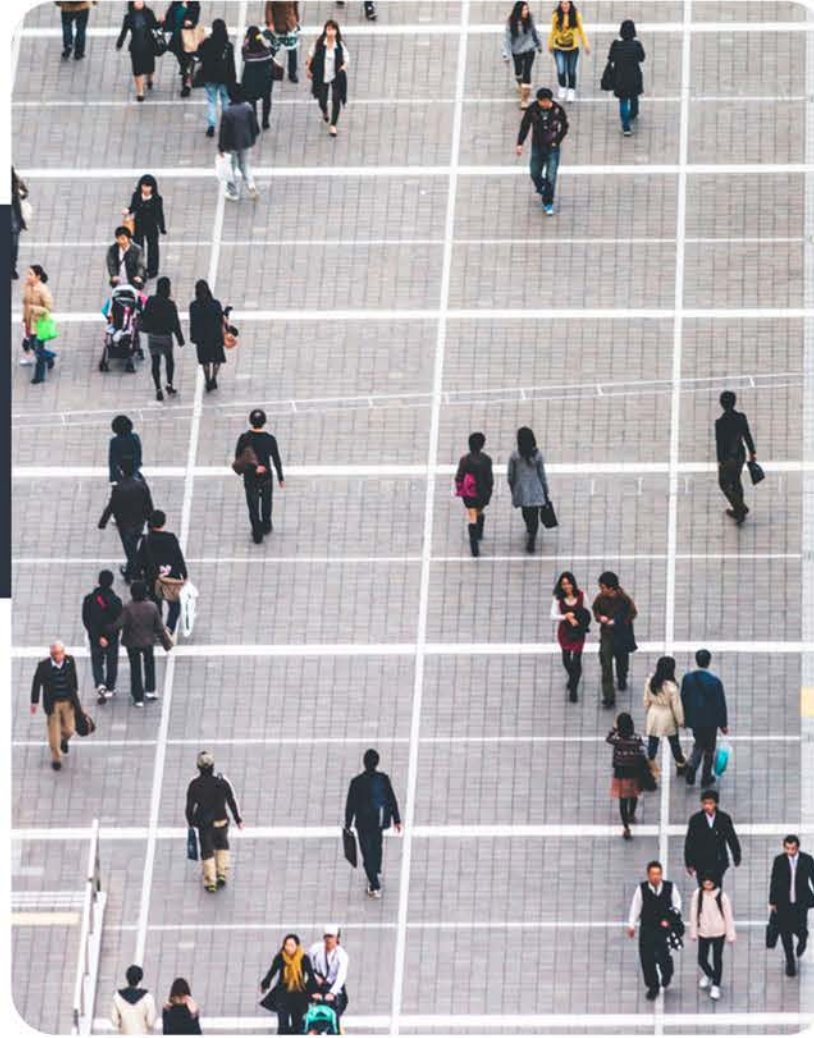
**Take** your values wherever you go. They are your shadow at sunset and your light at dawn.

**Accept** yourself and others. Tend the good - it grows, even if the soil stays the same.

**Trust** people until they convince you otherwise. Let faith be the first gift you give.

**Offset** the needs of the brain and the soul. Nourish both, or time will make you grumpy.

# Why?



“Commitment turns a crowd into a crew  
and a team into a force.”





# An analogy to make: Elephant herds

## **Wisdom and Strength:**

Elephants are powerful, intelligent, and deeply social animals, known for their memory and resilience.

## **Trusted Leadership:**

They live in tight-knit herds led by the matriarch—a calm, experienced, and respected female leader who guides the group with trust and stability.

## **Emotional Loyalty:**

Elephants are emotionally intelligent, loyal to their herd, and fiercely protective of one another, especially the young and the vulnerable.



# What makes commitment thrive?

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## Herd

- Shared movement and purpose
- Emotional bonds
- Protection of vulnerable
- Collective decision-making
- Lifelong learning from elders

## Organization

- Shared goals and clear direction
- Team Trust and psychological safety
- Support during mistakes and failures
- Inclusion and voice in team matters
- Mentorship and skill development



# Lessons from the field

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## Brussels - Managing a remote team

Commitment doesn't come from proximity — it comes from consistency in actions, clarity in direction, and trust in leadership.



### 01 Consistency

When leaders show up with clarity, fairness, and follow-through, employees feel safe to invest, engage, and stay.

### 02 Direction

When people understand where they're going and why it matters, they're far more likely to stay engaged and aligned.

### 03 Trust

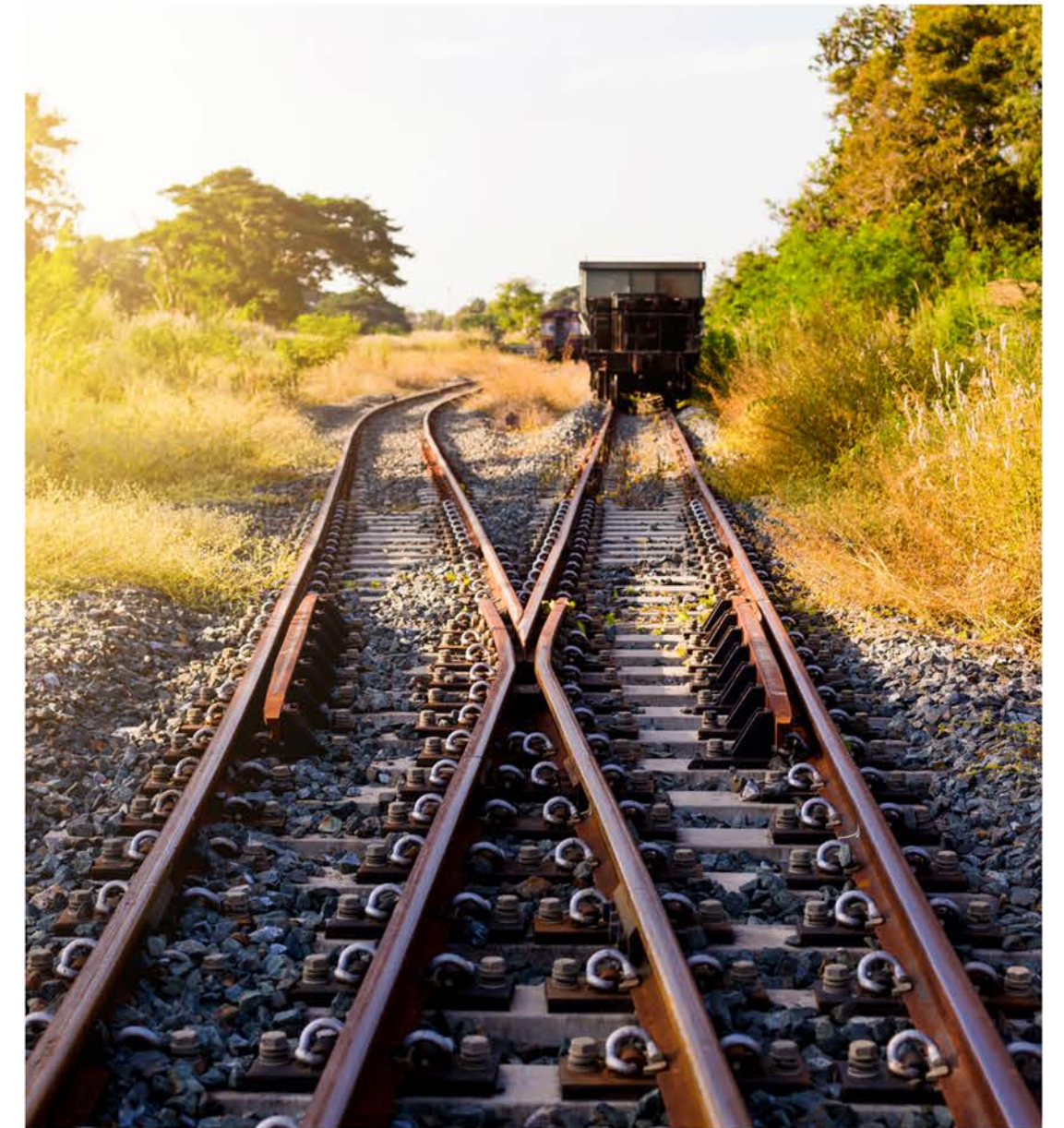
When employees feel trusted and trust their leaders, they bring more ownership, honesty, and energy to their work.

# Lessons from the field

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## Istanbul - Change management

Commitment isn't about certainty — it's about believing in the team, trusting the leadership, and choosing to stay engaged despite the unknown.



### 01 Transparency

When people feel informed, they feel respected — and that builds trust

### 02 Stability

In uncertain times, consistency becomes a source of reassurance and focus

### 03 Empowerment

When people feel they have influence and a role to play, their commitment grows — even in transition

# Lessons from the field

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## Johannesburg - Cultural shift

Commitment isn't built through instructions or incentives alone — it's earned through respect, deep listening, and cross-cultural empathy



### 01 Diversity

When people feel seen, respected, and able to bring their whole selves to work, diversity becomes a driver of commitment.

### 02 Protection

When people feel safe, supported, and protected — they're far more likely to commit, contribute, and grow together.

### 03 Inclusion

When people feel included and truly valued, their sense of belonging deepens — and with it, their commitment to the team and its purpose.



# Lead like a matriarch

## Commitment Rooted in Purpose

To lead like a matriarch is to inspire with presence and purpose, guiding others on a path where commitment grows from meaning, not mandate.

### **Calm under pressure**

When leaders remain calm under pressure, they create space for clarity, confidence, and collective strength to emerge — even in uncertainty.

### **Knows when to act and when to wait**

When leaders know when to act and when to wait, they bring wisdom to motion — guiding teams with patience, timing, and purpose.

### **Trusted to guide, not force**

When leaders are trusted to guide rather than force, people follow with willingness — not obligation — and commitment becomes a choice, not a demand.

### **Protects the herd while letting others lead when needed**

When leaders protect the team while creating space for others to lead, they build confidence, safety, and a culture where shared leadership and commitment thrive.

# Leadership towards committed teams



## Shared Purpose

When everyone understands the 'why,' they align their energy, trust the journey, and stay engaged through uncertainty.



## Psychological Safety

When people feel safe to speak up, take risks, and be themselves, trust deepens and teams thrive.



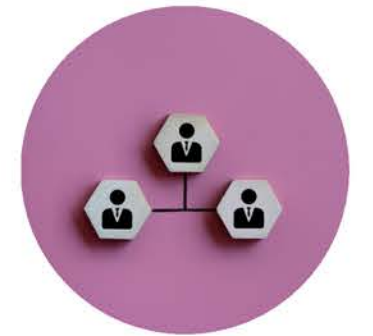
## Emotional Intelligence

When leaders lead with empathy, awareness, and authenticity, people feel understood, valued, and willing to go further together.



## Growth Mindset

When leaders recognize contributions and coach through failure, they create a culture of trust and growth — where commitment thrives



## Peer Connection

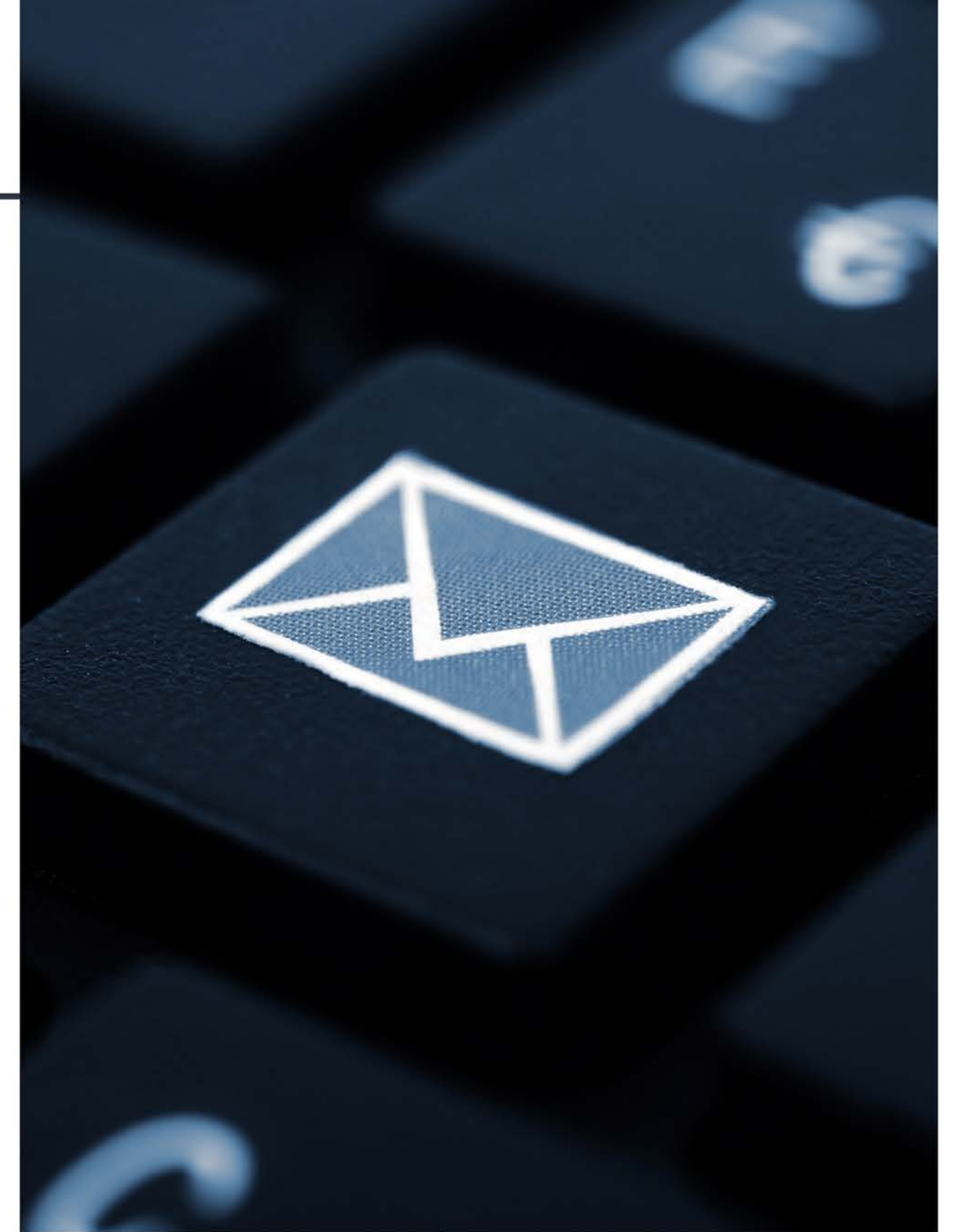
When leaders build strong peer bonds over top-down control, they create trust, collaboration, and lasting commitment.



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THANK YOU

