

**Decide wiser.**

# Strategic & Creative Decision Making Consultancy Projects

## **Decisions make or break us.**

SOYER® Decision Advisory uses scientific methods and industry applications to help companies enhance their behavioral strategies and decision making skills.

Our projects empower managers to internalize behavioral approaches, ensuring that they are able to sustainably apply these throughout their organizations.

**Serving insights & revealing how to generate them.**



**SOYER**®  
DECISION ADVISORY

[www.emresoyer.com](http://www.emresoyer.com)  
[info@emresoyer.com](mailto:info@emresoyer.com)

# The issue

Everyday, we make decisions as managers, employees, customers.

We constantly deal with uncertainty and various constraints (money, time, effort, ...).

We take for granted major underlying factors that affect our decisions, such as experience, intuition, cooperation, and creativity.

It's possible to review and fine-tune these factors to sustainably improve the decisions of managers and organizations.



# The benefits

**S**ave time, money, and effort by customizing, refining and improving decision processes.

**B**etter predict and influence the decisions and behavior of customers and employees.

**S**ustain personal and organizational growth by reducing potential mistakes in judgments and increasing valuable insights.

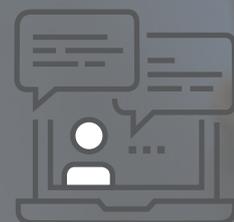
**B**uild resilience to unexpected crises by effectively adapting to uncertainty and improving problem solving.

**R**ecognize scientifically valid advice that differentiates between what's relevant and applicable, and what's not.

**E**nhance collaborative decision making culture across different levels and departments of the organization.

## Format

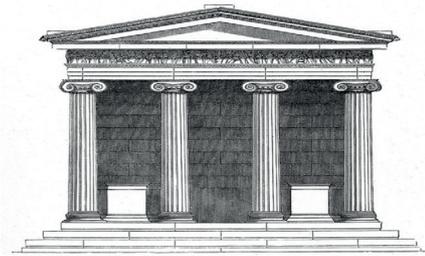
Meetings can be conducted live and online. To find out the best solution, please write to [info@emresoyer.com](mailto:info@emresoyer.com)



# Empowerment Projects

## BEHAVIORAL TEAM DEVELOPMENT

Develops of a specialized team with behavioral capabilities  
Endows members with relevant and applicable knowledge  
Guides the team through strategy development process  
Adds customized insights to emerging ideas  
Facilitates communication across departments

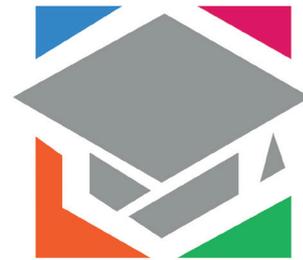


## SENATE OF MANAGERS®

Creates a compact senate of selected mid/high managers  
Endows senators with fundamental behavioral concepts  
Diversifies experience and insights for optimal results  
Employs a fair and sustainable protocol for idea sharing  
Enhances opportunity recognition and resilience against crises  
Facilitates communication with top management

## DECISION ACADEMY

Creates a customized behavioral content for organizations  
Provides relevant and applicable knowledge to multiple cohorts  
Offers interactive sessions that ignite cooperations  
Conducts periodic meetings to refresh and update insights  
Enriches the decision making culture of the organization



# Advisory Projects

## CUSTOMIZED BEHAVIORAL STRATEGIES



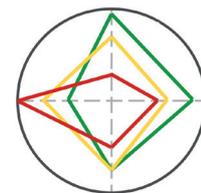
Projects that design, test and implement company-specific behavioral strategies efficiently and quickly to reduce costs, fine-tune decisions, and improve profitability.

## DECISION MAKING AMA



Interactive Ask Me Anything sessions that answers to a wide range of questions related to decision making, from different departments, functions and levels of the company.

## DECISION PERFORMANCE MEASUREMENT



A process that allows companies to refine their decisions by measuring, tracking and enhancing their intuition, cooperation, creativity and their proficiency in learning from experience.

# Those Who Benefited

Talks, workshops, or projects to organizations from a wide range of sectors, including...

Accenture	Finansbank	ING	Roche
Amazon	Flex	Is Bank	Subsea 7
AXA	GAP	Lilly	TBWA
BBVA	GE	Maersk	Trend Micro
EY	Geberit	Marks & Spencer	Turkish Airlines
Bain & Co.	Gett	Melio	UK Transport
BASF	Goldman Sachs	Microsoft	Vestel
Beam Suntory	Google	Oxfam	Wayfair
BIP	Grant Thornton	Pfizer	WPP
Dell	HSBC	Pollinate	Yargıcı

Executive workshops and alumni sessions in international business schools, including...

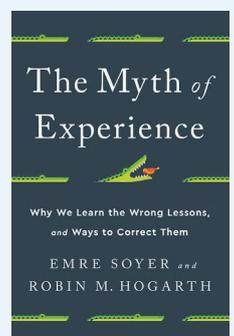
Cass London	INSEAD	SDA Bocconi
Chicago Booth	Koc University	St. Gallen
EDHEC	London Business School	Toronto Rotman
ESSEC	Harvard Business School	TU Munich
Georgetown McDonough	Ozyegin University	UNC Kenan-Flagler
IIMB Bangalore	Politecnico Milan	USI Lugano

Dr. Emre Soyer has founded SOYER® Decision Advisory to help people and organizations make better decisions. The primary values of the Advisory are honesty, fairness, accountability, sustainable improvement, passion, fun, quality, and simplicity.

Dr. Soyer has been working with international business schools and organizations from a wide range of sectors. He has also co-founded and managed various social enterprises.

His scholarly work has been published in prestigious journals, including *Journal of Experimental Psychology (General and LMC)*, *Cognitive Psychology*, *Current Directions in Psychological Science*, *International Journal of Forecasting*, *Journal of Marketing Behavior*, *Judgment and Decision Making*, *Review of Marketing Research*, and *Decision*.

Beyond his scholarly work, Dr. Soyer has written for *Harvard Business Review* and *MIT Sloan Management Review*. He also co-authored *The Myth of Experience* with Robin M. Hogarth (Hachette – Public Affairs, 2020).



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