

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
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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

Save time, money, and effort by customizing, refining and improving decision processes.

Better predict and influence the decisions and behavior of customers and employees.

Sustain personal and organizational growth by reducing potential mistakes in judgments and increasing valuable insights.

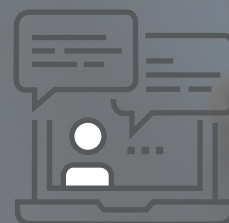
Build resilience to unexpected crises by effectively adapting to uncertainty and improving problem solving.

Recognize scientifically valid advice that differentiates between what's relevant and applicable, and what's not.

Enhance collaborative decision making culture across different levels and departments of the organization.

Format

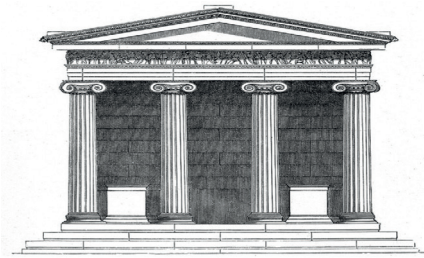
Meetings can be conducted live and online. To find out the best solution, please write to info@emresoyer.com



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



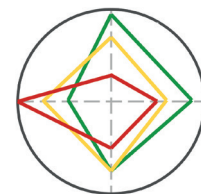
Projects that design, test and implement company-specific behavioral strategies efficiently and quickly to reduce costs, fine-tune decisions, and improve profitability.

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
Amazon
AXA
BBVA
EY
Bain & Co.
BASF
Beam Suntory
BIP
Dell

Finansbank
Flex
GAP
GE
Geberit
Gett
Goldman Sachs
Google
Grant Thornton
HSBC

ING
Is Bank
Lilly
Maersk
Marks & Spencer
Melio
Microsoft
Oxfam
Pfizer
Pollinate

Roche
Subsea 7
TBWA
Trend Micro
Turkish Airlines
UK Transport
Vestel
Wayfair
WPP
Yargıcı

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

Cass London
Chicago Booth
EDHEC
ESSEC
Georgetown McDonough
IIMB Bangalore

INSEAD
Koc University
London Business School
Harvard Business School
Ozyegin University
Politecnico Milan

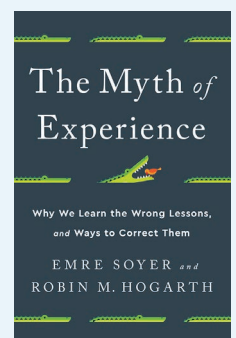
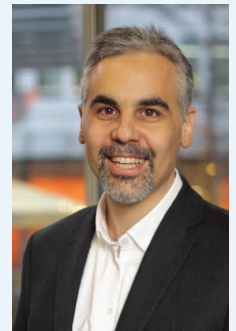
SDA Bocconi
St. Gallen
Toronto Rotman
TU Munich
UNC Kenan-Flagler
USI Lugano

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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