

Decide wiser.

Strategic & Creative Decision Making **Online Services**

Decision Making
and resilience

Talk @ Microsoft - 2019

Strategic & Creative Decision Making
for sustainable growth and resilience

Decisions make or break us.

Based on extensive experience and expertise through collaborations with world-class business schools and global corporations, SOYER® Decision Advisory offers a series of online programs involving scientific approaches to reduce errors and increase insights of decision makers.

The sessions are designed to be thought-provoking, problem-defining and solution-oriented, rendering them enlightening, entertaining and applicable to a wide range of decision processes.



SOYER®
DECISION ADVISORY

www.emresoyer.com
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The issue

Leaders, executives and managers across departments and sectors have to achieve their objectives under multiple constraints by making timely and effective decisions on a wide variety of issues. This isn't easy or automatic in a fast evolving business environment.

There are various unexpected traps and hidden obstacles:

- Intuition is deceptively fallible.
- Experience is not always a reliable teacher.
- Uncertainty and complexity are pervasive.
- Analyses can be biased and misleading.
- Many important decisions require cooperation, persuasion, negotiation and creativity.

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.

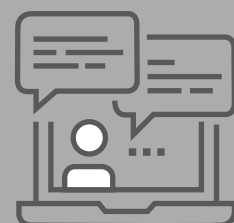
Build resilience to unexpected crises by effectively adapting to uncertainty and improving problem solving.

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

Most sessions delivered live online. Some can also be in hybrid format (live & recorded). To find out the best solution, please write to info@emresoyer.com



Content

We discuss scientific methods and strategies to improve major factors behind decisions.

Intuition & Influence - Improving decisions and managing behavior

- Installs a healthy and timely skepticism toward gut feelings
- Refines intuition to make it more effective when seeking objectives
- Helps avoid getting manipulated by outside psychological influencers
- Improves ability to predict and influence others' decisions and behavior

Experience & Learning - Avoiding blind spots and costly mistakes

- Installs a healthy and timely skepticism toward the lessons of experience
- Refines experience to make it more reliable when seeking objectives
- Helps avoid getting manipulated by biased analyses and misleading data
- Improves ability to achieve objectives through efficient and sustainable strategies

Uncertainty & Creativity - Solving problems and generating opportunities

- Installs a healthy and timely skepticism towards judgments of causality,
- Refines evaluations to better appreciate and assess the role of luck
- Helps avoid illusions of control through creative methods and strategic slacks
- Improves the chances of being in the right place and time with the right idea

Groups & Cooperation - Improving decisions through team dynamics

- Installs a healthy and timely skepticism toward group behavior
- Refines strategies to improve team decisions
- Helps reduce bureaucracy through lean and creative cooperations
- Improves the chances of having a collaborative and fair work environment

Formats

We provide the content in different formats, customizable to organizations' needs.

Talks

Short sessions on special topics in decision making and behavioral science (1 hour).

Masterclasses

Applied interactive sessions on decision making and behavioral science (1.5 hours).

Custom Workshops

Executive education tailored to fit different objectives and programs (1-4 days).

AMA on Decisions

Open Q&A session on decision making and behavioral issues (1-1.5 hours).

Dr. Emre Soyer

Founder of SOYER® Decision Advisory
For more information on reference and projects
www.emresoyer.com

Evaluations from participants
all over the world (out of 5.00):

INSEAD MBA	2018a	4.43
	2018b	4.74
BBVA Exec Ed.	2018	4.75
	2019	4.85
USI EMBA	2018	4.67
TUM EMBA	2018	4.80
	2019	4.90
Bocconi EMBA	2019	4.56
CASS EMBA	2018	4.80
	2019	4.70
	2020	5.00
CASS Exec Ed.	2019	5.00
	2020	5.00

Talk @ Google - 2019

Selected testimonials from participants:

- Emre brought a never-seen-before energy level to the session. His teaching style, reading recommendations and the content were an absolute epiphany. Rarely have we learned such an enormous amount in such a short period of time having so much fun.
- Emre was very engaging and inspiring. Besides the fact that he is a very good lecturer, he fits also the role of a role model.
- Fantastic speaker! Really great at making it interesting and challenging thoughts and ideas.
- Charismatic, enthusiastic, accessible, extremely knowledgeable – very enjoyable and useful.
- Emre was fantastic – exceeded my expectations! Knowledgeable (given) but also entertaining and embedded the real world realities.
- Very interesting. Lots of conceptual material and very well balanced with good insights. Humorous and personal.
- Excellent, exciting, makes me think wisely and would recommend my teammates to attend one of his sessions.
- Emre is one of the best educators I have ever met. He has a masterful grasp of his subject, and used modern methods to translate the teachings. This is the gold standard of presenting a module.
- I really like how the professor is different from most other professors and going his own way! Some of his findings are cutting the edge – overall, world class!
- One of my favorites at INSEAD! Thank you for everything. Highly engaging, interesting, knowledgeable, funny and relevant.
- He has a very good combination of theoretical and research background as well as practical implementation.
- There are so many things that are instantly applicable to my organization and so many ideas and approaches that I can implement, trial and test. I feel I have come away with so many takeaways and hope to interact with him more in the future.



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