

Decisions make or break you.

Strategic & Creative Decision Making Online Services



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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Ensuring

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:

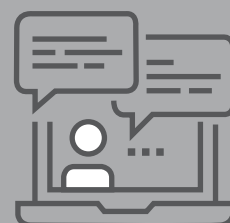
- Intuition is deceptively fallible.
- Experience is not always a reliable teacher.
- Uncertainty and complexity are pervasive.
- Analyses can be biased and misleading.
- Many important decisions require cooperation, persuasion, negotiation and creativity.

The benefits

- Save time, money and effort by improving decision processes.
- Refine reasoning, persuasion, negotiation, creativity and decision making skills.
- Learn the correct lessons from experience and data-based analyses.
- Better predict and influence others' perceptions, decisions and behavior.
- Sustain personal and organizational growth by reducing potential mistakes in judgments and increasing valuable insights.
- Build resilience to unexpected crises and systemic risks by adapting to uncertainty and improving creative problem solving.
- Engage with scientifically valid content while identifying what's relevant and applicable and what's not.

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



Core Masterclasses

Applied interactive sessions on decision making and behavioral science (90 minutes).

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

Revealing Webinars

Short sessions on special topics in decision making and behavioral science (60 minutes).

Essentials of intuition: Refining and improving gut feelings

Deceived by experience: Learning the right lessons efficiently

Delusions of success: Learning accurately from achievements and failures

Illusions of control: Correctly recognizing the role of uncertainty

Gears of creativity: Methods to enhance inventive insights

Wisdom of crowds: Solving problems through group dynamics

Decisions with data: Avoiding learning traps

Statistical literacy: Applied statistics for better decisions

Possibility of agreement: A real-world tough-to-crack negotiation case

Experiencing Covid-19: Decision making lessons from a pandemic

Custom Workshops

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

The content would be customized using the following modules:

Decision objectives
Gut feelings & intuition
Learning from experience
Self-delusion & biases

Statistical reasoning
Uncertainty & randomness
Creativity & problem solving
Persuasion & negotiation

Cooperation & teams
Behavioral change
Ethics & fairness
Applications & advice

Q&A on Decisions

Open Q&A session on decision making and behavioral issues (90 minutes).

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.

