Decisions make or break you.

Strategic & Creative Decision Making

Scientific strategies and methods to reduce errors and increase insights of decision makers and organizations
Benefits for Decision Makers

Inspiration, satisfaction and comfort in decisions thanks to…
...refining intuition by knowing when to trust and doubt it
...avoiding mistakes by spotting and evading hidden traps
...learning correct and actionable insights from experience
...managing uncertainty by generating and testing new ideas
...gaining control over own decisions by regulating objectives
...improving negotiation skills and outcomes through creativity
...assessing and mitigating risks by enhancing statistical literacy
...predicting and influencing other people’s decisions and behavior

Benefits for Organizations

Sustaining growth by reducing mistakes and increasing insights
Building resilience to unexpected crises by adapting to uncertainty
Solving problems and reducing costs by harnessing wisdom of crowds
Improving customer and employee satisfaction through behavior design
Setting up incentive schemes for opportunity generation and recognition
Achieving and maintaining a cooperative and creative work environment

Those Who Benefited

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

Accenture  Finansbank  ING  TBWA
Amazon  GAP  Is Bank  Turkish Airlines
AXA  Geberit  Marks & Spencer  Vestel
BBVA  Goldman Sachs  Microsoft  Wayfair
EY  Google  Oxfam  WPP
Fibabank  Grant Thornton  Pfizer  Yargıcı

“Thought provoking event with a talented speaker: crisp and structured delivery with takeaways easy to remember”
“Very much enjoyed this event! Emre is very knowledgeable and is able to convey information in a very entertaining way!”
“Thanks for the wonderful session today. Absolutely inspiring.”
“Thank you for great sessions, I really use some of the big ideas to challenge the choice I make.”
“Your class was the best class I had during my entire year at INSEAD.”
**Services**

**TALKS & WEBINARS**
Engaging and entertaining customized sessions, revealing what can go wrong in important decisions and offering viable solutions in under 1 hour.

**WORKSHOPS & MASTERCLASSES**
Interactive training sessions that improve individual and team decisions in customized ways, allowing all participants access to Decinery®.

**PROJECTS**
SOYER® Decision Advisory brings its proprietary methods (listed below) to solve a wide range of behavior and decision related issues, ensuring their effective and sustainable application in relevant departments.

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**Products**

**DECINERY®**
Exclusive app for SOYER® Decision Advisory clients for refining decisions, where users are able to communicate with other managers around the world who face similar decision problems.

**BOOK**
A comprehensive guide that distills scientific insights and real events for exposing and evading the deceptions of experience to achieve a wiser intuition and improve decision outcomes.

**CASES**
Scenarios and simulations that provide first hand reliable experience, allowing decision makers to reduce their errors and increase their insights in real decision situations.

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**Methods**

**SENATE OF MANAGERS®**
A unique forum designed to optimize the decision effectiveness, problem solving prowess, cooperation and creativity of mid-high management.

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

**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.
Dr. Emre Soyer

Dr. Soyer 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 and his team have been…
…working with companies and managers in a variety of sectors.
…creating and managing social enterprises.
…providing talks, courses, modules and sessions in the graduate, executive and alumni programs of renowned business schools, including…

INSEAD | CASS BUSINESS SCHOOL | HARVARD BUSINESS SCHOOL
SDA Bocconi School of Management | ESSEC BUSINESS SCHOOL | TUM TECHNISCHE UNIVERSITÄT MÜNCHEN
University of St. Gallen | EDHEC BUSINESS SCHOOL

…writing for decision makers in popular magazines.


…publishing research on experience, uncertainty and decision making.

NEUROECONOMICS, JUDGMENT AND DECISION MAKING | Journal of Applied Research in Memory and Cognition | Review of Marketing Research | JOURNAL OF BUSINESS RESEARCH | AMS REVIEW

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