

Decisions make or break us.

Strategic & Creative Decision Making

Scientific strategies and methods to reduce errors and increase insights of decision makers and organizations



SOYER[®]
DECISION ADVISORY

www.emresoyer.com
info@emresoyer.com

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

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

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

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

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

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

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.

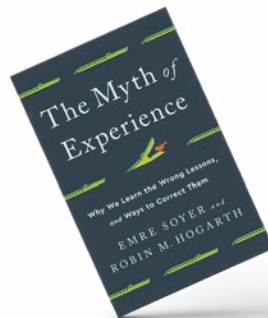
Products

DECINERY®



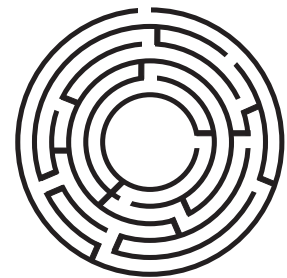
Exclusive app for SOYER® Decision Advisory clients for refining decisions, where users are able to communicate with other managers around the world who face similar decision problems.

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.

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 proficiency 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...



HARVARD
BUSINESS SCHOOL

SDA Bocconi
School of Management

ESSEC
BUSINESS SCHOOL

TUM TECHNISCHE
UNIVERSITÄT
MÜNCHEN



University of St. Gallen

EDHEC
BUSINESS SCHOOL



ÖZYEĞİN
UNIVERSITY

upf. Universitat
Pompeu Fabra
Barcelona



...writing for decision makers in popular magazines.



MIT Sloan
Management Review

Psychology Today

HUFFPOST

...publishing research on experience, uncertainty and decision making.

Journal of
Experimental
Psychology:
General

Journal of Experimental Psychology:
**Learning, Memory,
and Cognition**

Cognitive
Psychology

International Journal of forecasting

Current Directions in
Psychological
SCIENCE

İKTİSADİ
DURANİŞSAL
YAKLAŞIMLAR

NEUROECONOMICS,
JUDGMENT, AND
DECISION MAKING

JMB
Journal of Marketing Behavior

Journal of
Applied Research in
Memory and Cognition

Review of
Marketing Research

JOURNAL OF
BUSINESS
RESEARCH

AMS
REVIEW



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