

COURSE NAME	Healthy & Happy Life Seminar (SMYS01)
BENEFIT TO PARTICIPANT	Makes one get introduced with stress, worry, anxiety and anger management. Creates awareness for all and shows practical ways of handling stress, worry and anxiety to live a healthy and a happy life for the short and long run. Provides peace, serenity, correct reasoning; leading to life-long satisfaction from life.
CONTENT	1) Stress, Worry, Anxiety Management <ul style="list-style-type: none"> • What It is • How It works • 3 practical ways to tackle 2) Introduction to Anger Management <ul style="list-style-type: none"> • What is anger • Anger is multi-faceted • 3 basic ways of dealing with anger • 3 types of responses to anger triggers • 10 distinctive characteristics of people with anger problems • Healthy vs. unhealthy anger • Consequences of unhealthy anger 3) Short film show
AUDIENCE & # OF PARTICIPANT	Age: 18+ & Max. 30
METHOD	<ul style="list-style-type: none"> • Conference • Demos by trainer • Music • Short film show • Q/A • Live on Zoom or in-classroom
LANGUAGE	Turkish and English
DURATION	1 hour & 15 min.
PREREQUISITE	None

COURSE NAME	Healthy & Happy Life Seminar (SMYS02)
BENEFIT TO PARTICIPANT	Teaches how to manage anger, basic calming techniques and creates awareness about dysfunctional thinking and teaches how to adjust it to live a healthy and a happy life for the short and long run. Provides peace, serenity, correct reasoning; leading to life-long satisfaction from life.
CONTENT	1) Anger Management <ul style="list-style-type: none"> • Destructive anger and healthy anger and their differences • Short film show • Recognizing anger • How to manage anger? • Anger management techniques • Practical calming suggestions • Music 2) Dysfunctional Thoughts <ul style="list-style-type: none"> • What is dysfunctional thinking • Dysfunctional thoughts • Personality types and dysfunctional thoughts • Adjusting dysfunctional thoughts • Restructuring of dysfunctional thoughts • Working with a dysfunctional thought
AUDIENCE & # OF PARTICIPANT	Age: 18+ & Max. 30
METHOD	<ul style="list-style-type: none"> • Conference • Short film show • Music • Q/A • Live on Zoom or in-classroom
LANGUAGE	Turkish and English
DURATION	2 hours
PREREQUISITE	Having participated to AMT01

COURSE NAME	Healthy & Happy Life Seminar (SMYS03)
BENEFIT TO PARTICIPANT	Teaches how one needs to communicate assertively to communicate what she/he wants to communicate. Shows by examples and secures to live a healthy and a happy life for the short and long run. Provides peace, serenity, correct reasoning; leading to life-long satisfaction from life.
CONTENT	Assertive Communication <ul style="list-style-type: none"> • Three basic types of communication • Assertive communication • Agressive communication • Passive communication • Principles of assertive communication • Rights to self-expression • A comment on the idea that making mistakes is "shameful" • Confronting the barriers to self-expression • Example of a healthy communication process • Dealing with criticism • Approaches to dealing with criticism by expressing yourself • Saying no and sharing negative emotions • A guide to developing self-expression skills • Self-expression practices • Homework
AUDIENCE & # OF PARTICIPANT	Age: 18+ & Max. 30
METHOD	<ul style="list-style-type: none"> • Conference • Music • Q/A • Live on Zoom or in-classroom
LANGUAGE	Turkish and English
DURATION	2 hours
PREREQUISITE	Having participated to AMT01 & AMT02

COURSE NAME	Blue Ocean SPRINT with AI Navigator
DESCRIPTION	<p>It is an on-line on demand course. The access to it is valid for one year, so one can go through the content at her/his own pace. It's a fully self-paced, on-demand learning program.</p> <p>YOU CAN: Kickstart Your Growth, Break Free from Competition, and Redefine Your Market to Seize New Opportunities. Leverage the new AI Navigator, your superpowered Blue Ocean-trained partner in strategy and put it to work for your business.</p> <p>AI Navigator is different: built by Blue Ocean Strategy experts, it walks you through the systematic process and helps you arrive at output choices you can act on. Real progress in a fraction of the time.</p>
KEY BENEFITS	<p>Shift in Mindset</p> <p>You'll learn how to shift your mindset from focusing on the competition to creation. Learn to see new opportunities where others see only red oceans of declining profits and growth.</p> <p>Break from the Competition</p> <p>You'll clearly see where you are today and learn how to redefine market boundaries, breaking free from the limitations of competition. Instead of trying to be better than your competitors, you learn how to be different.</p> <p>Focus on Value Innovation</p> <p>You'll embrace the foundations of blue ocean strategy: value innovation - the simultaneous pursuit of differentiation and low cost, resulting in a leap in value for both you and your customers.</p>

	<p>Create New Demand</p> <p>You'll learn the tools and frameworks to identify noncustomers and explore how to turn them into your customers. By focusing on noncustomers instead of battling competitors, you create new demand.</p> <p>Identify Uncontested Market Space</p> <p>You'll learn how to seize new growth opportunities by following a systematic process with tools for new market creation. Get a roadmap to implement a strategic direction for your organization that delivers innovative solution and leave the competition behind.</p> <p>Gain a Strategic Partner - Learn and Apply with the AI Navigator</p> <p>This AI-powered companion, trained by Blue Ocean experts, combines the power of blue ocean strategy with the vast knowledge of AI, giving you the best of both worlds – a proven methodology, and application to your business.</p>
AUDIENCE	The course is designed for busy but ambitious leaders ready to learn, act, and drive real change in their organizations and careers. Managers, Executives, Business Owners, Entrepreneurs, Consultants will benefit the most.
METHOD	On-line, self-paced.
LANGUAGE	English
PREREQUISITE	It is advised to read the books "Blue Ocean Strategy" and "Blue Ocean Shift Beyond Competing" by the Authors Renee Mauborgne and W. Chan Kim