

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	• Stress, Worry, Anxiety Management • What It is • How It works • 3 practical ways to handle • Introduction to Anger Management • What is anger • Consequences of unmanaged anger • Anger awareness
AUDIENCE & # OF PARTICIPANT	Age: 18+ & Max. 30
METHOD	• Conference • Demos by trainer • Music • Short film show – Stoic approach to anger management • 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 how to adjust 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	Anger Management • Anger description • Ways of dealing with anger • Types of responses to anger triggers • Characteristics of people with anger problems • Destructive anger versus healthy anger • Short film show – Destructive Anger • Recognizing anger • Anger management techniques • Practical calming suggestions • Music • Short film show – Healthy Anger
AUDIENCE & # OF PARTICIPANT	Age: 18+ & Max. 30
METHOD	• Conference • Short film show • Music • Q/A • Live on Zoom or in-classroom
LANGUAGE	Turkish & English
DURATION	2 hours
PREREQUISITE	Having participated to SMYS01

COURSE NAME	Healthy & Happy Life Seminar (SMYS03)
BENEFIT TO PARTICIPANT	Teaches dysfunctional thinking & how to adjust it to live a healthy and a happy life for the short and long run. Teaches how one needs to communicate assertively. 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	• What is dysfunctional thinking (dt) and categories of dt • Personality types and dt • Adjusting dt • Restructuring of dt • Working with a dt • Types of communication • Empathy and Empathic communication • Assertive communication • Barriers to self-expression • Example of a healthy communication • Handling criticism and how to say “No” • Practices
AUDIENCE & # OF PARTICIPANT	Age: 18+ & Max. 30
METHOD	• Conference • Music • Q/A • Live on Zoom or in-classroom
LANGUAGE	Turkish and English
DURATION	2,5 hours
PREREQUISITE	Having participated to SMYS01 & SMYS02

COURSE NAME	Blue Ocean SPRINT with AI Navigator
DESCRIPTION	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. 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. 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.
KEY BENEFITS	Shift in Mindset 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. Break from the Competition 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. Focus on Value Innovation 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.

	Create New Demand 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. Identify Uncontested Market Space 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. Gain a Strategic Partner - Learn and Apply with the AI Navigator 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.
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

TRAINING NAME	BENEFIT TO THE PARTICIPANT	AUDIENCE	NUMBER OF PARTICIPANTS	METHODS	# OF DAYS	PREREQUISITE
EFFECTIVE SALES SKILLS (ESS)	It creates a common language. On the basis of the best level of time utilization and establishing a long-term customer relationship, it enables the salesperson to receive a purchase/order promise from the customer. It was developed with the help of Harvard University psychoanalyst Prof. B.F. Skinner. Years of pharmaceutical sales experience have been successfully combined with the teachings of human behavior.	Salespeople and Regional Managers in separate sessions.	6-12	Interactive session, placement test, social style test, role play, practice with written and oral exercises.	2.5	Have worked in sales or marketing positions.
EFFECTIVE SALES SKILLS TRACKING (ESST)	It reminds and reinforces the teachings of ESS Training. It is implemented together with the Regional Managers and is preceded by a 2-hour coaching session with the RM online. It improves RM's coaching skills.	Salespeople and Regional Managers (Coach) together.	6-12	Interactive session, role-playing, practice with written and oral exercises.	1	Have worked in sales or marketing positions. To have received ESS and ESL training (for RM only).
EFFECTIVE PERSUASION & COMMUNICATION SKILLS (EPC)	It creates a common language. It was created with the aim of increasing the success rate of the results to be obtained in every communication and persuasion position. This persuasion position can be related to a service, a project, or an idea. It applies to every professional group and company function. It has been developed by	Everyone	6-12	Interactive session, placement test, social style test, role play, practice with written and oral exercises.	2.5	None

TRAINING NAME	BENEFIT TO THE PARTICIPANT	AUDIENCE	NUMBER OF PARTICIPANTS	METHODS	# OF DAYS	PREREQUISITE
	making use of ESS training.					
EFFECTIVE TIME MANAGEMENT (ETM)	Solves the time problem by focusing on 2 strategies: At reasonable time intervals; It teaches to effectively plan the activities necessary to achieve the goals and to use efficiency and time-saving techniques while performing the targeted activities. Thus, it teaches to manage oneself, not time.	Salespeople and Regional Managers in separate sessions.	6-12	Interactive session, time use test, practice with written and oral exercises.	1	Have worked in sales or marketing positions. To have received ESS training.
EFFECTIVE SALES LEADER (ESL)	It enables sales managers to acquire situational leadership skills and become effective leaders. It reduces the turnover rate of its employees and ensures the creation of a happy working environment and team. It is carried out under the following headings: • Leadself Test • Situational Leadership and Styles • Performance Change Analysis • Feedback, Reinforcement, Sanction • Principles of the Nature of Behavior • Role Play	Experienced or inexperienced Regional Managers/ Sales Managers.	8-12	Interactive session, practice and role play with written and oral exercises.	3	To have completed ESS training.