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| COURSE NAME | Anger Management Training for Healthy & Happy Life (AMT01) |
| 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 |

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| COURSE NAME | Anger Management Training for Healthy & Happy Life (AMT02) |
| 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 |

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| COURSE NAME | Anger Management Training for Healthy & Happy Life (AMT03) |
| 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 |

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| COURSE NAME | Value Creation Workshop Based on Blue Ocean Strategy (VCW) |
| BENEFIT TO PARTICIPANT | <p>Teaches a Value Creation Strategy.</p> <p>Enables creation of high value products and services to end users at optimum cost (cost minimization) that make competition irrelevant without disruption.</p> <p>It is advised to Integrate resulting action plans into company strategic plan, which runs on a database.</p> |
| CONTENT | <p>Value Creation Workshop Based on Blue Ocean Strategy</p> <p><i>Prerequisite: A company strategic plan must be in place and must have been communicated to participants.</i></p> <p>Part 1: In-company Preparation (1 month before VCW starts)</p> <ul style="list-style-type: none"> • Presentation of the process to MT • Readings • Data collection: <ol style="list-style-type: none"> 1. Country-specific economic situation and projections 2. Industrial trends 3. Customer consumption habits, trends 4. Customer needs analysis 5. Departmental SWOTs 6. Company competency analysis <p>Part 2: VCW execution with management team</p> <ol style="list-style-type: none"> 1. In-house classroom workshop 2. Results consolidation – Blue Oceanic product and service ideas <p>Part 3: VCW execution with line management and selected group of experts from each function</p> <ol style="list-style-type: none"> 1. In-house classroom workshop 3. Results consolidation - Blue Oceanic product and service ideas |

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| | <p>Part 4: Company-wide results consolidation with MT - Blue Oceanic products and services ideas</p> <p>Part 5: Establishing strategy curves and canvas and checking Blue Oceanic product and service ideas with sample group of customer groups</p> <p>Part 6: Finalization of Blue Oceanic products and services by MT</p> <p>Part 7: Integrating action plans of Blue Oceanic products and services into company strategic plan database</p> |
| AUDIENCE & # OF PARTICIPANT | In-company Experts, Line Managers, Top Managers, MT |
| METHOD | <ul style="list-style-type: none"> • Workshop • in-classroom • Part 2, 3 and 5 are run by 2 Trainers |
| LANGUAGE | Turkish and English |
| DURATION | Trainers are present at part 1, 2, 3, 5 on-site. On-site trainings last 6 days |
| PREREQUISITE | Participants should have worked in the same company for at least 6 to 12 months. |

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| COURSE NAME | Effective Management for Large Accounts (EMLA) |
| BENEFIT TO PARTICIPANT | In difficult market conditions created by a competitive environment; successful large accounts strategies result in development of long-term mutually respectful customer relationships and extraction of a result-oriented key large account plan supported by an action plan, especially in sales environments with influencers and decision makers in different roles in the sales process. This program enables large accounts sales people to manage their customer relations effectively and productively. |
| CONTENT | Effective Management for Large Accounts <ul style="list-style-type: none"> • Personal & organizational needs teachings • Needs quest and summary • Needs & Relations Table • Tactical questioning • Arriving at synthesis and solutions • Developing sales opportunities • Complimentary communication techniques • Account strategic plan process • Table of Factors Affecting Sales • Transferring factors into Account Strategic Management Table and deriving an Effective Account Management Strategy • Deriving Effective Account Management Plan • Tracking Effective Account Management Plan on a database |
| AUDIENCE & # OF PARTICIPANT | SM, RSM, DM, SR with large accounts, Max. 16 |
| METHOD | <ul style="list-style-type: none"> • Conference • Exercise • Q/A • Account Strategic Plan Presentation • Live on Zoom or in-classroom |
| LANGUAGE | Turkish and English |

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| DURATION | 2 days |
| PREREQUISITE | To have completed selling skills training and having worked with large accounts for 6 months |

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| COURSE NAME | Monetary Resilience Training (MRT) |
| BENEFIT TO PARTICIPANT | <ul style="list-style-type: none"> • It allows you to balance income and expenses in your family or business and stretch your feet according to your quilt. • It is easy to use, adaptable to the person or business. • It allows you to take precautions by showing the period in advance when you may encounter a monetary deficit. • It provides guidance on how you can achieve monetary balance. • It shows you how you can best protect or increase the value of your assets. • It supports you to lead a healthy and happy life. |
| CONTENT | <ul style="list-style-type: none"> • What is an income and expense account • What is an income and expense statement (IES) • Entering data into the IES • Interpretation of the IES • Protecting and/or increasing the value of assets |
| AUDIENCE & # OF PARTICIPANT | Anyone aged 18+ |
| METHOD | Via Zoom, live |
| DURATION | 2 hours |
| PREREQUISITE | Basic knowledge of MSExcel |