

U Y
COACHING ACADEMY



CY Coaching Academy; is one of the sub-brands of CY Corporate Consultancy, FZ-LLC company. As our academy, we proudly present you our catalog for you to review corporate training, consultancy and coaching services. We thank you for your interest and look forward to working with you and creating benefits.

CY CORPORATE CONSULTANCY, FZ-LLC FAMILY



OUR GOAL

Our primary goal is to contribute to the creation of institutions that maximize employee potential within ethical frameworks, are prone to development and innovation, have increased problem-solving skills, are flexible and can produce successful results, and accompany them on their journey.

OUR VALUES

- Sincere, honest communication based on trust, in line with confidentiality principles
- Continuous improvement
- Easy applicability
- Working with customers for results-oriented solutions
- Considering customer priorities
- Quality service
- Equality

OUR ACCEPTANCES

- Every human being is inherently good
- If one person can do it, anyone can do it
- Our motto is not "I must"; "If it is my priority, if I have the aptitude, if I put in enough effort, if it is within my sphere of influence, I can learn to do that thing."
- In the light of the values of the employees and the company, effective and sincere communication within the institution is the backbone of the culture and success of the institution.
- There is no bad, there is potential room for improvement. There is no mistake, there is experience.
- Increasing your potential and performance depends on knowing yourself.
- The solution lies in revising all existing positive and negative factors.
- Human is an adaptable being.

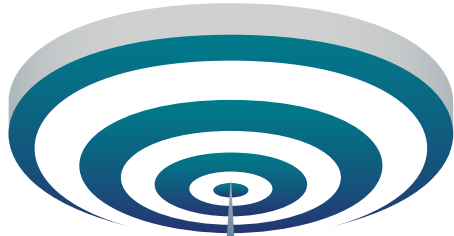
WHO ARE WE? (MISSION)

By designing and implementing processes that reveal potential, increase motivation and develop skills for institutions and all individuals who make up the institution, accompanied by the analysis-training-coaching chain; System applications that can support the institution in achieving its goals in the light of increasing internal communication are our expertise, which we, as CY Corporate Trainings, FZCO, undertake and carry out with pride and pleasure.





OUR SYSTEM



FINAL

FINAL:

- Inventory application
- Individual inventory assessment reports
- Analysis of data
- Feedback final report

COACHING

CAREER COACHING:

- Establishing a relationship of trust
- Awareness
- Determining action
- Practice assignments
- Follow-up
- Feedback and progress report

TEAM COACHING:

- Group interview analysis phase
- Awareness
- Determining action
- Practice assignments
- Follow-up
- Feedback and progress report

EXECUTIVE COACHING:

- Group interview analysis phase
- Awareness
- Determining action
- Practice assignments
- Follow-up
- Feedback and development report

EDUCATION

EĞİTİM:

- Transfer of information
- Awareness
- Skill development
- Various learning models such as case study, game, application etc.

ANALYSIS

OBSERVATION:

- In-house experience
- Contact with people within the organization
- In-house individual evaluation

ANALYSIS:

- Determination of corporate culture
- Getting feedback
- Collection of existing data
- Analysis of data

PERSONALITY TEST:

- Test application
- Individual test evaluation reports
- Individual test evaluation interviews
- Analysis of data
- Feedback initial report



CA
COACHING ACADEMY



► OUR SERVICES

All of our services can be carried out as face-to-face and/or online services, depending on today's conditions and intense work tempo. This brings freedom to the parties regarding time, space and budget. The basis of our services is based on mutual planning with the institutions we will provide. Planning can be mutually arranged in accordance with the work schedule of the institutions, taking into account the processes in which the services can be effective.



Corporate Consultancy

1. ANALYSIS





ANALYSIS

The first part of our corporate study methodology is the analysis phase. After the observations to be made within the determined time period as a team to determine the culture of the corporate formation in question, meetings are organized with the management authorities and the topics related to complaints, demands and expectations are determined.

Communication is established with the personnel to be selected in line with these headings. After listing the feedback and expectations of the management and employees, the next stage is due diligence.

Various personality inventories are applied to the required number of corporate individuals for due diligence. The results of the application are reported and communicated to the institution and the applied employees. In addition, all data collected and evaluated within our company are examined together with the inventory results, and an initial report is prepared and presented to the relevant corporate entity.

Analysis studies are concluded with a road map and a solution package proposal on what path to follow in order to reach the targeted point in line with the data obtained from the institution. Solution suggestions are a mix of training modules and coaching meetings shaped according to needs and demands.





Corporate Consultancy

2. TRAININGS





INSTITUTIONALIZATION

Thanks to institutionalization, businesses are ensured to be sustainable. In order to improve the activities of businesses and achieve a healthy structure, it is necessary to move towards institutionalization. The purpose of institutionalization is to ensure that institutions and businesses can carry out their activities without being dependent on managers or personnel.

Institutionalization eliminates uncertainty, increases efficiency, ensures professionalization and transparency. Institutionalization is mandatory for businesses to develop, have a long life and be passed on from generation to generation. Lack of institutionalization causes companies to expire after the second generation.

Realizing institutionalization with a correct and effective approach is perhaps one of the most painful processes. Companies can achieve higher efficiency in terms of institutionalization and results thanks to a more conscious and planned progress.

EDUCATIONAL CONTENT:

- Corporate values
- Corporate identity
- Corporate Image
- Corporate reputation
- Corporate culture
- Institutional adaptation
- Institutionalization
- Mergers and contractions

WHO SHOULD PARTICIPATE?

- All institutions progressing towards institutionalization





NEW GENERATION LEADERSHIP



Today, especially large-scale companies are increasingly benefiting from leadership training in manager and management skills development programs, success planning, career consultancy. Because individual work and success are replaced by strong and efficient teams. As a team leader, the Manager also needs certain skills to keep his finger on the pulse of the team. The success of institutions is now measured by the success of their teams.

EDUCATIONAL CONTENT

- Leadership-management-entrepreneurship
- Values in corporate life
- Reference table
- Situational leadership
- 5d leadership
- 24 leadership approaches
- Administrator errors
- Leadership wheel
- Manager decision table
- Tribal leadership
- Motivation
- Leadership by generations

WHO SHOULD PARTICIPATE?

- Those who want to advance and rise in their field
- Those who want to become team leaders and strengthen team relationships
- Entrepreneurs
- Those who currently work at management level and want to improve their leadership skills
- Those who want to increase their persuasive skills
- Those who want to drag the masses along





TEAM DYNAMICS DEVELOPMENT & MANAGEMENT

In every period and area of life, when one person is not enough, groups are formed and teams are formed in the most natural way. The formation of business life actually comes from this need. Issues such as the selection of team members, the method of bringing them together, and division of labor are issues that need to be taken into consideration in order to establish the right team. Correct management of teams is essential for efficiency. The team needs up-to-date skills to be sustainable and achieve its targeted success. Experiences from these new approaches are in high demand. Because the success of institutions is now measured by the success of their teams.

EDUCATIONAL CONTENT

- Differences between group and team
- Team formation processes
- Team formation and task distribution
- Observation
- Evaluation of the team
- Dream team
- 5 dysfunctions in teams and their solutions
- For a good team
- Reasons for waste in teams
- Happiness in the team
- Change process in teams

WHO SHOULD PARTICIPATE?

- Those who want to increase their skills to lead teams
- Those assigned to select team members
- Company managers who want to increase the success of their teams
- Those who have difficulty adapting to the team





EMPATHIC COMMUNICATION



In this training, based on Marshall Rosenberg's Nonviolent Communication method, it is aimed to understand our own and the other person's feelings and needs, and at the same time, to make our communication effective by adopting the differences between observation and interpretation and the differences between request and demand. As a result, participants have practical and ready-to-use tools in communication issues and can produce alternative solutions in daily relationships.

EDUCATIONAL CONTENT:

- Ineffective communication styles
- Listening skills
- 4 steps in communication: observation, feeling, need and demand
- Distinguishing between observation and interpretation
- Understanding one's own feelings and needs
- Distinguish between need and solution
- Understanding the difference between a request and a demand
- Ability to slow down reactions
- Responding instead of reacting
- The importance of empathy

WHO SHOULD PARTICIPATE?

- Those who want to contribute to their personal development
- Those who want to improve their communication skills
- Those who want to improve their self-expression
- Those who want to improve their listening and empathy skills
- Those who want to switch from reacting to thinking.
- Leaders, team members
- Sales area employees





EFFECTIVE COMMUNICATION

Communication is a basic life skill that arises from a person's need to express himself and understand the other person. Being able to communicate effectively in daily life or business life is essential for our success. Good communication is the basis of good human relations. When communication is difficult, individuals will undoubtedly encounter difficulties in all areas of life.

EDUCATIONAL CONTENT:

- What is communication
- Ground-phenomenon
- Values
- Perception-point of view
- Emotion-thought-behavior chain
- Equalities of the mind
- Emotional bank account
- Types of communication
- Representation systems
- Adaptation
- Malleability
- Things to consider in effective communication
- Effective communication skills
- Basics of communication
- Keys to effective communication
- Being a good listener
- 5 most effective methods
- Communication blockers
- Errors made in communication
- Hypnotic language patterns
- Internal communication
- Benefits of effective communication to the organization

WHO SHOULD PARTICIPATE?

- Those who want to contribute to their personal development
- Those who want to improve their communication skills
- Those who want to improve their self-expression
- Those who want to improve their listening and empathy skills
- Those who want to switch from reacting to thinking.
- Leaders, team members
- Sales area employees





TIME MANAGEMENT



Time; It is defined as the time that has passed, will pass and is passing through a job. Time is a concept that we experience every day and every moment. However, it is a concept that we do not focus our thoughts on much. The only thing that people in the world have equally from past to present is the concept of time. Time refers to an uncontrolled, uninterrupted process in which events pass from past to present. One of the most important problems of the age we live in is the concept of time. In our age, the problem experienced by individuals in almost every society is lack of time. Especially those who live a professional lifestyle have to do many jobs in a limited time.

The situation of individuals not being able to do the specified tasks within a limited period of time has pushed individuals to evaluate their time. Therefore, the issue of time management has emerged. This issue is considered one of the most important issues among personal development issues.

To be successful in all areas of life, it is necessary to know the value of time and use it efficiently. Time management is the process of organizing and planning how to allocate one's time among specific activities. It is very important to manage time well, because this way you can get more done in less time. Not being able to use time correctly harms the activity and causes stress. Time management is managing time effectively and allocating the right time to the right activity. It also includes ranking the activities to be done according to their importance and carrying out each of them within certain time periods.



EDUCATIONAL CONTENT:

- What are Time Traps?
- Time Management and Its Importance
- Time Planning
- Prioritization and Planning
- Decision Making and Delegating Authority
- Eliminating Interruptions
- Ways to get rid of the habit of procrastination
- Fundamentals of effective time management
- Actions to protect what exists / move forward
- Plan suitable for learning styles and multiple intelligences
- Time planning with the Walt Disney method
- Daily, weekly and monthly programs
- Relief from burnout syndrome
- Focus
- Cycle of self-handicapping
- From adaptation to mobility
- STOP application
- Formula of motivation
- Effective time management techniques



WHO SHOULD PARTICIPATE?

- Field experts interested in personal development
- Managers of companies
- Team leaders
- Managers working in the human resources department
- Process managers
- Those who want to take a step towards positive developments in their business and private life
- Those who have the habit of procrastinating
- Those who want to use their time more effectively
- Students who have difficulty complying with the study schedule





DEVELOPING NEGOTIATION TECHNIQUES



Negotiation is one of the indispensable issues at every stage of our lives. Negotiation techniques, which are frequently needed especially in business life, are actually one of the most powerful tools that facilitate common life. Productivity increases in environments where it is possible to win together and grow together. While organizations want to retain talent, they also need to manage conflicts. In this period when competition is increasing and the whole world is turning into a single market place, institutions are again turning to negotiation techniques to protect their interests. It should be remembered that it is people with high awareness who make the difference.

EDUCATIONAL CONTENT:

- Is negotiation an art?
- Negotiation and its purpose
- Preparation before negotiation
- Let's notice the alternatives and alternatives
- Effective negotiation strategies
- Understanding the needs of difficult people and using the right approaches
- Key characteristics of successful negotiators
- The place of persuasion in negotiation

WHO SHOULD PARTICIPATE?

- Those who need negotiation in their lives
- Those who want to be a successful negotiator because of their profession
- People in managerial positions, decision makers
- Those working in functions such as sales and purchasing





PRESENTATION SKILLS

Educational content

- Educational content
- Presentation Management
- Professional Presentation Management
- Successful Presentation Methods
- Determining Goals and Preparing Content in Presentations
- Presentation Time Management and Pre-Training Preparations
- Selection and Preparation of the Environment Suitable for the Presentation Structure
- Seating Arrangement at the Presentation
- Using Presentation Materials at the Right Place and Time
- Presentation Needs Analysis Applications

Preparation of Training Presentations

- Preparation of Training Presentations and Effective Presentation
- Planning the Presentation Flow
- Determination of Presentation Materials
- Successful Presentation Preparation Techniques
- Using the scene
- Creating Interaction by Taking and Answering Questions in the Presentation and Asking Questions
- Preparation of Training Booklet
- Planning of Educational Games, Applications and Examples
- Test Use and Application Studies in Education
- Dealing with Difficult People in Presentations, Receiving and Calming Criticism and Anger Attitudes
- Techniques for Measuring and Evaluating Training Results

Basic Features of the Server

- Identity and role of the server
- Effective use of body language
- Improving communication skills
- Methods that ensure participation and increase interest
- Self-confidence and calmness
- Keeping interest alive

Workshops

Each participant prepares a presentation on a topic, and the presentation is watched and evaluated with video recording.

Who Should Participate?

- Those who are required to provide in-company training according to their job description
- Those who need to make presentations frequently
- Those who want to be an effective speaker
- Those who want to transfer their knowledge to the masses by providing training
- Those who want to be a good leader



SUSTAINABILITY



Generally, businesses have a short-term economic understanding. It becomes clear, albeit late, that such an understanding is unsustainable. Businesses that ignore the environmental or social impacts of the strategies developed while trying to achieve financial goals may experience serious problems. However, it is necessary to create an effective corporate sustainability policy.

How Should You Create a Corporate Sustainability Policy?

There are various steps you need to take to create a corporate sustainability policy. Therefore, environmental, social and economic issues need to be evaluated together.

The social aspect of sustainability relates to the impact on people, including employees, customers and local communities. A socially sustainable company takes into account equal opportunity, human rights and ethical labor. Another important social sustainability is to ensure that everyone in the supply chain is provided with a fair wage and a safe working environment.

Economic sustainability aims to ensure economic growth in a way that does not cause negative cultural, social and environmental impacts. This reduces the use of limited resources within the company while maintaining transparency to the public. An effective economic strategy reduces environmental footprints. In addition, it also increases company revenues.



The Importance of Sustainability in Terms of Corporate Company Policy

Corporate sustainability is related to all activities, business processes and operations of businesses.

Sustainable Economic System

It is aimed to establish a balance between the profits obtained through a sustainable economic system and ethical values.

Social Sustainability Projects

Another important area of sustainability is social issues. This issue is mostly about stakeholders getting social support. A society-centered production approach is adopted.

As CY Corporate Trainings FZCO and CY Coaching Academy, we are happy to share our expertise in social sustainability with you.

EDUCATIONAL CONTENT:

- Effective communication
- Coach-like leadership
- In-house mentoring
- Negotiation techniques
- Conflict management
- Feedback techniques

WHO SHOULD PARTICIPATE?

- All institutions that want to receive corporate training and make it permanent





FEEDBACK



Feedback, which can be expressed as the effect of the shares on the recipients, is very important for the positive progress of institutions and organizations.

The feedback culture, which should be adopted from upper to lower levels, has a great contribution to the progress of all companies, production groups in these companies and micro-level employees, regardless of the sector in which they operate.

The positive trend in companies that have adopted a feedback culture affects each other. To put it more clearly, feedback culture ensures a healthy working climate by primarily increasing employee loyalty. In this way, productivity increases and this positive atmosphere allows innovative work to be carried out, increasing the company's ability to compete with its competitors in the market. Apart from all these, companies become open to change, easily adapt to sectoral, national and international developments, and have the chance to improve and increase their profits by reducing their costs.

EDUCATIONAL CONTENT:

- What is feedback
- The importance of feedback
- Benefits of feedback
- Difference between feedback and judgment
- Prejudice
- Feedback techniques

WHO SHOULD PARTICIPATE?

- All departments in institutions experiencing communication problems
- Leaders
- Instructor etc. authority figures
- Parents





INTERNAL MENTORING

One of the biggest needs of organizations is to bring together experienced and inexperienced employees and thus ensure the transfer of "know how". Creating a corporate culture is not an easy task in business life, where accessing information is very easy but the value of experiences increases day by day. We clearly see that one of the facilitating methods for this issue is in-house mentoring practice. We can define this practice today as experiencing the master-apprentice relationship of the past at an institutional level. Let's remember David Clutterbuck's words: "A mentor is someone who reveals his own wisdom for the mentee to discover his own."

Educational content:

- What is mentoring and what is not?
- Competencies that mentors must have
- Who is the mentee? Characteristics of the mentee
- Things to consider when appointing a mentor and mentee
- Indispensable elements of the application
- Reverse mentoring work
- Contributions of mentoring to the mentor
- Effects of mentoring on mentees
- Permanent effects of in-house mentoring practice on the institution
- Reverse mentoring

Who should participate?

- Professionals who want to implement mentoring practices in the institution they work for
- Employees who want to take part in in-house work as mentors
- Mentees who want to get maximum benefit from the application
- Managers who want to create significant changes in corporate culture





CONFLICT MANAGEMENT



The concept of conflict management involves the process of identifying, understanding and resolving differences and disagreements between parties. This process increases cooperation and harmony between parties by achieving consensus on needs, values, and goals. Conflict management also plays an important role in resolution processes.

EDUCATIONAL CONTENT:

- What is conflict?
- Organizational conflict
- Conflict features
- Causes of conflict
- Personal reasons
- Organizational reasons
- Consequences of conflict
- Conflict types
- Approaches to conflict
- Conflict management strategies

WHO SHOULD PARTICIPATE?

- All parties who cannot obtain productive results from the conflict





STRESS MANAGEMENT

Stress, one of the most important problems of our time; While it can reduce the quality of life in many areas of our lives and harm our health, it also poses obstacles to finding possible solutions. Stress can affect people of all ages and walks of life. We cannot always avoid stress, but it is possible to keep stress under control. Being aware of useful approaches helps us handle stress correctly and manage it healthily.

EDUCATIONAL CONTENT:

- What is emotion?
- What is stress?
- How does stress manifest itself in the body?
- How can emotional control occur?
- What are the physical, neurological, psychological and emotional ways to relieve stress?
- How does positive thinking occur and what are its benefits?

WHO SHOULD PARTICIPATE?

- Those who work and live under intense stress
- Those who experience tantrums
- Those who have difficulty stopping reactions such as crying and laughing
- Those who cannot achieve what they want to achieve due to intense excitement and cannot reveal their true potential.
- Those who want to control their emotions
- Those who want to gain positive thinking habits
- Those who want to improve their empathy skills
- Those who want to understand themselves and others better





GOAL SETTING AND DECISION MAKING



Many of us dream of a good job, a nice house and a financially comfortable life. But other than these, we have so many dreams that the more we think about them, the more we get lost in them and cannot focus on life. The goal setting process is extremely important in order to get rid of this negative situation and come to a better place in our personal and professional lives. The goal setting process will help you determine where you are in life and move higher. If you know exactly what you want to achieve and where you want to go, you can plan your life more effectively and use your energy more economically. Our training, which aims to provide goal-oriented, follow-up and finalization competencies for success in business and private life, lasts one full day.

EDUCATIONAL CONTENT:

- Self-knowledge and awareness of what is really wanted
- Making the goal a clear vision
- Removing obstacles on the way to the goal
- Ways to work with pleasure
- Ways of motivation for long-term goals
- Purpose of life
- Techniques to help you achieve your goal
- Preventing burnout syndrome
- Individual and group decision making

WHO SHOULD PARTICIPATE?

- Those who cannot figure out what their goal is, are in a depressed mood, or feel empty.
- Those who have not been able to achieve results despite knowing their goal and going through various attempts,
- Employees can set the right goals in business life, use their time effectively and make an effective career plan.
- Leaders and trainers who want to get full efficiency from their teams and employees
- Employees can set the right goals in business life, use their time effectively and make an effective career plan.
- Students who want to have clear goals and efficient time management during the exam marathon...



PLANNING FOR CHANGE

Thanks to a well-prepared change, individuals' hope for success increases, and this is positively reflected in different areas of their lives. Change is inevitable, but planning and managing change is a skill that can be acquired. In this way, while we develop new positive habits, we also have the opportunity to get rid of our negative habits.

EDUCATIONAL CONTENT:

- What do I want to change?
- How can I change it?
- What is motivation?
- How do I get rid of procrastination?
- How do I plan for change?
- How do I make the change permanent?
- How to gain a new habit?
- How can I get rid of the old habit?

WHO SHOULD PARTICIPATE?

- Those who want to gain new habits
- Those who want to get rid of their old habits
- Those who want to bring order to their lives
- Those who have frequent procrastination habits





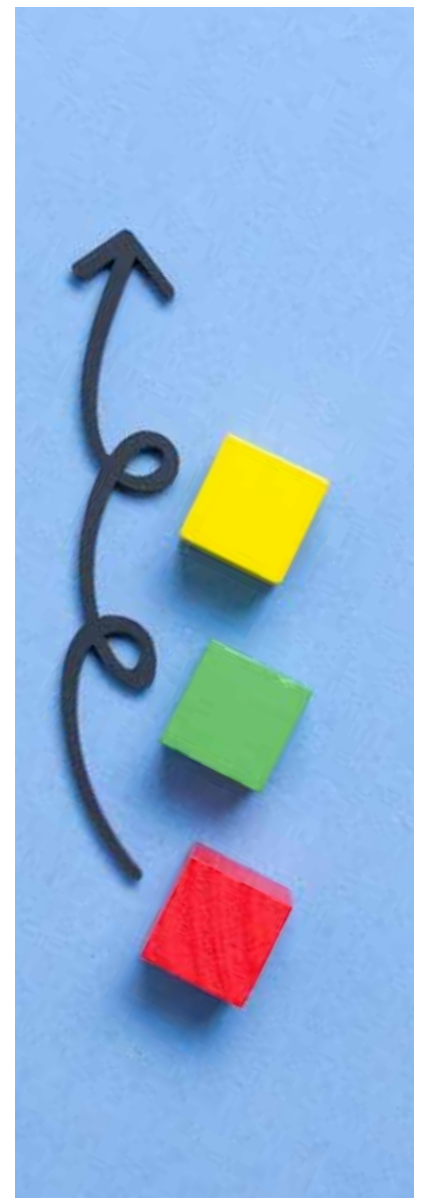
RESISTANCE MANAGEMENT



The biggest obstacle to change for both people and companies is habits. The effort required for these habits and changes makes people reluctant. Reluctance to adapt to new conditions or way of doing a job is defined as resistance to change.

In modern society, individuals and communities that respond positively to changes are valuable. Change is a process that is both desired and feared. There is no end to change. This infinity brings resistance. In daily life, resistance is sometimes used in good and sometimes bad meanings. It is the thing resisted, not the resistance itself, that gives this meaning. Even though change brings negativities, it is progress. The name of the downward trend is regression. Regression does not bring change. Adapting to change is a separate process.

Change is among the fundamental problems of all organizations, and organizations that do not change have no chance of survival. Therefore, organizations must realize change successfully. However, employees resist change for various reasons (economic, sociological, psychological and rational). Resistance to change prevents the effective and efficient use of organizational resources, leading to failure of change management. Therefore, for the success of change management, employees' resistance to change must first be eliminated. If organizational resistance is not eliminated in a short time; The organization is forced to spend most of its energy on the problems caused by resistance instead of organizational change. Thus, organizational change management may fail.



EDUCATIONAL CONTENT:

- What is change?
- What is resistance to change?
- Sources of resistance
- Causes of resistance
- Dimensions of resistor
- Resistance reduction techniques
- Education and communication, participation and support, bargaining and concessions, threat and pressure, manipulation and co-optation, planning and testing change, economic incentive measures and forecasting methods

WHO SHOULD PARTICIPATE?

- All institutions that are in the process of change and transformation





CREATIVE THINKING

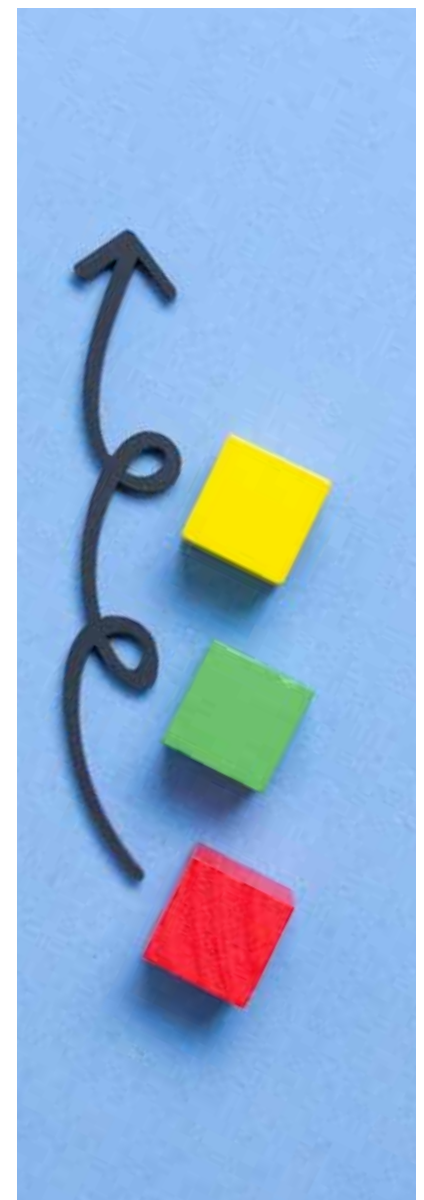


Our brain leads, directs and facilitates our actions and reactions. Research shows that brain resilience is affected by our daily habits, such as rest and recovery, emotional management, physical activity, socialization and nutrition. The human brain is the most advanced survival tool and that is why it is resilient. We reinforce or challenge this resistance with our automatic behaviors.

Generally, the words 'brain' and 'mind' are used in the same sense, but they are different concepts. The mind is our experience in the moment, while the brain continues to work in the background. Although the mind is at the forefront in this unity that works together but independently of each other, the brain constantly works to keep us safe.

The aim of this training is to emphasize the connection between the working mechanism between the brain and the mind, to increase performance and creativity by ensuring that the participants can use these two main players effectively and reflect them in their own work areas, and to recognize and transform automatic and unhelpful thought, behavior and management styles. .

If you want to get out of your habitual thought patterns, don't miss this workshop. You will start to see brand new alternatives in your life. We welcome everyone who wants to contribute to their creativity to our workshop.



EDUCATIONAL CONTENT:

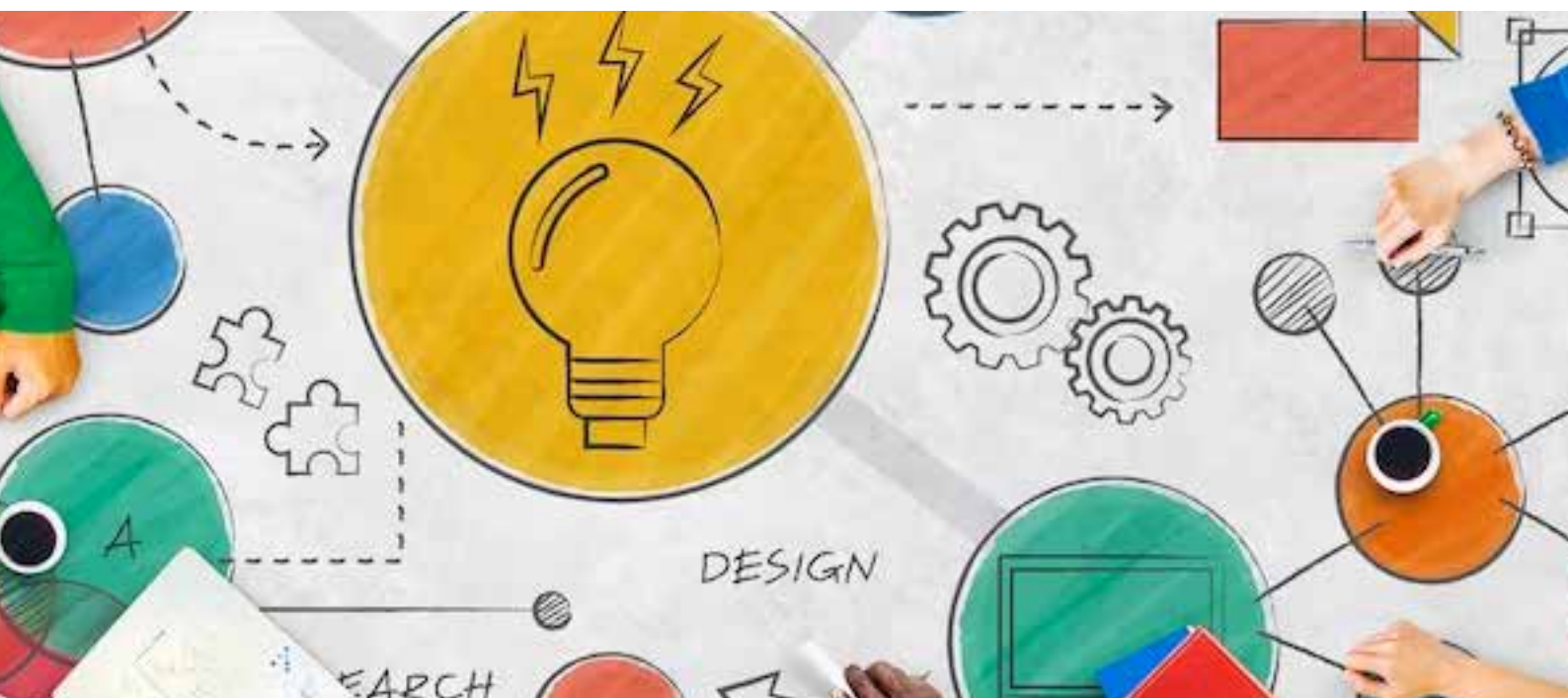
- Brain and working structure
- What are brain and mind?
- What are the brain's strategies?
- How can I use my brain efficiently?
- What are mental strategies?
- Being able to remain an observer of the thoughts that come to mind
- Mental Awareness
- Emotional Awareness
- Paths to change
- Emotions
- Roads to change,
- Focus,
- Self-obstruction cycle,
- From adaptation to mobility,
- STOP application,
- Formula of motivation

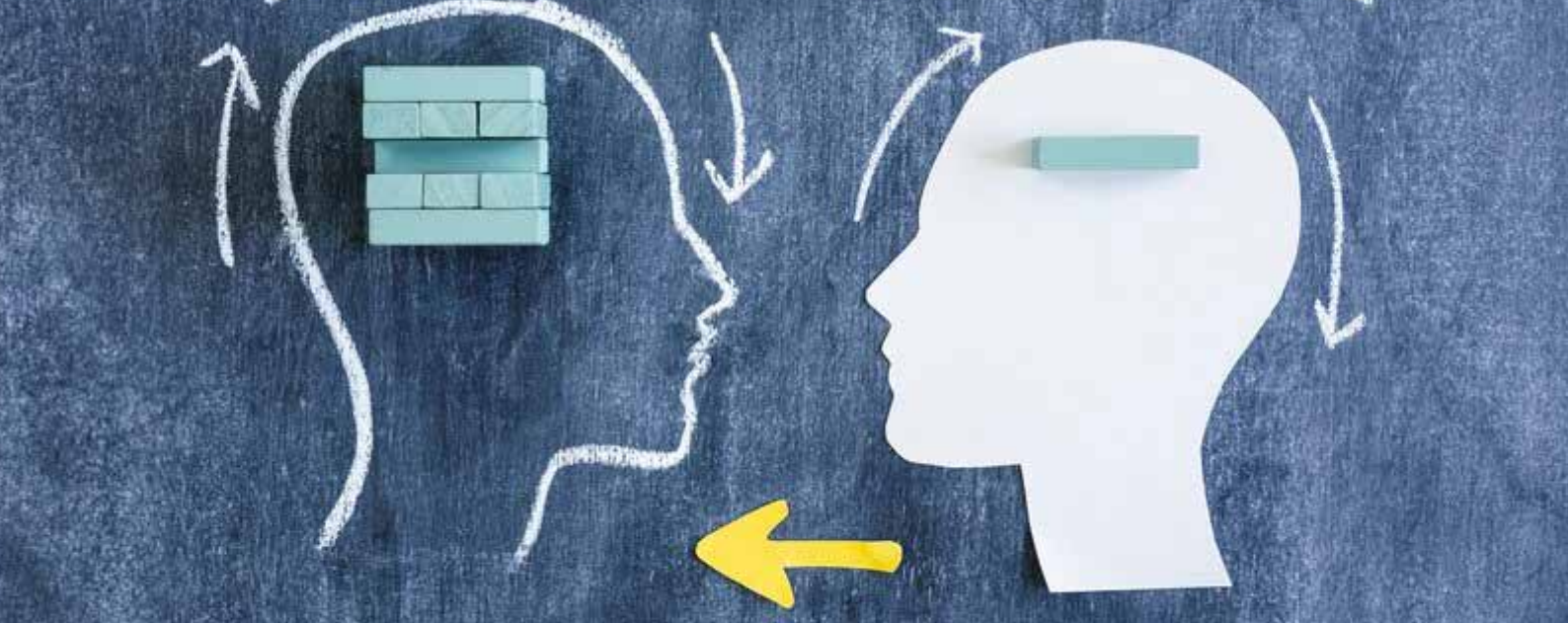
BEING A CREATIVE IDEA MAGNET:

- What is the idea? different ways of thinking,
 - Questioning patterns,
 - Interesting methods for creative thinking
- Modern coaching strategies in business life:
- Logical perception dimensions,
 - Walt Disney method,
 - Perception positions,
 - Goal setting with NLP,
 - Learning stages,
 - Reframe

WHO SHOULD PARTICIPATE?

- Those who have difficulty finding solutions
- Those who want to improve their ability to produce different alternatives
- Leaders





POSITIVE THOUGHT AND MOTIVATION



Positive psychology is an approach that enables individuals, groups and institutions to evaluate their existing capacities, positive and strong characteristics in the most effective and efficient way and supports their positive development. Getting to know positive psychology means increasing both personal and social well-being. In this direction, it is to strengthen positive mental health with a positive thought system that represents the positive side of mental health.

Educational content:

- Brain and working structure
- How can I use my brain efficiently?
- What are mental strategies?
- Being able to remain an observer of the thoughts that come to mind
- Mental Awareness
- Emotional Awareness
- Happiness Responsibility
- Optimism Choice
- Awareness
- Psychological Resilience
- Quality of Life and Communication
- Perception Management
- Positive health
- Positive success
- Positive emotions
- Positive relationships
- Personal Positive Psychology Needs
- Self Esteem
- Self-Comprehension
- Self Criticism
- Self-Compassion
- Motivation
- Applications



Who should participate?

- Field experts interested in personal development
- Managers of companies
- Sales and marketing staff
- Managers working in the human resources department
- Those who want to advance in the field of communication
- Those who want to improve their perspective



ENNEGRAM - PERSONALITY ANALYSIS

"Enneagram", which means "nine points" in Greek, is an effective doctrine that explains nine different personality types and the mutual relationships between these types and is becoming increasingly popular around the world. It is an ancient doctrine that dates back to ancient times. Enneagram is one of the most effective methods known in the world in the process of self-knowledge. It is a personality analysis method developed for the purpose of knowing oneself as well as discovering aspects of oneself that need to be changed and improved.

The Enneagram is used in a wide range of fields, from business to education, from politics to communication, from advertising to theology, from human resources to script writing, from spiritual studies to casting, from child education to family counseling and psychotherapy. It is used in leadership trainings and political election studies. In short, "Enneagram" includes psychology, theology, mysticism, cinema and art, communication, personal development, etc. It has special importance in many areas.

Basic Enneagram Training aims to provide participants with an awareness of knowing and understanding themselves and others. This is an issue that directly affects many human dimensions positively. In short, this training aims to provide you with information about personality types formed on the basis of nature and temperament, and to use this knowledge in all areas of your life in order to live a productive and meaningful life.

Educational content:

- What is an enneagram? General information.
- General characteristics of 9 personality types
- Development Levels
- View of life
- Strengths
- Aspects that need improvement
- Communication styles
- Aspects of Integration and Disintegration

Who Should Participate?

- Personal development professionals
- HR employees
- Manager and team leaders
- Sales experts
- Those who want to get to know themselves better
- Those who want to understand their surroundings better
- Parents, couples



CAREER PLANNING IN ACCORDANCE WITH LIFE PURPOSE



COACHING ACADEMY

It is every employee's right to meet themselves and be happy in their career path. In order to reach a suitable goal with the right team, it is inevitable that the path passes through the purpose of life. Accepting the existence of this issue and planning a career in a personalized way provides great benefits to both individuals and institutions.

Educational content:

- Should I start with "knowing myself"?
- Who do I want to be? Why do I want it? How can I do?
- What is success? How do I know if I am successful?
- Do I have a "tribe"? Where are they?
- What is my life purpose? Can I draw a suitable career path for myself?
- How can I see the big picture? So where am I in this picture?
- What are my competencies, strengths and abilities?
- Is Monday syndrome real?
- Is a more satisfying work life possible?
- What are the visible and invisible difficulties in business life?
- What are the factors affecting career choice?
- Do I have career options? If there are, how do I choose the appropriate paths?

Who should participate?

- Those who want to get to know themselves better
- Those who want a road map to be successful and achieve their goals
- Those who want to increase their motivation
- Those who want to direct their careers
- Those who want to make career planning for their employees





EMOTIONAL INTELLIGENCE

Emotional intelligence and behavioral change are the building blocks of corporate life. While it improves people's communication skills, it increases their potential to cope with difficulties. These competencies;

- Provides persuasion and negotiation skills
- Provides new generation leadership methods
- Gives students the ability to access resources and use their potential
- Gives students the ability to cope with difficult situations, stress and anger.
- Balances intergenerational communications
- Creates strong teams
- Creates effective decision-making opportunities



Educational content:

- What is emotional intelligence
- Components of emotional intelligence
- Purpose of emotions
- Development process of emotions
- The way emotions work
- Basic emotions and the messages they give
- Emotional modes
- Automatic nervous system functioning
- Management of emotions
- The relationship between emotion and body sensations
- Emotions, stress and illness
- Correct emotional expressions
- Distinguishing between emotion and thought

Who should participate?

- Those who want to understand how emotions work
- Those who want to get to know themselves better
- Those who want to control their emotions
- Those who want to notice other people's emotions and understand them better
- Those who want to work and communicate more constructively with others
- Those who want to achieve success in relationship management



MINDFULNESS



Mindfulness is traditionally defined as the state of being aware that one is looking at one's internal and external experiences with openness and kindness, without judgment. Mindfulness is an increasingly popular topic in academic psychology and neuroscience, where there is scientific evidence that cognitive processes are strengthened by developing mindfulness skills.

Resilience, one of the basic concepts of positive psychology, is defined as the ability of strengths, temperament and social skills to preserve positive emotions in difficult times.

In this program, mindfulness practices will be learned by participants through presentations and applications.

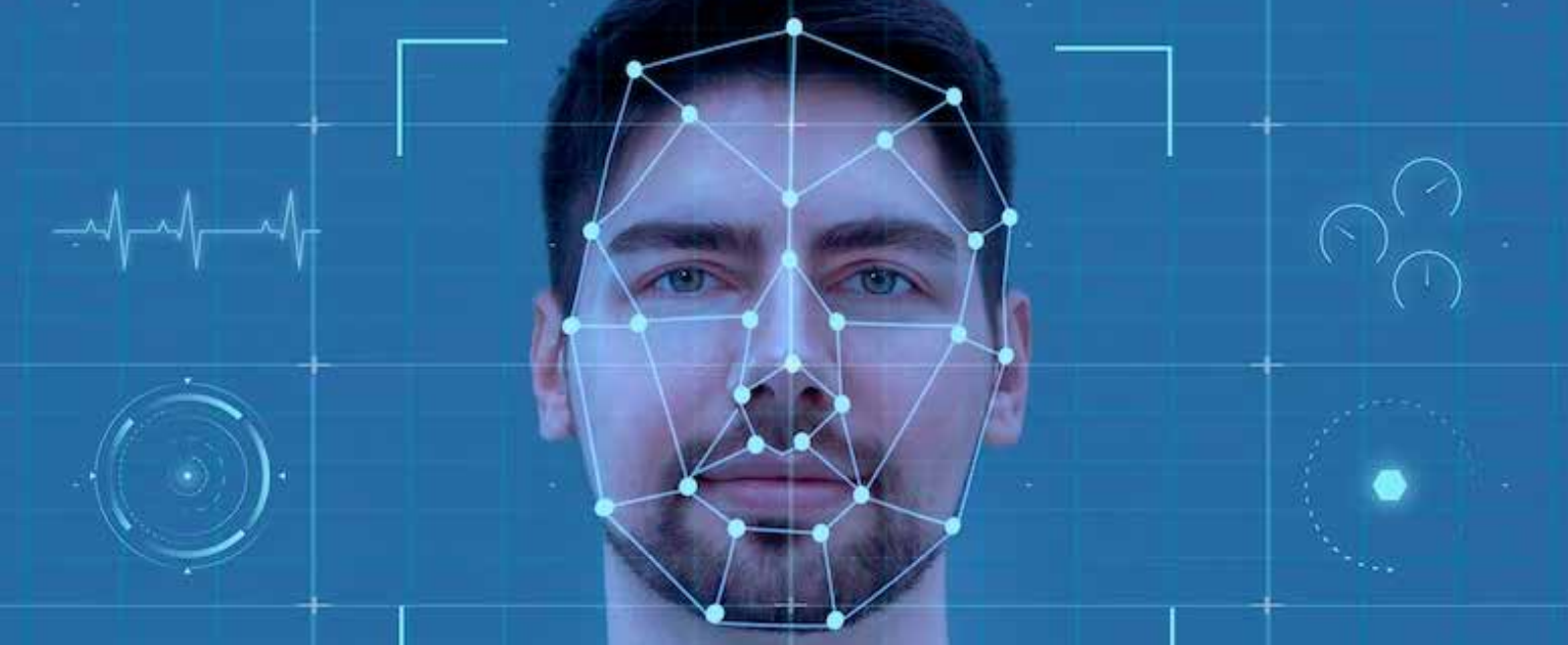
Educational content:

- Conscious Awareness Fundamentals
- learning mindfulness techniques to develop self-awareness, be non-judgmental, be centered and present.
- learning mindfulness techniques to raise awareness, working with difficult emotions.

Who should participate?

- Those who want to take their awareness to a deeper level
- Those who have emotional management problems such as stress, anger, etc.
- Those who want to improve their emotional literacy
- Those who want to improve mind-body awareness





MICROMIMIC AND LIE DETECTION

Our ability to understand what the other person feels and how to treat the other person determines the quality of our relationships and dialogue. The stronger our empathy is, the more precisely we can perceive what the other person needs and wants. Being able to accurately feel the emotions of the people around us can help us in every field. This information helps us a lot, whether in face-to-face conversation, in perceiving hidden emotions, or in accurately conveying the emotions and thoughts we want to convey to the other person. The concept of micro expressions is an applied study that allows us to have a better dialogue with the other person and to better perceive their feelings and wishes. This method of noticing micro expressions and determining our behavior according to this awareness will help us open many doors in both our business and private lives.

Prof. Dr. Paul Ekman became famous worldwide and was published in Time Magazine's "20th Century". He was included in the list of "100 People Who Left the Most Marks in the 21st Century". Dr. During the Magicians Project, which he conducted with Maureen O'Sullivan, Ekman argued that there are micro-gestures on the human face that people who are not naturally talented or untrained in this regard cannot see, and that a new perspective can be brought to lie detection studies by observing these.

As a result of the tests he conducted with 15,000 subjects from all social classes and professions, it was seen that only 50 of the subjects could successfully detect lies without any training. However, he developed a classification system called the Facial Gestures Identification System. The purpose of this system is to classify all expressions that can be created with the human face by giving certain codes. The main character of the TV series Lie To Me is Dr. Cal Lightmen was inspired by Paul Ekman.

This training is based on the works of Paul Ekman.

Educational content:

- Emotions
- Triggers
- Emotion-Thought-Behavior chain
- Self-management strategies
- Communication channels
- Micro-gestures

Who should participate

- Those who have difficulty in managing emotions
- Those who want to strengthen their communication skills
- Lie detection-those working on truthfulness (security, etc.)
- Those who want to move to a more advanced level on EQ

Content for those who will take Paul Ekman micro-mimics based lie detection training additionally

- The nature of lies
- 5 channels
- Hot-spot
- Why can't the truth be believed?
- Why believe lies
- Cognitive-emotional process
- Guilt and shame
- Reactions
- Memory



NLP PRACTITIONER



“NLP Practitioner Training” is a beginner-level NLP practitioner training with a total scope of 40 hours. It is the first and basic stage of the professional NLP process, which consists of three main steps. Basic NLP knowledge and techniques are given theoretically and practically. The goal of the training is to ensure the responsible and creative use of NLP techniques in daily life.

Preliminary training to be given to those who have not received coaching training:

- Wheel of life
- Selves
- Values
- Inner voice
- Active listening
- Mirroring
- As if principle
- Role model
- Metaphor
- Reframing
- Belief patterns
- Goal setting
- Motivation
- Brain working structure

Who Should Participate?

- Those who want practical suggestions that can be applied in daily life
- Those who want to improve relationships and communication
- Those who want to increase their potential
- Those who want to achieve their goals
- Those who want to unblock
- Those who want to change their perspective
- Those who want to experience more positive emotional states

Applications:

- Anchors
- Adaptation
- NLP approach with goals
- Recoding the memory
- Welding triangle
- Subsystem change
- Perceptual positions
- Walt disney model
- Behavior change
- Phobia technique
- Timeline
- Swish method

Main training:

- What is NLP?
- Detection
- Representation systems
- Mind filters and metaprograms
- Values
- Beliefs
- Brain waves
- Need hierarchy
- Eye access tips
- Presuppositions of NLP
- Learning stages
- TOTE model
- Harmony and leadership
- Classical and conditioned conditioning
- Hypnotic language patterns
- Meta model and Milton model



NLP MASTER PRACTITIONER

“NLP Master Practitioner Training” is an advanced NLP practitioner training with a total scope of 40 (+40) hours. In this second stage of the NLP training process, participants are introduced to advanced NLP techniques and applications for the use of NLP in other professional or private fields. NLP master students learn the intricacies of working effectively in the field with NLP, and how to switch and combine methods.

Educational content:

- Working systematics of the subconscious
- Persuasion methods
- Trance
- Mental indexes
- Hierarchy of values
- Case studies

Applications:

- Changing beliefs
- Conscious-subconscious harmony
- Party integration
- Awareness
- Chain hoeing
- Strategic implementation cycles
- Allergy
- Magic glasses
- Mental timeline
- Hope-expectation

Who Should Participate?

- Those who want to become NLP practitioners
- Professionals who want to benefit from the NLP method in coaching
- People who have experienced the NLP practitioner's applications in their daily lives and are satisfied and want to improve





SALES TECHNIQUES



Sales activity is defined in the literature as a face-to-face communication model to establish and maintain relationships with customers in order to make sales. The expression "people sell to people" becomes more meaningful at this point. Therefore, the self-awareness of the person in the sales profession, both as an individual and the awareness of the customers he serves, is very important.

Employees working in sales-related professions are seen as the most important resource that supports profitability and competition by creating customer-product service loyalty in the businesses they work for. While the increasing competition aims to meet the increasing demands of the customers in sales-related business lines, the nature of the business involves contradictory and uncertain situations, in addition, sales target pressures create stress in the individual, and if the stress is not managed correctly, performance will be negatively affected.

The purpose of this training is to develop the ability to manage sales performance in the best way. Understanding the working system of the human brain and the connection between permanent learning and sales realizes the basic motivations at the sales and purchasing stage.

Educational content:

- Structure and Parts of the Brain
- Conscious-unconscious working mechanism
- The process of buying
- Creating an environment of trust in sales
- The effect of conscious-unconscious working mechanism on the purchasing process
- First meeting - building trust
- The power of asking the right questions
- Question types
- Need Determination
- Communication with different behavioral models
- Motivations in purchasing
- 3 versions of sales: urgent, medium urgent, advanced planning
- Designing and managing the basic steps of sales
- Managing price objections
- Hypnotic language patterns
- Role-play

Who should participate?

Salespeople who want to increase their personal performance, sales managers who want to increase the performance of their sales teams.



AGILITY FOR ORGANIZATIONS (SCRUM BASED)

Agile is the ability of an organization to adapt to new conditions and change direction to create new business opportunities.

Agile method is a special approach to project management used in software development. This method helps teams respond to the unpredictability of software development processes. It uses incremental, iterative sequences of work, often known as sprints.

One of the new roles that emerged with the Agile Software Development approach is Agile Coaching. Agile Teams can apply Agile approaches without needing the Agile Coach role, but these teams cannot achieve the high performance expected from them and cannot demonstrate Agility.

Agile Coaches are often proficient in coaching and mentoring and can guide and help people find the right solutions for the challenges they face. Agile is easy to understand, but difficult to master.

In today's world, Coaching is delivered through one-on-one meetings, where the individual receiving the coaching service is helped to see new perspectives and possibilities. At this stage, the coachee can imagine the next stage in his/her personal and professional development and take action accordingly.

Just like Professional / Life Coaching, Agile Coaches guide team members in Agile by sharing their Agile experiences and opinions while enabling them to see new perspectives and possibilities. Agile Coaching and Consulting are used together to the benefit of Agile to achieve more and better business results.

In the Agile world, the concepts of coaching and consulting are gathered within the scope of Coaching. While the Agile context requires Consulting, focusing on team performance requires Coaching.

Agile Coaches are people who help the team and its members adopt and develop Agile methods and practices. The coach helps the team and team members rethink and change the way they develop. Agile Coach ensures that his/her knowledge and experience about Agile is transferred to the Team. It helps people adopt Agile and use it effectively.

The Agile Coach also helps teams apply Agile thinking to specific environments and the obstacles they face. The coach works as a consultant, helping the team adapt the methodology to their own environment and challenge the team against existing obstacles.

If change is being initiated within the business, Agile Coach can work as an effective change agent. He/she can both encourage the Team to change and be someone who makes it easier to achieve it.

Educational content:

- What is Agile?
- Agile history
- Manifesto
- Agile values
- Agile philosophy acceptances
- Agile coaching stages
- Methods used in agile
- What is Scrum
- Scrum values
- Scrum acceptances
- Scrum tools
- 5 events in Scrum
- Agile coaching roles
- Vuca
- OKR
- Systems thinking rules
- Conflict management approaches

Who Should Participate?

- Coaches who provide or aim to provide corporate services
- Institutions and individuals affiliated with the institution who want to develop on their own schedule
- Entrepreneurs
- Anyone who wants to improve their agility perception and skills
- Those who want to work more efficiently and effectively
- Individuals and institutions going through the change process





COACHING ACADEMY

3. COACHING





COACHING

COACHING

According to the definition of ICF, coaching; "In today's uncertain and complex environments, it is a relationship in which the client and the coach collaborate, which maximizes personal and professional potential, encourages the client to think more and inspires them to engage in creative processes."

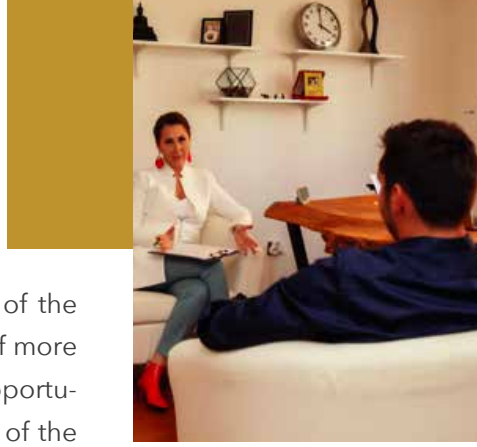
If we call the point we are at point A for all of us; At this point, while there are elements that make us happy, satisfied and enjoyed, there are also many elements that create problems, that we want to make decisions about, that we are trying to improve, that we want to take action but cannot get through, that make us worry, that make us angry, that are inadequate, in short, that we actually complain about. . By interfering with these negative elements and creating a new way of thinking, action, standard of living, improvement, etc. The point targeted with the desire to create is point B. Coaching; In short, it is the coach accompanying the client while going from point A to point B.

Coaching literally means "coaching"; It means taking someone from one place to another.

"Coaching is based on evaluating potential and possibilities, focused on the client's purpose and goal." (Coaching School, TimurTiryaki)

Coaches believe that every client is creative, resourceful and whole. Building on this foundation, the coach's responsibilities are as follows:

- Discovering, clarifying and adapting to what the customer wants to achieve
- Encouraging the customer to discover himself
- Revealing customer-generated solutions and strategies
- Holding the customer responsible and accountable



Purpose of Coaching

During the coaching process, individuals become more clearly aware of the point they are in. The client, who begins to know and understand himself more clearly, can see more clearly the point he wants to reach and gains the opportunity to reach the potential required to reach this point. Their awareness of the skills and movements required to achieve their own determined results, and therefore their alternatives and motivation, increases. In short, coaching is basically a work aimed at creating and/or increasing awareness. In this sense, coaching is a thinking system that can be transferred and learned over time.

What are the Benefits of Coaching Service?

- Reveals and develops the client's existing potential.
- Reveals the client's inner strength.
- It increases the client's self-belief, confidence, love and respect.
- Provides a visible increase in the client's motivation.
- Increases the productivity of the client thanks to the increased performance.
- It encourages the client to recognize and direct his/her own emotions and encourages personal change, transformation and development.
- Enables the client to take ownership of his responsibilities.
- Enables the client to participate more actively in life.
- It increases the client's potential to learn and apply what he has learned.
- Improves the client's relationships in the family, social and business environment.
- Identifies the client's unique characteristics and abilities and directs the client to these areas.
- Enables the client to use his or her time efficiently.
- Enables the client to have a positive outlook on life, be flexible and tolerant.
- Balance comes to the client's life.



OUR COACHING SERVICE AREAS

CAREER COACHING

It is an individual coaching service that determines career paths for employees to achieve individual and corporate goals in their professional business life and aims to improve their communication skills and work performance. It is a study focused on permanent behavioral change. The main purpose of the work is to effectively distribute each awareness and development to all life, both business and private.

The client's core values, individual and corporate vision, equipment, personal and managerial skills, communication capacity and strengths are examined. It can be improved and weaknesses are identified. In line with the participant's personal potential, a strategic progress plan that is completely unique and appropriate to its goal is prepared.

In career coaching, which is an individual coaching niche; Any client who has an agenda under the career heading can benefit from Career coaching service. It is a type of coaching that can be applied individually to employees, either independently or under the sponsorship of the institution as part of a corporate service.

Benefits of Career Coaching

- Knowing oneself more deeply and realizing one's desires, and making career planning and decisions that will satisfy the person accordingly
- Determining effective strategies in line with the goals
- Making decisions faster and more effectively
- Making all kinds of knowledge and practices learned permanent.
- Being more effective in all relationships within and outside the institution
- Increase in their performance
- Increasing employee satisfaction
- Faster analysis of problems and application of appropriate techniques
- Gaining the ability to develop effective behavior in the light of awareness
- Providing a highly motivated work environment
- Determining all the needs of the employee in line with the set targets (Training, equipment...)

EXECUTIVE COACHING

Executive coaching has an important place among coaching fields in terms of coaches being able to serve in corporate life. As the importance of the human factor in today's corporate structures begins to be understood, special analyzes have begun to be produced for people and teams at different levels in institutions. In this sense, executive coaching; For individuals in the management-leadership-team leader position, there is an increase in personal goal setting, self-awareness, leadership and communication, creativity skills in producing solutions, and development in skills such as directing the manager to the goal for the team, increasing motivation, balancing team dynamics, creating effective working conditions. It is an effective approach to provide

Executive coaching, which is one of the individual coaching areas, is a type of coaching that takes place one-on-one between the client (manager) and the coach. This coaching tour, which proceeds in line with the manager's corporate agenda, has some differences in terms of duration compared to individual coaching. After the interviews with the manager reach a certain point, an interview is held with 3-5 people suggested by the manager. The purpose of these meetings is to obtain feedback from other people about the manager, to identify common points, and to raise awareness by sharing with the manager items that can create this potential area of development. For this reason, instead of individual coaching, which normally takes a maximum of 7 meetings, executive coaching takes 10-12 meetings.

Benefits of executive coaching:

- Manager's self-awareness increases
- Leadership skills develop
- Communication skills improve
- Clear goals are determined and road maps are drawn to achieve these goals
- The ability to produce solutions increases
- Team cohesion increases
- Team motivation increases
- Communication within the team evolves in a positive way
- Effective working conditions are created
- Exhibits the value it gives to corporate managers



TEAM COACHING

Team coaching, like typical executive coaching, is a field of coaching for corporate services. It is obvious that the value of teamwork has increased in corporate life today, and in this sense, team culture and dynamics significantly affect the success of the institution. Based on this point, high-performance teams that are more harmonious, can move together towards a single goal, have increased motivation and communication; Since it has the power to move the success and culture of the institution in a positive direction; Team coaching services for this purpose are indispensable for institutions today.

In corporate life, team coaching services can be provided to any organization where parties with different job descriptions are in conflict towards a single goal. This formation; While they may choose to receive team coaching services due to poor performance and/or unhealthy relationship and communication models, they may also prefer this service as a result of organizational changes or at the beginning of a new project. Here is the main point that distinguishes team coaching from other types of coaching; Just like in relationship coaching, coaching is done not on the parties, but on the system formed between the parties. For this reason, equality and transparency in terms of competencies are also important criteria in this field of coaching.

In team coaching practice; The coach first observes the group he will work with, analyzes its dynamics, the characteristics of the members of the team and the relationships between the parties. Afterwards, team coaching continues with coaching meetings involving all members. Duration is determined according to the needs of the team.

Benefits of team coaching:

- Creates teams focused on a single goal
- Increases confidence and motivation within the team
- Team members develop skills in listening to, understanding and respecting each other accordingly.
- Creates an area where team members can clearly express their expectations.
- The team's ability to produce solutions increases
- Efficient, high-performance teams emerge
- Leadership skills develop
- The speed of realization of both team goals and individual goals increases
- Conflict management improves
- Sustainability of teams increases





Corporate Consultancy

4. FINAL





EVALUATION



At the end of the training and coaching process, the final evaluation, which is the last stage of the services, is carried out. But at this stage; The aim is to determine the development of the participants receiving service in the determined focus group.

The development of the parties participating in the coaching meetings is determined and reported through the feedback received in line with the observation meetings with the determined stage employees.

In addition, the development of their competencies is determined and reported through online game application with mixed groups, based on life-like scenarios developed for the parties.

"Case studies" are conducted with participants in positions that require specific competencies, such as team leaders, and the necessary developments for this position are observed and reported.

At the end of all determinations and reporting; Taking into account the initial goals and problems of the institution, a final report is prepared based on the results of the services under these headings and presented to the institution.



Corporate Consultancy

5. COACHING
TRAINING



Dear coaching training people;

As CY Coaching Academy, the trainings we bring to you are increasing day by day. Today, coaching continues to be adopted as a widely preferred approach both in corporate and daily life, opening new doors and opportunities in business life while improving your skills as a new professional field. In the research conducted during the pandemic process, despite many sectors that were negatively affected by the process, it was the 2nd sector after the IT sector that accelerated its upward curve. The ability to meet participants in the online version of the trainings has also contributed greatly to the development of the sector. In light of all this data, we, as CY Coaching Academy; We have undertaken to provide the highest quality education in this field to those who are interested in our training. We are very proud to serve you in our academy with confident steps.

Our academy is an International Coach Federation ICF accredited coaching school. All our training and certifications are ICF approved. Your coaching competencies will be developed in a way that will carry you to success and you will graduate.

All of our training takes place live via the Zoom platform, with cameras and microphones turned on. Provided that the title level is at least PCC, you can receive well-equipped, effective and permanent training with expert trainers in the comfort of your home, using the advantages of today's technology and modern age. In addition to interesting and fluent content, we have adopted a pioneering perspective in coaching training with trainings prepared to take you to the highest level with questions-answers and applications, as well as booklets and additional studies.

At our academy, you can not only attend trainings, but also participate in many application workshops to maximize your coaching skills, reinforce what you have learned with portfolio studies, and increase your performance by receiving mentoring. In our academy, where many of our projects have been created for you in detail to support you in filling your exam preparation and coaching hours, you will have flexible options for training programs suitable for you with either LEVEL 1 or LEVEL 2 packages, and you will have confidence with us along the way with over 20 specialization training in total. You move forward in it.

If you would like to invest in yourself and your organization and increase your coaching knowledge and skills with brand new areas that will support you in your coaching journey; We recommend that you do not miss our coaching trainings. Moreover, you can also benefit from special price advantages.

For any questions and support requests, you can contact us at 00971 50 602 66 32 and/or infodubai@cycoachingacademy.com.

Regards,

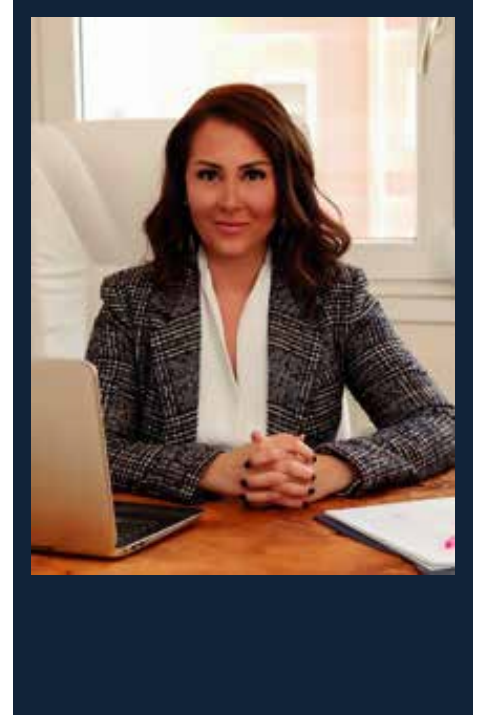
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Corporate Consultancy

OUR TEAM





CEREN YILMAZ,

MCC, FOUNDER, TRAINER, WRITER

S. Ceren Yılmaz, who was born in Ankara in 1980; she received her primary-secondary-high school education at Ankara Yükseliş College, graduated from Yeditepe University Faculty of Architecture in 2003, completed the first 10 years of her professional life as a master restorer architect on the Restoration master's degree at Gazi University, and then completed the MBA program at UCSD in 2010. She received coaching training from Sola Unitas Academy, finished her architectural career at the level of Business Development Manager of Yenigün İnşaat, and today she is the founder of CY Corporate Trainings and its subsidiary CY Coaching Academy, which she is the founder and 100% owner of, with the title of ICF PCC. , training leader, mentor and ongoing trainer.

Some of her many specializations in the field of psychology include; Gottman Couples therapy, NLP practitioner, NLP master, ODM 1, ODM 2, Paul Ekman ESAC and ETAC, Family Sequence, Family Traumas, Regression, EFT, Isotomy 2.0 temperament determination, Career Planning and Career Choice, Emotional Intelligence and Stress Management, Anger Management, Presentation Techniques, Training of the Trainer, Change Planning. She has expertise in managerial, career, team, relationship coaching.

She is the author of the book "My Job is Coaching: The Coach's Brand Journey".

S. Ceren Yılmaz, a member of ICF, is closely related to travel, healthy living, gender equality, prevention of child abuse, meditation and swimming outside of her professional life.



DR. EFKAN MARIM

PH.D, MCC, INSTRUCTOR

Dr. Efkan MARIM was born in Germany. He graduated from German Language and Literature and received his doctorate from Ankara University. By blending his academic experience and competencies with ICF approved MCC (Master Certified Coach) coaching skills, he gained expertise in "Communication and Performance Coaching", especially in Communication, NLP and Motivation.

Dr. Efkan MARIM is an ICF (International Coach Federation) approved MCC (Master Certified Coach) and Ministry of Labor and Social Security, VQA Level 6 Coach. She completed the Emotional Skills and Competencies (ESaC) and Evaluating Truthfulness and Credibility-ETaC trainings from Paul Ekman International.

He is still working as an Academician at Marmara University, he is married and has a child.

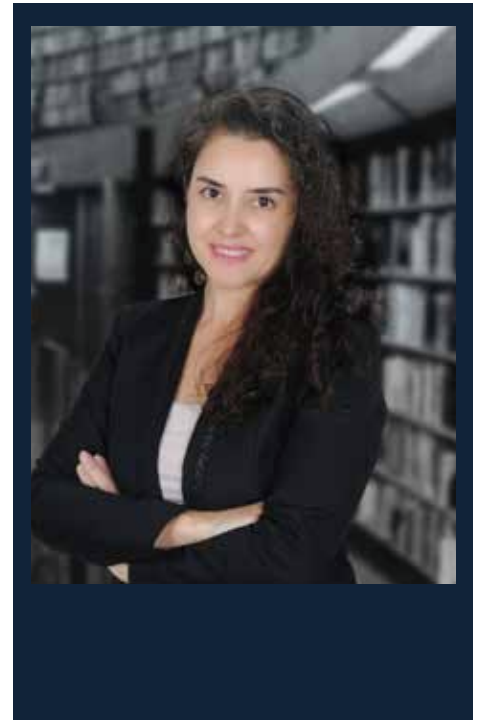
S. ARZU AKDOĞAN,

PCC, INSTRUCTOR

S.Arzu Akdoğan, who was born in Kayseri in 1978, completed her primary, secondary and high school education in Ankara, and graduated from Ankara University Faculty of Political Sciences / International Relations Department in 1999. She is still a student at Istanbul University, Faculty of Arts and Sciences / Department of Philosophy. Having started to work in a private bank in 2000, Akdoğan has worked in various managerial positions since 2009 and continues to work as a branch manager in the same bank.

She started to receive coaching training from Adler in 2015 and received Family and Relationship Coaching Training, Body and Emotion Awareness Training and Executive Coaching trainings from different coaching schools. She served as a volunteer coach in the social responsibility projects of ICF Turkey and many coaching schools.

S. Arzu Akdoğan, who attaches importance to learning, knowledge and sharing, loves nature, yoga and serenity, is the PCC volunteer coach of our academy International Coaching Federation.





COACHING ACADEMY



TAYFUN SALTAř **PCC, INSTRUCTOR**

He graduated from METU Electrical and Electronics Engineering. Then, He completed MBA at Istanbul Bilgi University. After 9 years software engineering career, he started to work at Sodexo as IT manager. After 4 years, he was promoted to IT Director. He was a successful Executive with over 11 years of demonstrated management ability in delivering mission-critical results in Information Technology.

During his managerial period, he also focused on personal development, understanding other people, psychology, and leadership. He took transactional analysis, psychodrama, cognitive-behavioral theory, mindfulness, and emotional intelligence training. He raised several IT leaders from his team.

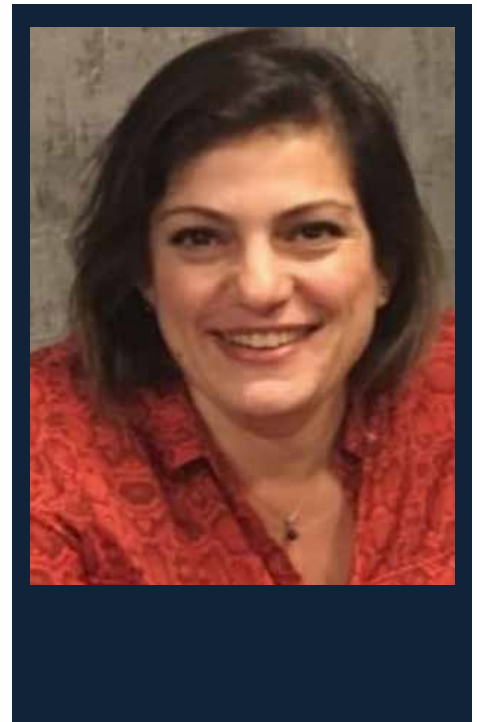
Since 2019, he has been working as an executive coach successful at helping leaders break free from unhelpful and destructive patterns to transform their leadership through self-development. Tayfun, as a start-up mentor and learning experience designer, uses design thinking, lean start-up, and agile development methodologies and helps business people to build a better customer value and develop the best products for their customers.

He, as a lifelong student, is still attending the International Business Management master's degree at the Carinthia University of Applied Science. He is interested in Sufism and its relation to psychology.

DİLEK ABUřOĐLU **PCC, INSTRUCTOR**

She completed her master's degree in Çankaya Anatolian High School, 96 / Dokuz Eylül University, Labor Economics and Industrial Relations, 2000 and METU Social Sciences Institute, Human Resources Development, between 2006-2008.

While continuing her education life in Ankara and Izmir, she worked as a member of Aiesec Izmir Human Resources and Education Team, Vice President of JCI Ankara Human Resources and Development, and as an education volunteer at the Ankara branch of the Turkish Education Volunteers Foundation for 5 years. Drama Leadership from Olusum Drama for 8 months. Since 2002, she has been continuing his corporate career in the field of Human Resources and Education. In the last 12 years, she has provided student and vocational counseling and training to 15,000 university students. She took amateur acting training and took the stage in 2017-2020. She has received training from different academies on his coaching journey since 2021 and continues in the ICF credentialing process. Since 2021, she has received training from different academies in her coaching journey and continues her coaching profession as a coach with the title of PCC.



She is the mother of a child. She speaks advanced English and German.



MEHMET İŞGÜZAR

PCC, INSTRUCTOR

Born in Ankara in 1970, Mehmet completed his undergraduate education in 1987, graduating from Ankara University, Faculty of Educational Sciences, Department of Curriculum and Instruction in 1991. He completed his master's degree at Erciyes University Social Sciences Institute in 1998 and received the title of Science Expert. Until 2000, he worked as a classroom teacher at Yemliha Primary School, Psychological Counselor and Guidance Teacher at A. Baldöktü Y.İ.B.O and Aydınlikevler High School in Kayseri. Mehmet, who has been working in Ankara since 2000, participated in numerous trainings by the Ministry of Education as a participant and lecturer.

He started working on Coaching after 2011 and first completed Practitioner and Master Practitioner training from NLPAT Ankara between 2012 and 2015. He completed ICF approved ACTP training between 2015-2017. He received the title of becoming a PCC certified Coach in March 2017. Mehmet currently carries out individual and corporate work in the field of Student Coaching and organizes trainings with different programs. Mehmet is married and has three children.

DENİZ KUŞ

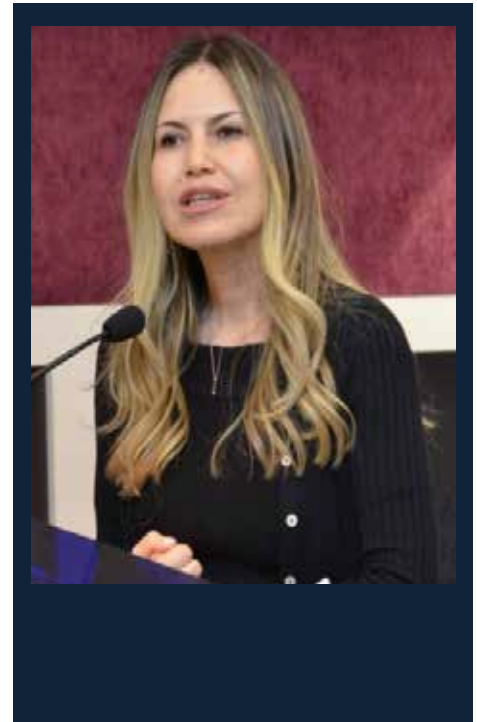
PCC, INSTRUCTOR

Ms. Deniz KUŞ was born in 1977 in Ankara. After graduating as an industrial engineer in 1998, she worked in logistics, financial services and project management for 23 years. She graduated from the Faculty of Economics as the second university to contribute to these duties.

She received her master's degree in International Trade and Finance from Horizon University. She worked as an academician for 3 years between 2017-2020. During this period she taught Leadership, Management and Organization and Public Relations classes. She wrote the chapters "Service Quality and Modeling Studies" and "The Paradoxical Structure of Employee Management and Employee Motivation" in the multi-authored book called Service Marketing-Current Issues and Approaches. She is still continuing her doctorate education in the field of business administration at Hacettepe University.

Continuing her personal development studies without interruption, she completed the International Coaching Association (ICF) approved Basic Coaching Training, Executive Coaching, Team Coaching and Student Coaching trainings between 2014-2019. She is currently serving as a PCC-titled coach.

She is interested in nautical, skiing and crafts. His life mission is to make people smile.





FERDA ÖNER

PCC, INSTRUCTOR

Born in Istanbul in 1973, Ferda Öner completed her secondary education at Üsküdar Halide Edip Adivar High School. She graduated from Anadolu University Public Administration in 2000. She received her MBA in Marketing Management from Yeditepe University in 2004. Until 2018, communication and sales techniques trainings were organized for sales consultants in the cosmetics industry. She graduated from Üsküdar University Neuroscience Master's program in 2020 with the thesis titled "The effect of mindfulness training on reducing stress, awareness and sales target in store sales consultants". She continues the preparation process for the doctoral program in the same department.

NLP Practitioner, NLP Master Practitioner within NLP Academy Turkey, Regression Practitioner program within Unicorn Transformational Studies, Sales Management Micro MBA program within Istanbul Business School, Breath Coaching program within Haliç University, Mindfulness Practitioner and Life Coach program within Udemy, Yoga Instructor under Advayta Yoga and meditation practitioner programs.

As a PCC certified coach, she continues individual coaching and mindfulness workshops.

ZAHİDE ULUSOY

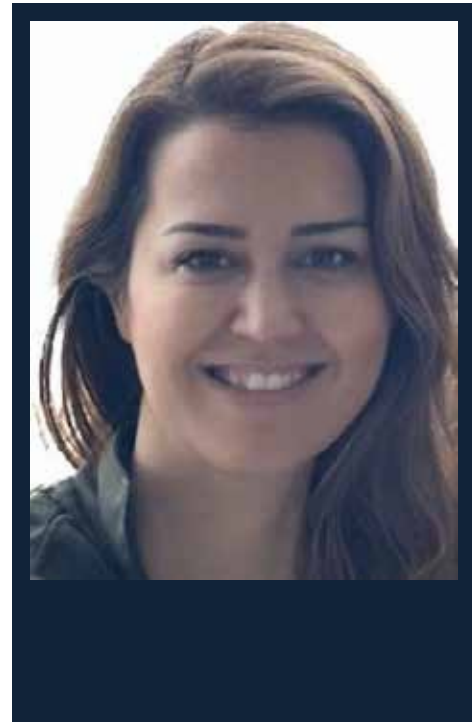
PCC, INSTRUCTOR

Zahide Ulusoy started working in a French pharmaceutical company shortly after graduating from Uludağ University, Department of Tourism and Hotel Management. During her 25 years of corporate life in the same company,

She met with coaching in 2011 and started her first coaching training. After training in Professional Coaching, Student Coaching, Team Coaching, NLP Practitioner, NLP Master Practitioner, Hypnosis, Awareness-focused Coaching, Change-Oriented Coaching, Professional Sales Techniques, Negotiation Techniques, she received the PCC title in 2020.

She has combined her personal and corporate Professional Coaching experience with her corporate career experience. She has served the purpose of developing the visions of institutions and individuals and managing their own changes. For 12 years, she has had the opportunity to look at coaching from both sides, both as a part of the corporate and as a member of the coaching profession. She was interested in similar aspects of eastern philosophy and western philosophy in the field of coaching.

The aim of Zahide Ulusoy, who believes that the answer to all the questions that a person asks herself, is within herself, is to touch the potential good in people and help them discover it.





ŞERMIN ÇETİN

PCC, INSTRUCTOR

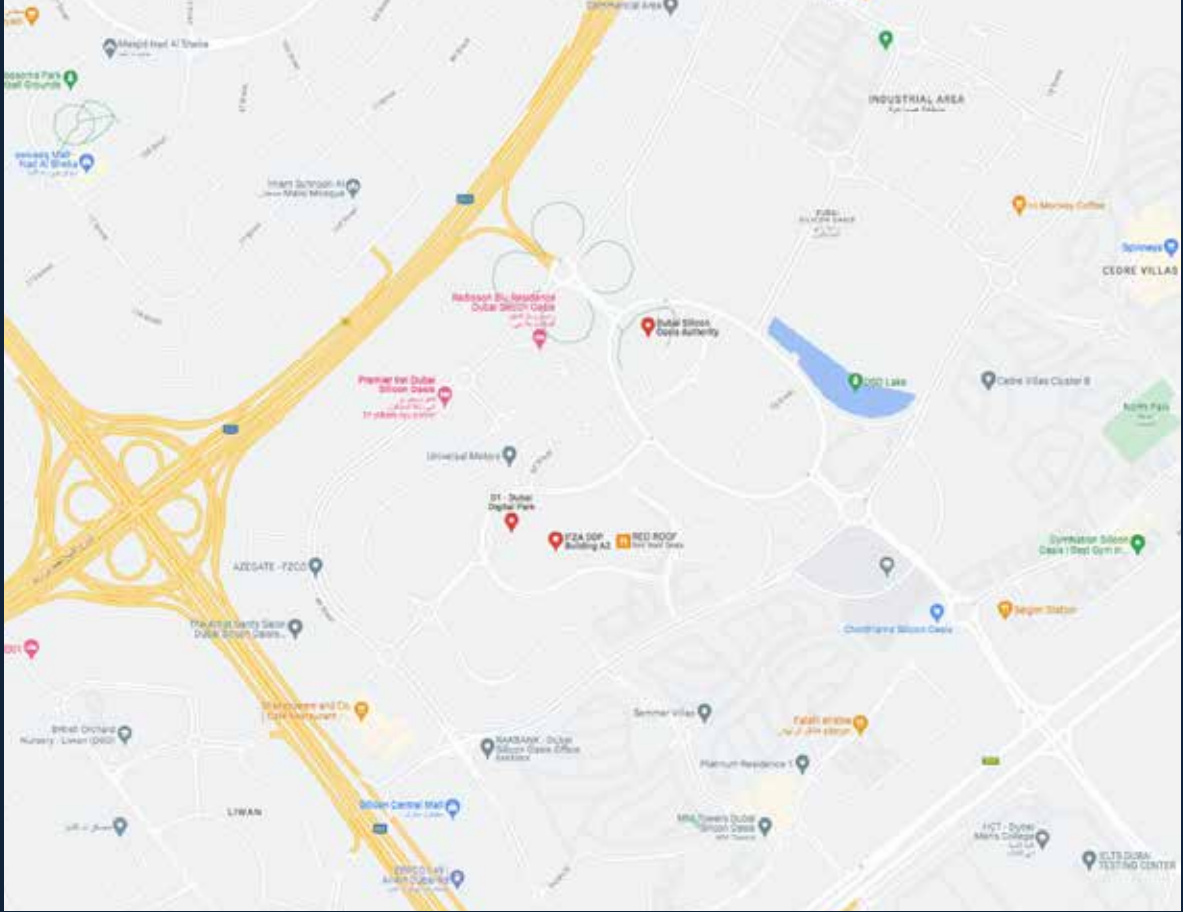
Born in 1978, Şermin Çetin is a graduate of Ege University Textile Engineering. Between 2000-2016, mainly Kasar-Dual A.Ş, Sanko Holding, Zorlu Holding Taç Linens, ITS Turkey, İmteks Giyim San. A.Ş, she carried out the management of production, R&D, inspection, productivity increase, process improvement, certification, works by leading her teams. Since 2016, she continues to provide sectoral consultancy and vocational technical training services at Şermin Çetin Education and Consultancy, which she is the founder of.

The most important component of life is human; In 2009, when she discovered that the first step is to understand people and the most important beginning that adds value to life, is the relationship between people and themselves, and the journey of self-knowledge, transformation and guiding everyone who wants to began with individual development and transformation trainings.

The titles and competencies gained during this process are as follows: In addition to ICF approved PCC certified Relationship Coach, Executive Coach, Emotional Intelligence Coach services, EARTH, SRTA, IBRT approved Regression Therapist, Gilbert Renaud Recall Healing Practitioner, IFT (Inherited Family Trauma) Practitioner, NLP Master Practitioner, Paul Ekman ESAC and ETAC; Emotional Intelligence Specialist and Micro Macro Mimics and Body Language Specialist; Interview Evaluation Specialist.

With her mission of adding value to people, she contributes to individuals and institutions to understand themselves and each other, with the experience gained as a coach, mentor and trainer, so that institutions can turn their potential into performance.

She speaks English, Spanish and German.



İLETİŞİM

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