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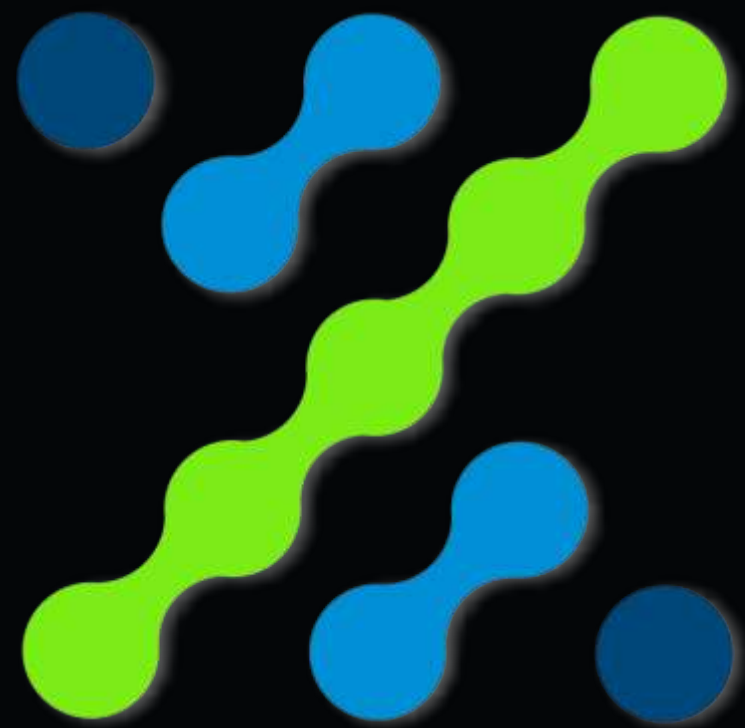
Sustainable Business Genetics Hub



CORPORATE INTRODUCTION CONSULTING & TRAINING CATALOGUE

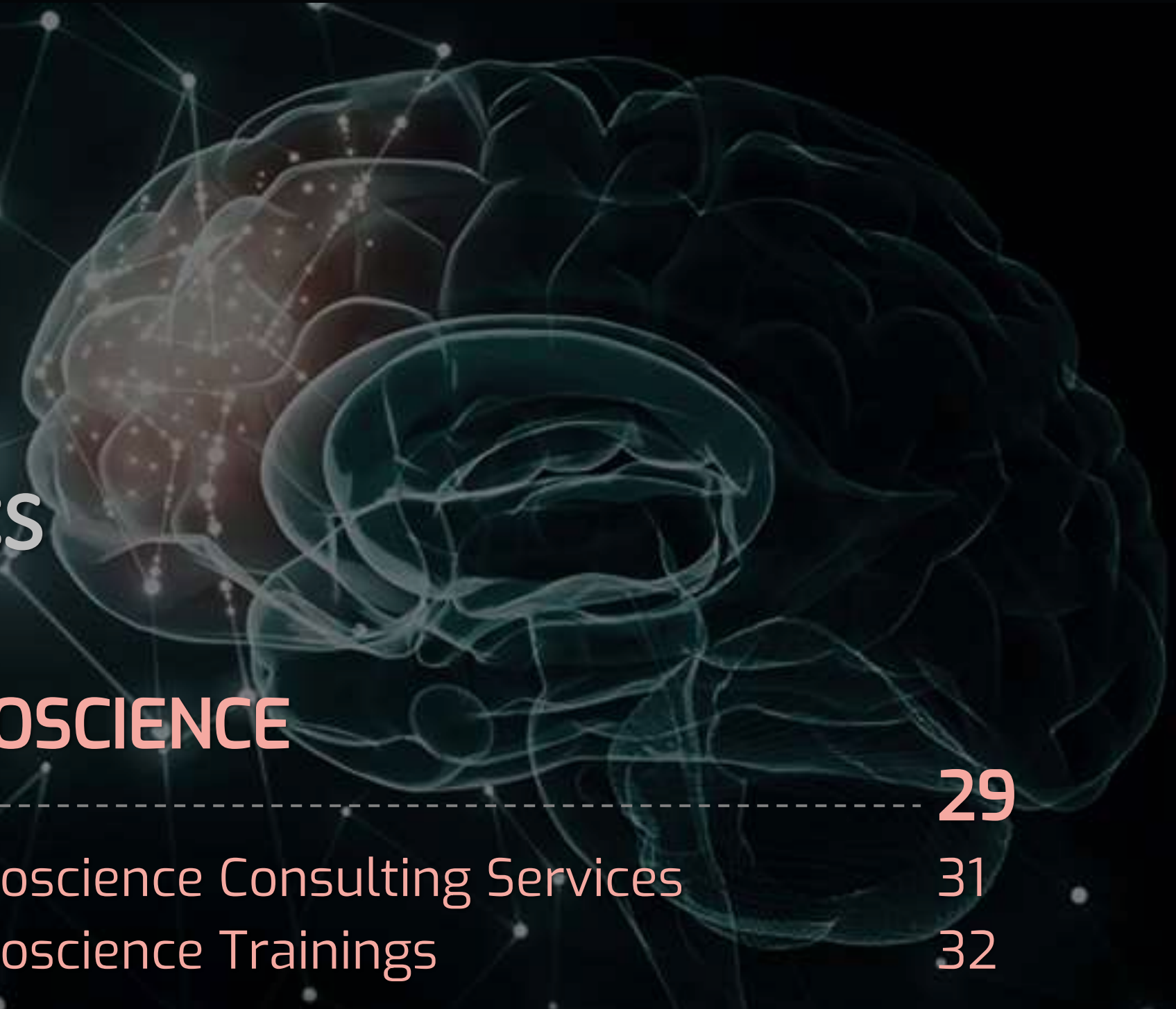
Dr. FULYA ŐENBAĐCI ŐZER
NeuroSustainability and NeuroPolitics Specialist





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Sustainable Business Genetics



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CoDNA SUSTAINABLE BUSINESS GENETICS CENTRE **CORPORATE DESCRIPTION**

CAPITALISM
AGE



SUSTAINABILITY
AGE



2015

2016

This era brings new business models with the concept of "Sustainability".

The increasing awareness of societies and the challenging conditions in ecology, sociology and economy make obligatory for organizations to take sustainability issues as a part of corporate culture and to create a perception of a socially responsible corporate image in society.

WHAT'S OUR BUSINESS?

A green genome focused on sustainability development and success in the DNA of organizations.

In our center founded by Dr. Fulya Şenbağcı Özer, we have been working on "**SUSTAINABLE BUSINESS GENETICS**" with professional sustainability knowledge, modern neuroscience measurement techniques and advanced artificial intelligence technologies since 2016.

We offer consultancy, reporting, project and measurement services with training programs to our stakeholders in the fields of *sustainability*, *behavioral neuroscience*, *audience perception* and *social impact*. In this way, we build an agile and sustainable **SMART GREEN MODEL** that is suitable for the structure, fields of activity, suppliers and financing sources of organizations. We transform all organizations and supply chains into green without distinguishing between white, blue and metal collars...

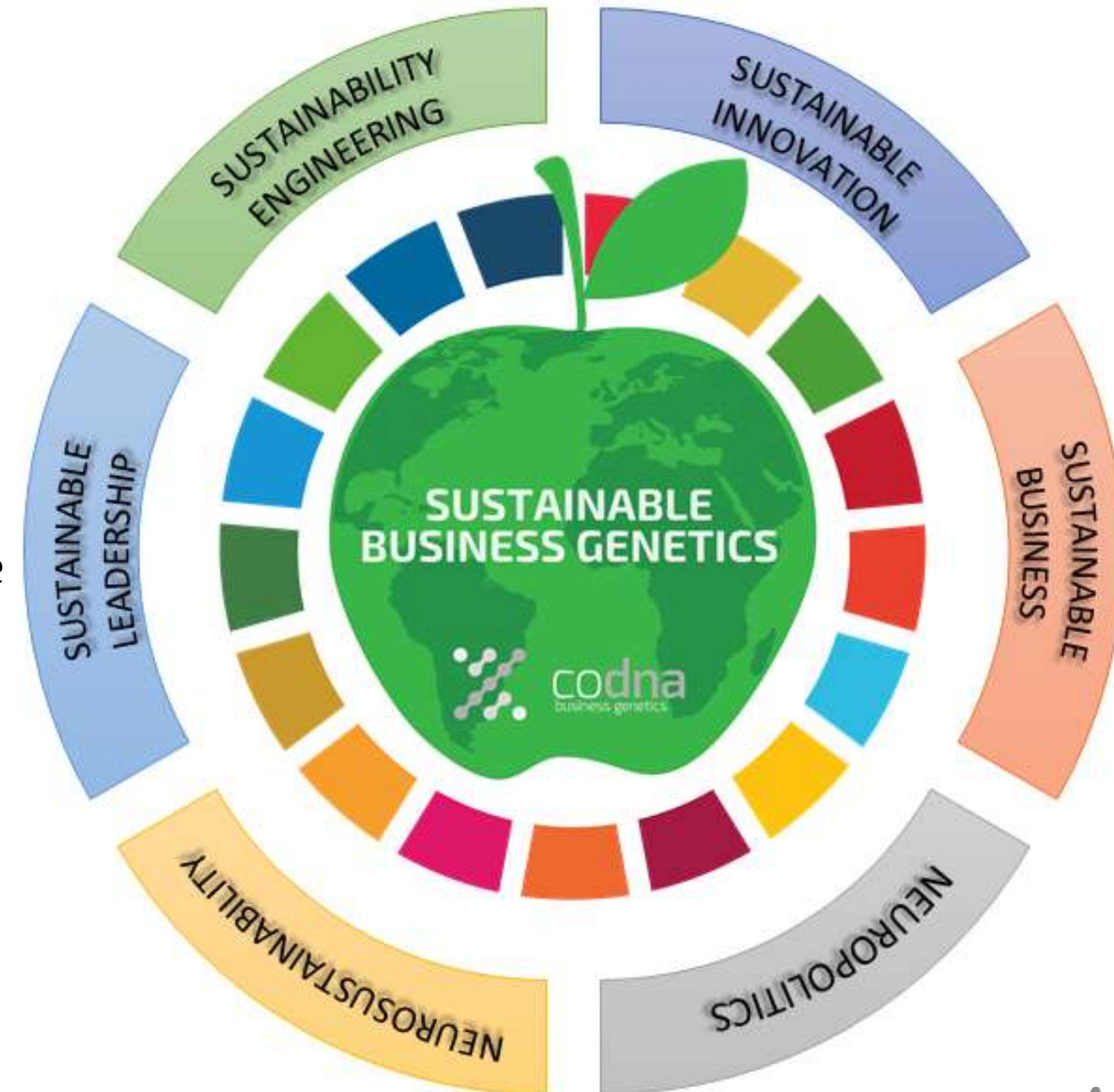


HOW DOES

codna Genome Works in your organization?

- ◇ We implement **SUSTAINABILITY ENGINEERING** in corporations.
- ◇ We bring out sustainable leaders (in-house coaches).
- ◇ We develop sustainable policies and projects.
- ◇ For lasting customer and stakeholder relationships, we use **NEUROSCIENCE measurement techniques to capture accurate perceptions and design effective communication.**
- ◇ We support organizational communication and innovative intrapreneurship.
- ◇ We are continuously training and updating our partners.
- ◇ We prepare sustainability reports.
- ◇ We « *integrate* » - not «add-ons» - the sustainability awareness into your company's corporate culture, vision, missions and strategies.

SMART GREEN MODEL via AI & NeuroScience



RESULTS OF COLLABORATIONS

- ✦ We have had a positive impact on their development by taking part in lots of sustainable projects and providing trainings together with our reference companies.
- ✦ We have achieved efficiency in the energy usage of institutions. We have largely ensured waste and wastage control.
- ✦ We have increased the motivation within the organizations. We laid the groundwork for innovative thinking. We set up social impact labs. We have transformed companies into agile management.
- ✦ We have taken actions to increase innovation in the industry and improve infrastructure. We have improved supply and value chains and passed sustainable synergies to all stakeholders.
- ✦ We have improved communication with stakeholders. We have passed the image of a sustainable company to the stakeholders through their key perceptions. We've established lasting relationships. We celebrated their sales performances together.
- ✦ We also supported the macro economy by organizing free seminars for the community in the field of our main activity «sustainability». We have proudly watched the transformation and growth of the companies that we gave free seminars.



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SOCIAL PROJECT HUB

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SUSTAINABILITY TRAINING FOR SME WITHIN THE SCOPE OF SOCIAL PROJECT

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AUDIENCE PERCEPTION AND COOPERATION TRAININGS WITHIN THE SCOPE OF SOCIAL PROJECT

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CONSULTANCY SERVICE TO SME WITHIN THE SCOPE OF SOCIAL PROJECT

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SUSTAINABILITY TRAINING FOR THE STUDENT COMMUNITY WITHIN THE SCOPE OF SOCIAL PROJECT

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COMPLETED SOCIAL EDUCATION PROJECT

1

ONGOING SOCIAL EDUCATION INITIATIVE PROJECT –
TRANSFORMING WOMEN PROJECT





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CORPORATE SUSTAINABILITY SERVICES





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For a sustainable business; we expect all individuals and activities within supply and value chain to create positive value in **economic, social and environmental dimensions** by using all resources efficiently and «**integrate**» - not «**add-ons**» - the sustainability awareness into all corporate culture, missions, visions and strategies.

The key point in corporate sustainability is Human Resources.

The real transformation and efficiency will be actualized when we inspire sustainability awareness to corporate culture, strategies, supply chain and human resources by

creating **"SUSTAINABLE LEADERS"**,

improving **"INTERNAL COMMUNICATION AND COOPERATION WITH STAKEHOLDERS"**,

supporting the creative potential with **"INNOVATIVE INTERNAL ENTREPRENEURSHIP"** and

developing with **"CONTINUOUS EDUCATION"** .

Without these activities, everything is being realized as a sustainability dream.



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SUSTAINABILITY CONSULTING SERVICES

In this context, the **sustainability services** that we provide for companies;

- Determining sustainability policies according to the corporate culture, structure and field of activity –
 - Establishing a sustainability department –
- Structuring sustainable activities according to the features of company by sustainability engineering –
 - Spreading sustainability awareness across the organization and supply chain –
 - Improving communication within the organization and partners –
- Preparation, design and presentation services for the **IFRS and/or GRI Sustainability Report** –
 - Organizational sustainability trainings –
 - Determination of Energy Management Policies –
 - Increasing Supply Chain efficiency –
- Public relations that support the creation of a socially responsible company image –
 - Development and implementation of social responsibility projects –
 - Dr. Fulya Şenbağcı Özer's participation as Independent Board Member (NDA) –

We provide sustainability awareness and infrastructure in all the economic, social and environmental dimensions of sustainability to our partners.



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

According to your company's field of activity, corporate structure, corporate objectives, team goals and employee (individual) expectations, we identify together the economic, social and environmental issues that need to be developed in the entire organization, supply chain and departments. By this data; we determine, implement, report and monitor our sustainability training roadmap.

The training methodology of sustainability trainings will vary according to the number of participants, the hierarchical role of the target audience within the organization, age of group, educational status and internal/external education background, numerical (analytical/technical) and verbal ability, occupational group, work experience.



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABLE DESIGN AND SOCIAL INNOVATION TRAINING

SUSTAINABLE LEADERSHIP AND COOPERATION TRAINING

SUSTAINABLE BUSINESS TRAINING

SUSTAINABLE LOGISTICS and
SUPPLY CHAIN MANAGEMENT (SCM) TRAINING

SUSTAINABILITY ENGINEERING TRAINING

- **SUSTAINABILITY LEADER DEVELOPMENT PROGRAMME –**
(Personalised Education)



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABLE DESIGN AND SOCIAL INNOVATION TRAINING

6 HOUR

Social innovations are defined as "the development of solutions to a social problem that are more effective, efficient, sustainable and equitable than existing solutions; it is also defined as a new solution in which the value created is not only in the individual but also in society as a whole. Social problems that are seen systematically need systematic solutions. Therefore, corporate social innovations should be considered together with multidimensional and design thinking. Sustainable design and social innovation training aims to provide the knowledge and skills to create new social enterprises by using design and collaboration methods to combine the opportunities of technology and the needs of people in the "socially responsible business" journey of the organizations.

- 1 | Sustainable Development and Dynamics
- 2 | Socially Responsible Entrepreneurship
- 3 | Business Ethics and Responsible Management
- 4 | Understanding Social Issues for Innovation
- 5 | Design Thinking and Social Innovation Design
- 6 | Project Management in Social Enterprises
- 7 | Management Economics for Social Enterprises
- 8 | Advertising, Collective Impact and Collaboration in Social Innovations
- 9 | Social Impact and Assessment
- 10 | Social Innovation and Design Examples



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABLE DESIGN AND SOCIAL INNOVATION TRAINING

TRAINING OUTCOMES

- 1 | The concept of sustainability is becoming understandable. Thus, it develops the knowledge and skills necessary for the transformation of the organization into a socially responsible business.
- 2 | Researches show that more ethical socially responsible projects contribute **at least 17%** to both the profits and return on assets of businesses while creating social value.
- 3 | By encouraging design-oriented creative thinking within the organization, it creates space for more participation and internal initiatives for both the organization and the society.
- 4 | By using advanced media communication, it increases the trust and importance of the organization among its financial stakeholders and within the public.
- 5 | Collective benefit and cooperation is created that will encourage the extraction of more social projects and initiatives from your country and within the organization.



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SUSTAINABILITY TRAININGS

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SUSTAINABLE LEADERSHIP AND COOPERATION TRAINING

6 HOUR

As a result of unsustainable developments, the whole world needs competent managers and leaders who can create a common meaning and bring about large-scale changes in economic, social and environmental nature. Today, 93% of CEOs know that sustainability needs to be integrated into their company's strategy. But only a few companies have a unified sustainability strategy.

With sustainable leadership and cooperation training, it is aimed that managers integrate sustainability into the corporate and administrative world at all hierarchical levels and understand their own role in the workplace, society and political sphere, thus achieving meaningful impacts on internal and external stakeholders and public opinion.

- 1 | Sustainable Development and Dynamics
- 2 | The Philosophy of Sustainable Leadership
- 3 | Corporate Purpose and Shared Value Creation
- 4 | Personal Goals and Action Orientation
- 5 | Climate Awareness and Resource Management
- 6 | Creative Problem Solving Against Complex Problems
- 7 | Leadership in Sustainability Policies and Strategies
- 8 | Sustainability Communication and Diplomacy
- 9 | Global and Corporate Impact Creation
- 10 | Examples of Sustainable Leaders



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SUSTAINABLE LEADERSHIP AND COOPERATION TRAINING

TRAINING OUTCOMES

- 1 | The concept of sustainability is becoming more understandable by corporate managers and employees. This facilitates intervention in the complex challenges of sustainability.
- 2 | By increasing the awareness levels of leading managers about the planet, society, economy, business and themselves, they gain which sustainable decisions they can take at this point.
- 3 | Gain skills to understand their own role in the workplace, society and the political sphere, thus achieving meaningful impacts on internal and external stakeholders and public opinion in the value chain.
- 4 | By staying in action for a sustainable planet, society and organization, key decision-makers in society and leaders who will create sustainable collaboration, action and commitment are grown.
- 5 | More sustainable leaders are encouraged from your country and within the organization.



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABLE BUSINESS TRAINING

12 HOUR

The establishment of a sustainability system for organizations without harming ecological, social and economic interests and ensuring the continuity of the functionality of this system by continuously improving itself requires a serious innovative thought.

Sustainable Business Education; In order for the organization to fully transform into a sustainable socially responsible structure, it provides competence to define a more important role socially, economically and environmentally to human resources, internal and external stakeholders, to develop corporate empathy, to increase internal / external social communication skills, to reduce environmental and economic costs and thus to increase trust in the organization.

- 1 | Sustainable Development and Dynamics
- 2 | Modern Management Approach and Sustainable Enterprise
- 3 | Internal and External Dynamics of Sustainability
- 4 | Sustainability Policies and Crisis Management Strategies
- 5 | Sustainable Organizational Culture and Climate
- 6 | Sustainable Human Resources Management
- 7 | Sustainable Marketing and Lasting Customer Value
- 8 | Sustainability Reporting and Its Growing Importance
- 9 | Legal Supports and NGO Collaborations
- 10 | Examples of Socially Responsible Business



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABLE BUSINESS TRAINING

TRAINING OUTCOMES

- 1 | The concept of sustainability is becoming understandable. Thus, the adaptation and cooperation skills of the organization are expected to develop.
- 2 | Employees adopt, collaborate and develop the sustainable goals of the organization.
- 3 | The relevant managers are informed and encouraged to develop the sustainability policies and strategies of the organization and integrate them into all organizational units.
- 4 | It ensures sustainable cooperation and commitment within the value chain.
- 5 | It encourages more sustainable enterprises to emerge from your country and within the organization.



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABLE LOGISTICS and SCM TRAINING

6 HOUR

In the supply chain, all activities start from nature and return to nature. Logistics activities in supply chain processes are the most costly item for organizations and nature. It is aimed to ensure that logistics activities are environmentally friendly with low costs and to reduce carbon emissions throughout the supply chains.

Sustainable logistics and supply chain management training; aims to provide organizations with the knowledge and skills related to bringing sustainable logistics policies and practices, reducing the corporate and environmental costs of logistics activities, and transferring green value to all stakeholders throughout supply chains.

- 1 | Sustainable Development and Dynamics
- 2 | Working Areas in Sustainable Logistics
- 3 | Sustainability Transformation of Supply Chains
- 4 | Green Logistics and Circular Economy
- 5 | Green Logistics Applications
- 6 | Stakeholder Relations Throughout the Supply Chain
- 7 | Reverse Logistics and Waste Management
- 8 | Green Logistics Certification
- 9 | Lean Supply Networks and KAIZEN
- 10 | Sustainable Logistics and SC Current Examples



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABLE LOGISTICS and SUPPLY CHAIN MANAGEMENT (SCM) TRAINING

TRAINING OUTCOMES

- 1 | The concept of sustainability is becoming understandable. Thus, the development of adaptation and cooperation skills within the supply and value network of the organization is ensured.
- 2 | By informing the organization about applications such as green office and warehouse management, it is ensured that economic value is created by reducing logistics costs and reducing corporate waste.
- 3 | The relevant managers are informed and encouraged to develop the sustainable logistics strategies of the organization and integrate them into the entire supply chain.
- 4 | In the light of current practices, it is an increase in efficiency in the logistics operations of the organization.
- 5 | It will bring companies that will set an example for your country in green supply networks.



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABILITY ENGINEERING TRAINING

30 HOUR

The establishment of a sustainability system for organizations without harming ecological, social and economic interests and ensuring the continuity of the functionality of this system by continuously improving itself requires multidimensional engineering and innovative thinking.

Sustainability Engineering; In order for the organization to undergo a complete transformation into a sustainable socially responsible structure, it provides competence to human resources, internal and external stakeholders to define a more important role socially, economically and environmentally, to develop their empathy, to increase their internal / external social communication skills, to implement sustainable projects to reduce environmental and economic costs and to increase the trust in their organization in this regard.

- 1 Sustainable and Ethical Development
- 2 Internal and External Dynamics of Sustainability
- 3 Sustainability Policies and Strategies
- 4 Sustainable Corporate Culture
- 5 Sustainable Leadership and Internal Entrepreneurship
- 6 Sustainable Business and Agile Management
- 7 Industrial Ecology and Energy Systems
- 8 Sustainable Design and Project Management
- 9 Social Innovation Development and Social Impact
- 10 Sustainable Supply and Value Chain Management
- 11 Sustainability Reporting and Its Growing Importance
- 12 Legal Supports and NGO Collaborations
- 13 Perception of Sustainability with Generations
- 14 Examples of Sustainable Engineering



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SUSTAINABILITY TRAININGS

We transform entire organization into green, regardless of white, blue or metal collar...

SUSTAINABILITY ENGINEERING TRAINING

TRAINING OUTCOMES

- 1 | The concept of sustainability is understandable, and the sustainable system is becoming feasible. Thus, the adaptation and cooperation skills of the organization are expected to develop.
- 2 | Employees adopt, collaborate and develop the economic objectives of the organization. It ensures that all employees feel and share the responsibility for the prevention of human and financial resource consumption and negative damage on the environment. Thus, innovative social internal entrepreneurship is encouraged.
- 3 | The organization accesses the qualified information necessary for the realization of social projects and initiatives through its transformation to the learning organization and agile management approach.
- 4 | Sustainability awareness spreads across the entire value chain and public trust in the business increases. Ensures sustainable cooperation and commitment.
- 5 | It encourages the creation of more sustainable projects and sustainable leaders from your country.

THE BENEFITS OF SUSTAINABILITY TRAININGS



SUSTAINABILITY, MUST CONTAIN THESE ESSENTIAL ACTIONS, FOR ADAPTATION...



SUSTAINABILITY, IS A HIGH TENSIONED but STRONG VALUES THAT DESIRED FOR COOPERATION!





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DIGITAL ANALYSES

Build your corporate data treasury with insights from internal and external sources!





fiupo «Data-Driven Business Management Platform» is a digital platform developed by FCO that offers data-driven solutions to help your business achieve its strategic goals. It enhances your business processes with tools such as maturity analyses, risk analysis, performance management, and business network optimization. Whether you are an SME or a large enterprise, build your business decisions on a more solid foundation with Fiupo.

In partnership with CoDNA for sustainability and FCO for your financial health, we offer detailed analysis and reporting services for the following services:

- GREEN TRANSFORMATION MATURITY ANALYSIS ([Sample Report](#))
- DIGITAL TRANSFORMATION MATURITY ANALYSIS ([Sample Report](#))
- FINANCIAL CHECK-UP ([Sample Report](#))
- BUSINESS PROCESS EFFICIENCY ANALYSIS ([Sample Report](#))
- SALES MANAGEMENT ANALYSIS ([Sample Report](#))

We are also directing you to the expert opinion of experienced FCO professionals for another pillar of sustainability: FINANCIAL WELL-BEING.

Tracked Metrics

Green Management Strategies
 -Decision Makers' Approach
 -Policies and Procedures
 -Implementation of Green Strategies
 -Green Process Monitoring
 -Green Management Reporting

Waste Management
 -Waste Reduction Strategies
 -Waste Production Quantities and Types
 -Waste Management Documentation
 -Recycling Rates

Financial Competency
 -Balance Sheet Management
 -Budget Management
 -Revenue Performance
 -Cash Flow Management
 -Sustainability Performance
 -Green Transformation Financial Strategy

Stakeholder Collaboration
 -Employee Collaboration
 -Customer Collaboration
 -Stakeholder Engagement and Communication
 -Supply Chain Collaboration
 -Community Collaboration

Energy Efficiency
 -Energy Efficiency Documentation
 -Implementation Status of Energy Efficiency Measures
 -Company's Energy Consumption Data
 -Green Energy Usage Rate

Innovation and R&D
 -Green Innovation in R&D Projects
 -Environmentally Friendly Product Development Processes
 -Investment in Green Technologies

Water Usage and Management
 -Water Footprint Calculations
 -Water Usage Efficiency
 -Implementation of Water Conservation Practices
 -Water Consumption Data

Education and Awareness
 -Green Education Programs for Employees
 -Innovation and Environmental Internal Communication Activities
 -Efforts to Promote Green Culture and Awareness

Decarbonization Efforts
 -Carbon Footprint Reduction Strategies
 -Carbon Emission Data
 -Sustainable Transport and Energy Usage

Green Production Processes
 -Environmentally Friendly Production Processes
 -Sustainability in Material Selection
 -Status of Transition to Green Production Technologies



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COGNITIVE NEUROSCIENCE SERVICES





Cognitive Neuroscience is a branch of neuroscience that tries to explain people's arousal points, unconscious orientation behaviors and decision-making processes with brain imaging techniques. In traditional research and interviews, people can be misleading. They may give answers that will make themselves or others happy, they may show different behaviors rather than they think.

It has been observed that utilizing neuroscience on developing external and internal relations, is very beneficial in determining the sensitivity points of the audience, contacting their correct perceptions or influencing their decision-making processes, and creating a permanent image.

- How are some brands, some people etched in our memories? –
- Which parts of us did they touch? –
- What was the quality that focused our interest on them? –

So developing relationship, communication, marketing and image applications with neuroscience gives us the chance to understand people's decision-making mechanisms and capture them from their sensitive points.

Appeal to the neurons, perceptions, chemistry of your target audience...



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COGNITIVE NEUROSCIENCE CONSULTING SERVICES

In this context, our **cognitive neuroscience services** that we provide to our companies;

- Measurement and reporting of the organization's image, slogan and other marketing elements (advertisement, packaging, website, social media account, etc.) performance in the neuroscience laboratory –
- Determination of communication policies that fits to the activity area and target audience of the corporation –
- Creating and developing a corporate image, accordance with the perceptions of the target audience –
 - Supporting managers in the neuroscience of relationships and in neuropolitics –
 - Supporting the corporation with neuromarketing and neurosales activities –
 - Improving internal communication of organization –
 - Preventing from internal stress and conflicts –
- Management of generational differences within and outside of the organization –

So we gain our corporate partners the competence by cognitive neuroscience at the point of realizing the right perception, image and effect.



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COGNITIVE NEUROSCIENCE TRAININGS

Our **Cognitive Neuroscience Trainings** contribute to mastering the neurological background of relationships, focusing the perception of the audiences in a short time, developing the right image and marketing strategies, reducing time and material losses due to communication, preventing conflicts, developing effective communication and permanent relationships with stakeholders inside and outside of the organizations.

The methodology of trainings in the field of Cognitive Neuroscience will vary according to the number of participants, the hierarchical role of the target audience within the organization, age group, educational status and ternal/external education background, numerical (analytical/technical) and verbal ability status, occupational group, work experience.



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COGNITIVE NEUROSCIENCE TRAININGS

NEUROMARKETING TRAINING

NEUROSALES TECHNIQUES TRAINING – w/ Creative Drama WS

**NEUROCOMMUNICATION TECHNIQUES AND RELATIONSHIP
MANAGEMENT TRAINING – w/ Creative Drama WS**

**SOCIAL PRESENTATION AND AUDIENCE PERCEPTION
MANAGEMENT TRAINING – w/ Creative Drama WS**

DIFFERENT SENSITIVITY POINTS OF GENERATIONS TRAINING

**- NEUROLEADERSHIP PROGRAMME –
(Personalised Education)**



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COGNITIVE NEUROSCIENCE TRAININGS

NEUROMARKETING TRAINING 6 HOUR

"Neuromarketing is the branch of science that tries to explain people's arousal points, unconscious orientation behaviors and decision-making processes with neuroscience techniques. At this point, several marketing applications developed with neuroscience give us the chance to understand the decision mechanisms of the target audience and to capture them from the points of sensitivity.

The success of marketing activities can literally stem from sustainable relations between the organization and the audience, mutual trust and a sense of belonging. This is only possible with an image that is correctly positioned in the mind of the audience with neuromarketing and has strengthened its place..." Dr. Fulya Şenbağcı Özer (Instructor)

- 1 | Basic Neuroscience and Decision-Making
- 2 | Neuromarketing and Marketing Psychology
- 3 | Behavioral Foundations of Neuromarketing
- 4 | Theories of Personality and Neuromarketing
- 5 | Sensory and Experiential Marketing
- 6 | Conscious and Unconscious Blockades in Consumers
- 7 | Creative Image and Brand Design
- 8 | Neuromarketing in Integrated Marketing Communications
- 9 | Neuromarketing and Ethics
- 10 | Best Neuromarketing Examples



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COGNITIVE NEUROSCIENCE TRAININGS

NEUROSALES TECHNIQUES TRAINING

**6 HOUR – Max. 10 Participants for Creative
Drama Workshop**

“Sales business; It is the job of helping your customers convince themselves that your product is the starting point of their dreams. The process is purely communicative and neurological. Without manipulation, we will reach the pleasure center by catching the perceptual points, release dopamine and reveal the product appetite. We will process the phenomenon of trust in every neuron in the brain, and we will pass on the sense of belonging. We will be constantly reminded of our existence with neurological anchors. In this way, we will achieve the goal of marketing, 'Permanent Customer Relationships'.

For the continuity of our corporate, that customer must always come...” Dr. Fulya Şenbağcı Özer (Trainer)

- 1 | Basic Neuroscience and Decision-Making
- 2 | What Are We Actually Selling?
- 3 | What Happens in the Brain During the Purchase?
- 4 | Customer's Perception, Sense of Belonging and Trust
- 5 | Finding Customer's Pleasure Centers
- 6 | Expressions That Slow Down the Central Nervous System
- 7 | Direction and Creativity with Questions
- 8 | Methods of Responding to Objections and Persuasion in Sale
- 9 | Permanent Relationships with Neurological Anchors
- 10 | Neurosales Examples and Applications



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COGNITIVE NEUROSCIENCE TRAININGS

NEUROCOMMUNICATION TECHNIQUES AND RELATIONSHIP MANAGEMENT TRAINING

**6 HOUR - Max. 10 Participants for
Creative Drama Workshop**

"Communication is born out of a wonderful coalition of the right and left brain. We code what we think according to our brain skills, but the person or people in front of us can make sense of these codes as much as their brain skills. Many overlaps and conflicts and time losses in narration nor understanding, arise from neurological differences experienced during the transmission and analysis of these codes.

By NeuroCommunication Techniques, we can pattern the different neurological structures of ourselves and the other people, the neurochemistry working in the background, the points of perception, thinking styles and communication styles, and we can gain coding skills appropriate to these differences. It is our communication and oratory skills that can open new channels of connection, while at the same time closing existing ones. Our strongest ability is our language, which is a result of our social evolution. Let's code it correctly on every platform."

Dr. Fulya Şenbağcı Özer (Instructor)

- 1 | Basic Neuroscience and Functional Processes in the Brain
- 2 | Neurological Background of Communication
- 3 | Communication Preparation and Inner Communication
- 4 | Conscious and Unconscious Relationships
- 5 | Purpose and Mental Mapping in Communication
- 6 | Perceptual Management by Neurocommunication Techniques
- 7 | Verbal-Written-Telephone Neurocommunication
- 8 | A Sense of Belonging – Lasting Relationships with Trust and Motivation
- 9 | Methods of Protection from Manipulation
- 10 | Questioning, Creativity and Improvisation



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COGNITIVE NEUROSCIENCE TRAININGS

SOCIAL PRESENTATION AND AUDIENCE PERCEPTION MANAGEMENT TRAINING

6 HOUR - Max. 10 Participants for
Creative Drama & Presentation Workshop

"The ability to make advanced presentations (the art of oratory) is the most strategic and important element that individuals use when expressing themselves, holding meetings, presenting products or projects, creating portfolios, training, persuasion and all leadership processes during their group and audience communications within their social and professional fields. People who show the most effective presentation skills in front of the public in every region of the world stand out and capture, motivate, influence and reach high points with the audience. These people are the center of attention by keeping people's multiple perceptual points alive by using verbal, visual and technology interaction. You should do this to your target audience. Capture them from their neurons, their perceptions, their chemistry..."

Dr. Fulya Şenbağcı Özer (Instructor)

- 1 | Basic Topics in Presentation Techniques
- 2 | Multiple Perceptions of the Brain and Audience in Presentation Communication
- 3 | The Endocrine System of the Social Community
- 4 | Gaining the Sincerity of the Audience and Perception Management
- 5 | Communication Management Suits Multiple Perceptual Points
- 6 | Audience Appropriate Planning and Preparation Phase (Who/What/How's Persuasion?)
- 7 | Realization of the Presentation and Preservation of Interest
- 8 | Control of Difficult Questions, Creativity and Improvisation
- 9 | Effective Close: Summarization, Feedback and Conclusion
- 10 | Manipulation Avoidance and Ethical Elements



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COGNITIVE NEUROSCIENCE TRAININGS

DIFFERENT SENSITIVITY POINTS OF GENERATIONS TRAINING

6 HOUR

"How did a series of sequential evolutions take place in human history, accelerating from a Society 1.0 hunter-gatherer society to a Society 5.0 'super-intelligent society'? Of course, it was with the acceleration of the development and creativity of the human brain, which had to deal with more stimuli and data at the same time due to industrialization. In other words, the amount of stimulus and data received by a generation Z individual born after 2000 in a day corresponds to the data received by an individual in generation X at the same age in one year. As the number of stimuli increases, the brain changes and develops. The only thing that has not changed since the time of Aristotle, who said 'Young people are out of control these days!' in 350 BC, is the «generational conflicts» due to their different perceptions."

Dr. Fulya Şenbağcı Özer (Instructor)

- 1 | The Development of Humanity and the Human Brain
- 2 | Generation Concept and Formation
- 3 | Major Characteristics of Generations
- 4 | Business Styles of Generations
- 5 | Same Workplace with Different Generations
- 6 | Major Generational Conflicts
- 7 | Different Sensitivity Points of Generations
- 8 | Contacting the Perceptions of Generations
- 9 | Correct Communication with Generations
- 10 | Designing for Generations



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NEUROSUSTAINABILITY

FOR MOTIVATION, PSYCHOLOGICAL RESILIENCE AND COMMITMENT



Neurosustainability is a new interdisciplinary field of science developed by our founding instructor Dr. Fulya Şenbağcı Özer and received approval from Oxford University, SDSN and MDPGlobal platforms in 2021.

NeuroSustainability tries to clarify the effects of sustainable conditions on brain development and the development processes of sustainability and ethics in the brain with neuroscience. Thus, NeuroSustainability is a new scientific field that examines the neurological processes of sustainability and ethics phenomena with its ecological, social and economic dimensions which can generate data for artificial intelligence networks that can be developed for sustainable thinking, sustainable design, sustainable innovation, sustainability education.

Studies show that the neurological dimension of sustainability is highly effective in **motivation, resilience and commitment** of individuals, societies and organizations.

OUR SERVICES PROVIDED WITHIN THIS SCOPE;

- Determination of organizational sustainability and communication policies –
 - Workplace design and ergonomics consultancy –
- Neuroscience-based employee motivation and commitment analysis –
 - NEUROLEADERSHIP PROGRAM –
- ORGANIZATIONAL CREATIVITY AND INTRAPRENEURSHIP PROGRAM –
 - ORGANIZATIONAL ATTENTION AND FOCUS PROGRAM –
- EMOTIONAL INTELLIGENCE AND EMPATHY DEVELOPMENT PROGRAM –
 - ORGANIZATIONAL PRESSURE BALANCING PROGRAM –
 - NEUROSUSTAINABILITY TRAINING –



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NEUROSUSTAINABILITY CONSULTING SERVICES

In this context, our **NeuroSustainability services** that we provide to our companies;

- Determination of internal sustainability and communication policies –
- Creating and developing a positive corporate image for employees –
- Supporting subordinate-superior relationships in terms of neuropolicies –
- Supporting employees in terms of motivation and psychological resilience –
 - Maintaining self-control in situations of success, failure and crisis –
 - Balancing organizational pressure and stress –
 - Prevention of internal conflicts –
 - Increasing the trust and loyalty of employees to the organization –

By these activities, we increase internal peace and productivity and bring **sustainable development** and **cognitive resilience** to the entire organization together with its employees.



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NEUROSUSTAINABILITY CONSULTING SERVICES

NEUROSUSTAINABILITY TRAINING

**12 HOUR - Max. 10 Participants for
Creative Drama Workshop**

It is clear that unsustainable and unpredictable conditions, communicative impasses, sociological turmoil, economic troubles and job stress create psychological pressure in all organizations today. In addition, the continuous increase in air temperature with pollution and climate crisis also increases the level of anger and stress in humans as well as in all mammals, revealing human primitive nature.

The human mind is knitted with many conscious and unconscious decisions, connections and contradictions within many internal and external stimuli. In this environment, brain tries to create the motivation to continue his life by developing mental friendship or hypocrisy with itself for social and economic goals. However, not meeting the goals quickly reduces its psychology and motivation. This training will provide your employees the emotional agility, psychological resilience and emotional intelligence skills by neuroscience knowledge.

- 1 | Basic Neuroscience; Brain Structure and Functional Processes
- 2 | The Chemistry of Emotions and the Subconscious
- 3 | The Protectivist Brain Adapting for Sustainability
- 4 | The Social Brain that Collaborates for Solidarity
- 5 | Effective Decision Making Process = Emotional Intelligence
- 6 | Self-Awareness = Mental Friendship and Hypocrisy
- 7 | Social Skills and Empathy
- 8 | Goal Motivation and Psychological Resilience
- 9 | Continuity of Success and Neuroscience of Failure
- 10 | Self-Control and Emotional Agility



CODna
sustainable business genetics

SOME OF OUR VALUABLE REFERENCES



İNCI HOLDİNG

oakioğlu
HOLDİNG

**COLDWELL
BANKER** 





Founder/Instructor

Dr. Fulya ŞENBAĞCI ÖZER

NeuroSustainability and NeuroPolitics Specialist

 linktr.ee/Neurosustainability

Born in 1982 in Izmir. After graduating from Dokuz Eylül University, Department of Business Administration, she completed her Master's Degree in International Business Administration with a thesis. During and after her education, she transformed her academic knowledge into practical knowledge in various sectors and different organizational structures. She studied cognitive neuroscience for her research area from various educational institutions and university departments in Spain, USA and Germany. Subsequently, she completed her PhD at Izmir Katip Çelebi University, Institute of Social Sciences with her ***thesis on the perception of sustainability, empathy and participation of Generation Z with neuroscience techniques***, providing new insights into **sustainability communication and management**. Şenbağcı Özer is a member of the advisory board of the Neuroscience Application and Research Center of the same university and continues her academic studies.

Due to her environmental and human-oriented nature, she mainly works on «sustainability», «neuroscience», «perception management», «ethical development», «neuroinclusivity», «gender equality», «social movements», «apoliticism» and «collective anarchism». She participated as a speaker in national and international symposiums in these fields, her papers, articles and book chapter titled “Metal Collar Effect in Sustainability” were published.

In addition, she established the infrastructure of “Sustainable Policies” and “Sustainability Departments” of many organizations and provided trainings in order for organizations to move forward as green and socially responsible corporate citizens and improve their stakeholder relations.

As of 2016, she is the founder of **CoDNA Sustainable Business Genetics Hub** and an expert consultant and trainer in the categories of sustainability and cognitive neuroscience. She is fluent in Turkish, English, Italian and Spanish, and intermediate German. She continues her education in Kurdish in order to carry out neurosustainability studies in a wider geography. She is married and has one child.

Fulya Şenbağcı Özer created a new interdisciplinary field called **“NeuroSustainability”** by combining neuroscience techniques with the sustainability studies she researched. These studies were presented to and accepted by **Oxford University, SDSN and MDPGlobal** in September 2021. So she gained a new research area to the scientific world.



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