

Collectivist; Strategy, Sustainability, Customer and Transformation Expert

DR.HAKAN TETİK



WORKSHOP

Special Design and Output for the Needs of Organizations, Workshops & Call Meetings & Moderation



TRAINING

Effective Trainings that Increase the Awareness of Participants as Individuals, Teams and Organizations with Academic & Practical Methods



KEYNOTE

Special Design Speeches serving a Purpose according to Briefs, Interactive Speeches about Business & Life



CONSULTANCY

Strategy, Customer Experience, CRM Sustainability, Strategic Marketing, Product Management, Executive Mentoring



4x4 Trainer, Consultant and Speaker

*I provide service in 4 languages
I am different in 4 subjects,
I specialized in 4 main functions at school,
I find 4 core competencies critical*

*Abroad %20+
Koç University 10+ Years
EU & MEA Region*

What I like; being inspired, Artificial Intelligence, Business Models, Innovation, Digitalization, Stoicism, Travel, Gastronomy, Sailing & Sea

What I do not like; Television, Hidden Agendas, Excuses, Time Traps, Lack of Strategy, Those who say No



Workshop



1. Creating the Strategic Roadmap with Common Mind
2. Strategic Marketing & Positioning Roadmap
3. Conference Call & Moderation
4. Preparation of the Sustainability Roadmap by Measurement in accordance with Global Criterias
5. Product Management Culture
6. Customer Experience Design & Management
7. Employee Experience Design & HR Training
8. Expansion Plan of Cultural Transformation
9. Data Interpretation & Data Set Design
10. Future Design with Artificial Intelligence and Prioritization
11. Roadmap to become a «Hidden Champion»
12. Differentiation Roadmap in Service Marketing
13. Development of Hyper Growth Strategy
14. Agile Implementation of Strategy with OKR
15. Board of Directors & C-Level Compliance Study
16. Brand Positioning Study
17. Growth Design with Pricing

- ◇ *Teamwork for 10-30 People, 3 or 4 Teams*
- ◇ *Interactive, Question/ Answer, Discussions, Book awards*
- ◇ *Duration: 09.00-17.00; sometimes long day*
- ◇ *Projection, Flipchart, U Form, Round table*
- ◇ *Workshop Outputs and Report*
- ◇ *Need-specific content and concrete outputs after the 'Brief'*
- ◇ *Real life examples, less slides, more practice*
- ◇ *Individual → Team → Institutional Integrity*
- ◇ *Academically sound, strong in Practice*
- ◇ *Suitable for Cultural Factors*
- ◇ *Real Cases (not Apple, Tesla etc. 😊)*

Face to Face & Online Trainings



- 1.Strategic Thinking
- 2.Strategic Planning
- 3.Strategic Marketing
- 4.Design Thinking & Product Management
- 5.Customer Centricity
- 6.Customer Experience
- 7.Employee Experience
- 8.Making Sense of Data
- 9.How To 'Unlearn'
- 10.Innovation & Service Innovation
- 11.Collaborative Intelligence
- 12.CRM & CEM
- 13.Applied 'Agile Business Case'
- 14.Strategic Project Management
- 15.Change & Transformation Management
- 16.Marketing Research
- 17.Market Oriented Segmentation
- 18.Creating a Personal Strategy
- 19.Strategy in the World of VUCA & BANI
- 20.Prioritization Management
- 21.Agile Leadership
- 22.Data-Driven Management
- 23.Strategy Management with OKR
- 24.Omnichannel Marketing
- 25.Transition from Strategy to Sustainability

Common Features;

- ◇ *Teamwork for 12-24 People, 3 or 4 Teams*
- ◇ *Interactive, Question / Answer, Discussions, Book awards*
- ◇ *Duration: 09.30-16.30; as 4 modules*
- ◇ *Projection, Flipchart, U Form, Round table*
- ◇ *Presentation PDF is given, link is given for the Toolkit*

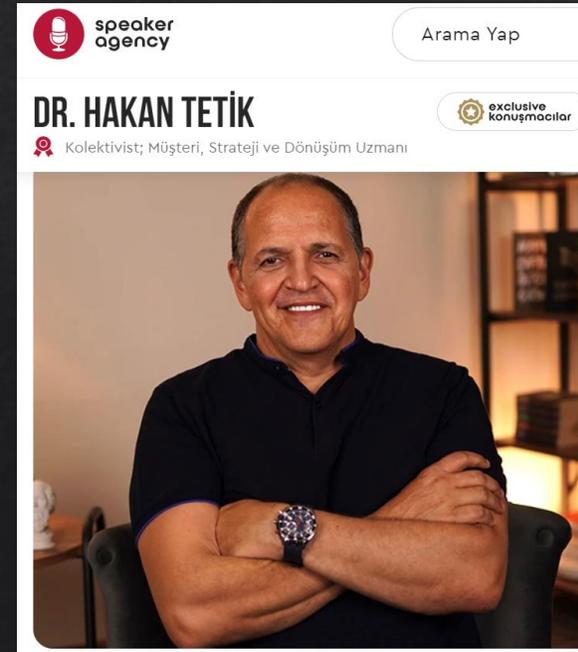
Online Exclusive;

- ◇ *Zoom, Teams, Webex, Google Meet*
- ◇ *Interactive Whiteboard, Teamwork with Breakout Rooms*

Keynote

- 1.Unlearning and Letting Go of What We Know – «Unlearn»
- 2.Managing the Dynamics of Change and Transformation
- 3.Growing with Strategy in Crisis Times
- 4.Transforming to «Good to Great» Company
- 5.Protecting from or Use of Artificial Intelligence
- 6.Doing Business with the Customer at the Center
- 7.Monetization – Finding the Trail of Money
- 8.Doing Collective Work with Agile Teams
- 9.Being Ready for 2030 Megatrends from today
- 10.2030 Megatrends and their Impact on the Business World
- 11.Being a Right Brain (CEM) & Left Brain (CRM) Company
- 12.Leading Based on Performance in the New Era
- 13.Business Management in the Generation Z Economy
- 14.How to Become a «Hidden Champion»
- 15.Making a Difference with Customer Experience
- 16.Don't Wait for your Second Chance, Create it!
- 17.Effective Pricing in an Inflationary Environment
- 18.How to Do Hyper Growth
- 19.Making Internal and External Customer Happy at the Same Time

- ◇ *Keynote Speaker Agency 'Exclusive'*
- ◇ *45 min – 60 min.*
- ◇ *'Brief' before Keynote*
- ◇ *Travel and accommodation costs outside the city are billed separately.*



Consultancy



Programs

- 1.Strategy Roadmap
- 2.Sustainability Roadmap
- 3.B2B and B2C Pricing Roadmap
- 4.Strategic Marketing Roadmap
- 5.Product Management Roadmap
- 6.Customer Experience Roadmap
- 7.Employee Experience Roadmap
- 8.Hyper Growth Strategy Roadmap
- 9.Go-To-Market Roadmap
- 10.Customer Growth Model Roadmap
- 11.New Generation Business Model Roadmap
- 12.Brand & Positioning Roadmap

One to One Consultancy

- 1.CxO Transformation Mentoring
- 2.Board Membership
- 3.Mergers & Acquisitions (M&A)
- 4.Successor/Predecessor Building

- ◇ *The roadmap is created with programs; it is carried out through one-on-one meetings, field studies, interim reports, trainings and workshops.*
- ◇ *As 4Biz –“Ideas for Business”, we provide services with competent and experienced consultants in Roadmaps.*
- ◇ *Roadmaps are obtained through detailed studies lasting 2-3 months and can optionally be monitored afterwards.*