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our story...

Our story began to be written in İstanbul in 2008...

Fokus Akademi, which was thought just as a brand at the beginning of our long and tough journey, has proven its adequacy in the process and is established officially on March 13, 2009.

Our targets were too big... First, becoming the best ***Training and Consultancy*** *Company of Ankara and then leaving no cities and villages in Turkey unvisited.*

In the process, we have become one of the best companies in Ankara. As being the choice of many leading organizations in their industries, we have brought our brand to the position we have aimed.

However, we have a long way to go...!

While providing ***Training and Counseling*** *services to the public institutions and organizations, private companies, we pay attention to comply with the organic structure and corporate culture of the organizations we provide services by creating solution proposals with scientific and social approaches and taking up-to-date information, developments and contacts as references.*

We pay the same attention to our valuable customers who would like to receive our services individually.

Our Vision, Our Objectives, Our Target...

Creating success stories,

/training

corporate development trainings
industry-specific and technical trainings
outdoor trainings
personal development trainings
open trainings

/consultancy

management consultancy
branding consultancy
project, grants and incentives consultancies
human resources management consultancy
quality management system consultancy

team:

a. *A group of persons that agree with each other in terms of profession, behavior, status, etc.* ***b.*** *A community of persons that complement each other in terms of duties; group, squad* ***c.*** *sp. Each group of players that are affiliated with certain organizations and take the field in a game* ***d.*** *sp. Group of sportsman playing and trying to win together.*
TDK (Turkish Language Society)

Corporate Development Trainings

• *Effective Communication Techniques Training*
Excluding sleeping, we spend most of our time in communication with other people. While miscommunicating with people causes problems in the business life, social life and family life, a proper communication will be the key to open the doors to a more successful and happier life.

• *Presentation Preparation and Effective • Presentation Techniques Training*
• *Body Language and Personal Image Training*
• *Corporate Culture and Corporate Belonging Training*
• *Personal Performance and Time Management Training*
• *Protocol and Social Behavior Rules*
• *Methods of Increasing Productivity and Motivation*
• *Strategic Marketing and Sales Training*
• *Digital Marketing and Management Training*
• *Sales Methods with NLP Techniques Training*
• *Customer Satısfaction Training= Customer Relations Management (CRM)*
• Call Center Operator Training
• Training of the Trainer

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Industry-Specific and Technical Trainings

• *Customer Relations Management in Health Services Management*
First, it will be explained to the patient advisors that the risks in the services offered in the healthcare industry may be of vital importance. It is aimed to achieve the objectives of the company by offering better quality services, which improve satisfaction levels and meet the expectations of the patients and their relatives, and accordingly, to bring in the skills required for raising the service quality to higher levels.

• Patient and Caregivers Satisfaction
• Health Tourism Support Staff Training
• Foreign Trade Specialist Training
• International Marketing Training
• E-Foreign Trade Training
• Public Procurement Law No. 4734 and Related Legislation
• Public Procurement Law No. 2886
• Local Administrations Expenditure Documents
• Metropolitan Municipality Law
• Trainings for Financial Institutions
• Advanced Excel Training
• Advanced Power Point Training
• Information Security Trainings
• Auto Cad Trainings

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Outdoor Trainings

• *Creating a Team Concept*
It is intended to improve the team building awareness and skills of the participants and create a corporate awareness with the method of learning by Doing-Living. The basis is making the team members have a joyful training process in fighting with the nature together and moving the participants away from the stress of the city and work.

• Outdoor Motivation Trainings
• Outdoor Time Management Training
• Outdoor Creativity Enhancing Training
• Outdoor Effective Steering Training
• Outdoor Management and Leadership Training
• Outdoor Stress Management Training

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Personal Development Trainings

• *Body Language and Personal Image Training*
Most of our work life and private life passes by communicating. People use three different instruments in communication. These are the words, phraseology and body language. However, contrary to popular belief, body language is the most important one. 10% of our communication is made by words, 30% by phraseology and 60% by the body language. Therefore, for having good communication skills, we have to use our body language and read other people's body language correctly.
In this training, it is intended to make the participants dominate their body languages and establish better communications in addition to having more effective, professional and charismatic personal images.

• Presentation Preparation and Effective Presentation Techniques Training
• Art of Recognizing People
• Project Cycle Management (PCM)
• Being Able to Manage Stress
• Crisis Management
• Effective Interviewing and CV Writing Skills
• Creative Decision Making Training
• Communication with NLP Principles Training
• Conflict Management Training
• Reputation Management
• Effective Use of Social Media
• Effective Speaking and Convincing
• Tribune Dominance and Oratory
• Online Speedy Reading
• Memory Techniques Training

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Open Trainings

• *Be the coach of your own health*
Today, many people take professional support for healthy living. However, unless the self-motivation and self-belief of the person are at sufficient levels, the steps taken could be useless. Revealing the inner sources, making the individual to see and believe what he/she can do are of great importance in managing health. Considering that excessive weight and stress may cause many chronical diseases, determining the target steps for the ideal weight and knowing when to start are of great importance to continue afterwards.

• Attention..! Your Body Speaks.
• 7 Colors of the Customer
• I am selling the world
• Individual Stress Management
• Project Writing -PCM-
• Online Brand Creation and Reputation Management
• Digital Marketing Training
• Security Training in the Social Media for Kids
• Exam Anxiety
• Creative Drama Trainings
• Breathing Training

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trade:

a. noun purchase and sales of goods, etc. b. purchasing and sales activity executes for profit c. science related to this activity d. obtained, benefited price difference, profit from the exchange.
TDK (Turkish Language Society)

Management Consultancy

• *Institutionalization Consultancy*
Institutionalization is establishment of necessary systems of the institutions (public and private) by creating management and organization structures in accordance with the market and today's conditions, determination of company-specific behaviors, norms, standards and principles and putting them in writing, and implementing as a whole. Constant development, standardization, sustainability and renewal, if necessary, process of the determined rules, values and social interaction patterns is defined as the institutionalization process.

• Management and Restructuring
• Family Business Management Consultancy
• SME Management Consultancy

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Branding Consultancy

• *Branding Consultancy*
Brand is cash and managed with knowledge. In the recent years, the importance and necessity of being a "brand" has emerged in the industrial markets. Of course, intensity of competition and increasing expectations of the customers are the fundamental rationale behind this requirement. Brand is not only the name and logo of the product. Brand is the total of values in the consumer's mind. Brand value hierarchy covers determination of the "relation value" by combining the rational values related to the product and service with the rational and emotional values related to the brand. Reaching the total of these values is possible by making the values consistent with each other internally and externally, and with continuous and holistic marketing and communication activities. Accordingly, it is of great importance that the institutions create brand projections for the future by determining brand perception of the stakeholders accumulated from the past to present.

• Corporate sustainability regarding the brand perception
• Brand Positioning: Competitors and Positioning Strategy
• Consultancy of the Brand's Corporate Identity
• Franchising – Dealership System Consultancy

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Project, Grants and Incentives Consultancies

Incorporating the Project Cycle Management (PCM) Trainers and the project team, which has extensive experience and knowledge on the consultancy services for creating and developing projects to the private sector, local governments and NGOs, finding sources for the projects and project coordination, and all national and international funding sources, particularly the European Union Financial Assistance and which is the most successful one, especially within the scope of Grant Programs, in Turkey since 2009, we started to provide technical consultancy and training services for ensuring that mainly the SMEs and the Institutions and Organizations such as the Municipalities, Unions of Manufacturers, Chambers of Commerce and Commodity Exchanges, Unions, etc. benefit from the National and International funding opportunities effectively.
Calls by the Central Finance and Contracting Unit, projects managed by the National Agency, Leonardo Da Vinci, Comenius, Erasmus, Grundtvig, Youth Projects of the Ministry of Youth and Sports, FP7, TÜBİTAK (Scientific and Technological Research Council of Turkey), World Bank, Development Agencies, EU Grant Funds and Government Incentives, ABİGEM (EU Business Development Centers), R & D, URGE (International Competitiveness Development) Projects, KOSGEB (Small and Medium Industry Development Organization) Supports, NGO Supports, Grant Programs of Sabancı Foundation, HORIZON …etc.
Our company, which initiated professional studies in 81 cities of Turkey within the scope of the Grant Programs developed by national and international organizations to support SMEs and the institutions and organizations listed above, offers services in a wide range including training, project consultancy, certification works, development of marketing and foreign trade strategies, and execution of promotional activities by uniting its young and dynamic structure with an expert staff.

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Human Resources Management Consultancy

• *No matter what the size is, the most important element constituting a company is human!*
Human Resources are becoming one of the most important departments of the companies and the quality level of this department directly plays an active role on the future of the company now! Having a good command of all processes of the human resources, we can provide maximum contributions to your company. The knowledge basis and logic of all processes related to the Human Resources are demonstrated in practice, implementations are performed in the workshops to ensure that the participants have a good command of all processes of the human resources and reach the levels to meet the requirements of their roles and responsibilities easily. Specialized and qualified staff is trained for enabling the employees of the Human resources to demonstrate maximum productivity in their companies and provide maximum contributions to their companies

• Business Analysis
• Performance Management
• Competencies
• Recruitment and Interviewing Techniques
• Job Evaluation and Wage Management
• Preparation of Corporate Process and Procedures
• Employee Satisfaction
• Process Management, Establishing permanent staff
• Career Management
• Training of the Trainer
• Quality Management System Consultancies
• IRIS Rail System Consultancies

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Human Resources Management Consultancy

• *IRIS Rail Systems Consultancy*
IRIS (International Railway Industry Standard) is a Quality Management System that has been developed for the railway industry and prepared globally. It is a Quality Management standard developed specific to the railway applications that interests the manufacturers of the moving vehicle components and signaling systems such as the locomotives, wagons, etc. and their subcontractors

IRIS is managed by UNIFE (Union des Industries Ferroviaires Européennes - Association of the European Rail Industry) and its purpose is not profit but supporting formation of high quality in the entire supply chain of the railway industry. IRIS is based on the ISO 9001 standard. However, it is a supplementary extension that has been designed to evaluate the management systems specific to the railway industry.

• ISO 9001:2008 Quality Management System Standards
• ISO 14001:2004 Environmental Management System Standards
• OHSAS 18001:2007 Occupational Health and Safety Standards
• ISO 22000:2005, IFS, Global GAP
• ISO 28000 Risk Management
• EFQM Model
• ISO 13485 Medical Devices
• TL 9000 Telecommunication
• ECM Rail Freight Transport Wagon Maintenance Management System
• ISO 29001 Oil and Gas

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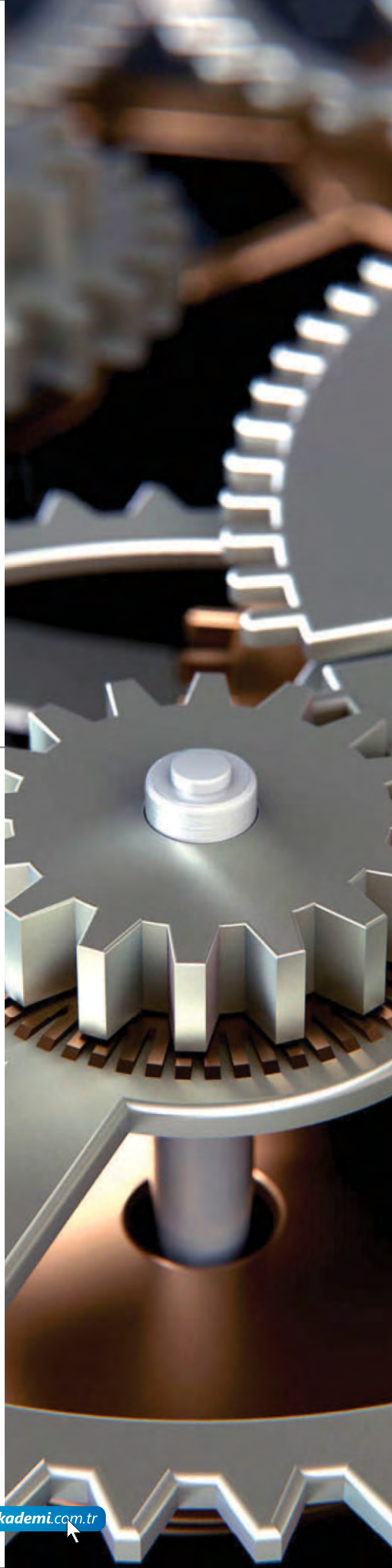

*Leading organizations in the industry have preferred **Fokus Akademi**.*

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