

**Innovation in Banking, Design Thinking and  
Business Development**

**PURPOSE**

The workshop aims to teach participants methods for measuring the true return on investment (ROI) of costly but difficult-to-measure investments, such as training, development programmes, and organisational/process changes, and to help them apply these methods in their work. The "ROI Methodology" developed by Jack Phillips is recognised worldwide as the most effective measurement method in this field. During the workshop, participants will learn and be able to apply the concrete steps of this methodology, including data collection, planning, measurement, and techniques for isolating external factors, to numerically measure the efficiency of HR/training projects. Due to the short duration of the workshop, they will be able to learn and apply these methods to a certain extent and present them to senior management.

**WHO CAN ATTEND?**

The primary target audience for the training/workshop is bank managers, education and academy managers or specialists, and HR directors, managers or specialists. However, managers from other departments who wish to measure the efficiency of other investments may also participate.

**CONTENT**

- &Introduction and Preparation for
- Learning 5 Different Measurement
- Levels Short Case Study/Exercise
- Overview of the ROI Methodology Process
- Steps in the ROI Measurement Methodology
- Tips and Application Exercises for Implementation within the
- Organisation
- 12 Fundamental Principles
- Evaluation Planning Data
- Collection
- Case Study I
- Data Collection During the Programme
- Data Collection After the Programme Data
- Analysis
- Results and Overall Evaluation of the Process

Training Date

Friday, 28 November 2025  
Saturday, 29 November 2025

Virtual Classroom Application

Zoom

Virtual Classroom

Start-End Time

10:00 AM - 4:00 PM



Yekta Özözer

## CURRICULUM

- Born in Izmir in 1965. He graduated from the Electrical and Electronics Engineering Department of Boğaziçi University (**BSc**) after achieving a high score in the 1982 ÖSS exam.
- He obtained his postgraduate degree (**MSc in Finance**) from Strathclyde Business School (Glasgow) with a British Council Scholarship, completing his thesis in the field of banking.
- Throughout his 37-year career, he has worked in banking/finance at **Finansbank, Citibank, Colgate-Palmolive, Coca-Cola, Çelebi Holding and Aria/Avea**, holding middle and senior management positions. He has personally applied the management/innovation methods he has imparted as a manager in the field.
- Since 2003, **he has been teaching Innovation, Institutionalising Innovation, Entrepreneurship, Corporate Entrepreneurship, TRIZ and Product Development, Analytical Thinking, Creative Problem Solving, Design Thinking, Industry 4.0 and Digital Transformation, ROI, Change Management, Motivation, and Management.**
- In 2005, **she** participated in and graduated from the 12-month Coaching programme at Foundation Ins. (UK).
- Since 2015, he has been a specialist in Family and Organisational Constellations, as well as Transformational Breathing.
- Due to his long-term, practice-based work experience, he has in-depth knowledge and a holistic perspective on many functions and management areas within organisations. He shares with participants the concrete knowledge he has gained and put into practice during at least 10-15 years of professional work experience. He takes care to work on innovative projects that will create added value for our country.
- He provides consultancy and mentoring services at numerous technology parks, technology transfer offices and start-ups within their organisations.
- He is a selected innovation consultant for SMEs and OBIs.

### He has published 10 books:

- 1) **"What a Brilliant Idea: Creative Thinking Methods,"** which offers practical creativity techniques for daily work life,
- 2) **"TrenDNA"** (Understanding Populations Better Than the Populations Themselves), which explains in English how to identify innovation opportunities from international consumer trends,
- 3) **"Managing Change and Leading Change,"** which explains how to implement change within ourselves and our organisations,
- 4) **"Innovation in Nature,"** co-authored with A. Gökhan Rakıcı, which explores the mathematics of innovation in nature and our lives.
- 5) Humorous stories and lessons from professional life in **"The Art of Corporate Butter-Smoothing"**
- 6) **"27.5 Methods of Creative Thinking"**
- 7) Co-authored with A. Gökhan Rakıcı, **"Nature and Innovation"**
- 8) **"Constructive Critical Thinking and Problem Solving"** (2022)
- 9) **"Project Management Application Guide and Experience Sharing from the Experts' Pens"** (with other authors, 2024)
- 10) **"ROI: Measuring the Efficiency of Investments in Education, HR, Technology, and Sustainability"** (2024)

He has authored **10 books**, published articles in Turkish in the World Newspaper and Business Magazines, and presented papers in English at international conferences.

