



# PROGRAMS & SOLUTIONS

We're here to help organisations grow by building the skills and behaviours that truly make a difference. Through engaging and memorable learning experiences, we inspire a mindset of growth, helping teams embrace challenges and keep moving forward with confidence.

---

P. +44 782 499 8608  
W. [betteroutcome.co.uk](https://betteroutcome.co.uk)  
E. [can@betteroutcome.co.uk](mailto:can@betteroutcome.co.uk)

# Learning & Development, transformed.

We see skills as seeds that require fertile ground to flourish. Our services—whether it's a tailored training programme, simulations for leadership and collaboration, or game-based cognitive assessments—are designed to provide that fertile ground. These interactive experiences create environments where participants can experiment, reflect, and apply what they've learned, both from the content and each other.



# The Secret Ingredient

At Better Outcome, we believe that  
**Success = Skills x Behavior.**

Skills alone don't create impact, and focusing only on motivation rarely brings lasting results.

True transformation happens when skills and behaviors are cultivated together, fostering growth and resilience in individuals and teams alike.

From hands-on simulations that can be delivered face-to-face or online to AI-driven assessments for hiring and skill evaluations, our tools and programs empower organizations to build strong, adaptable cultures. Ensuring that learning isn't just retained, it's applied to achieve measurable results.



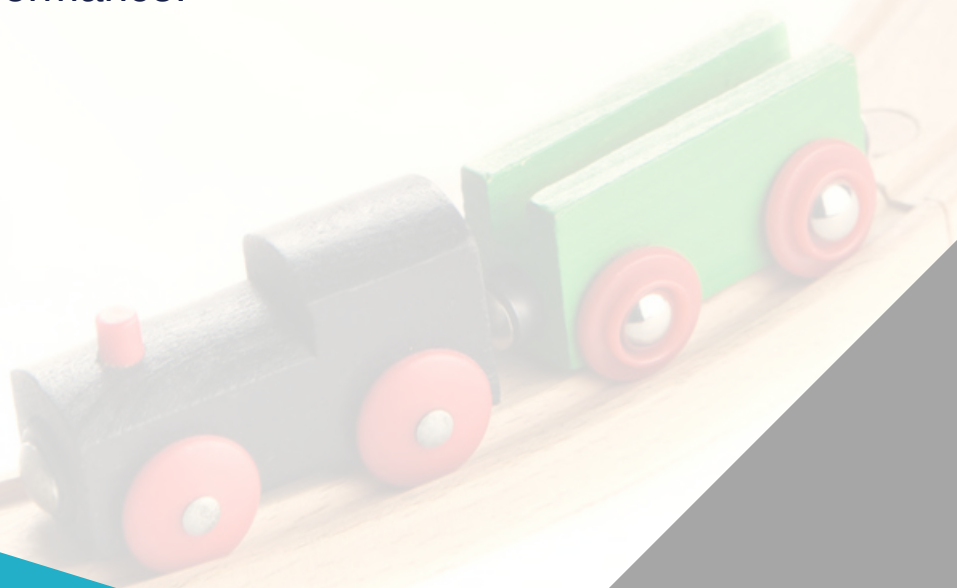
# Skills Development

Training programmes,  
assessments, simulations,  
workshop and keynote solutions.

# Assessments & Training Programmes

**A novel game-based methodology.**

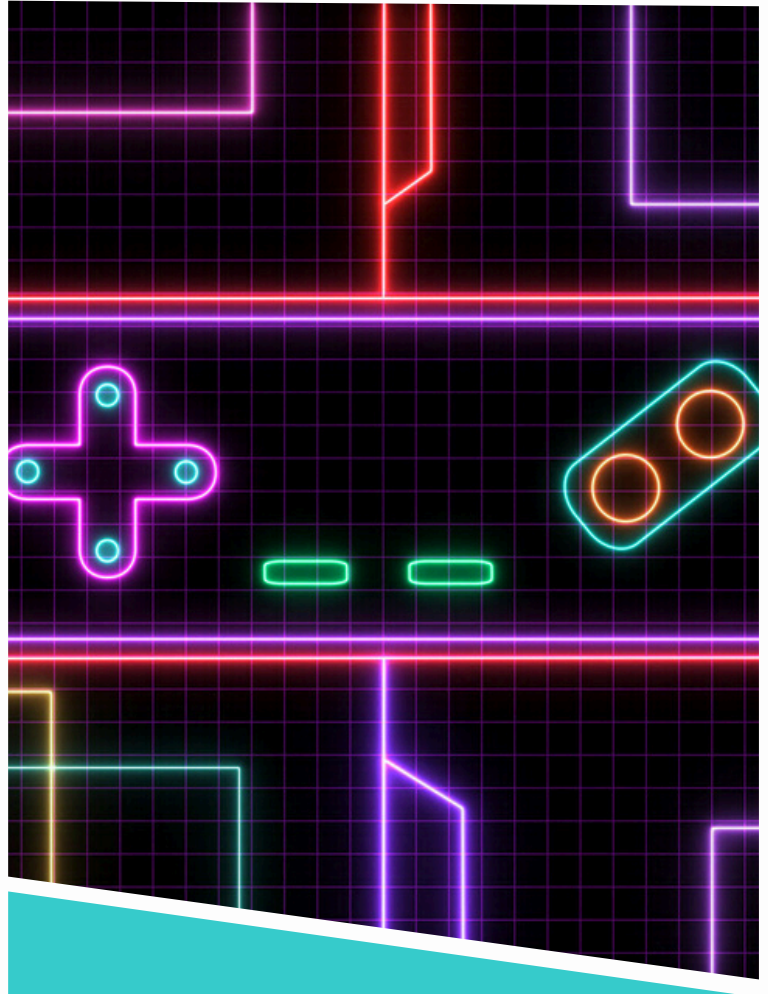
Inspired by the method, we combine game-based tests, personal coaching, team workshops, and mobile learning to develop strategic thinking and resilience. We create an engaging experience that inspires learners to continually practice effective strategies, to reflect, and improve their skills and performance.





# GAME-BASED COGNITIVE SKILLS ASSESSMENT

Active today in 12 languages and over 40 countries around the world and more than 4,000,000 people, Accelium™ Method is an innovative game-based training and assessment tool.



## Assessment Details

- Our game-based assessment tool consists 10+ games, in which you can evaluate and provide exclusive insights on the most critical skills for success.
- Accelium Talent tests are based on mindful games, requiring testers to analyze data, solve problems, and make various decisions. The system analyzes test-takers' solutions and the decisions they make, identifying their thinking patterns and operational style.
- The platform also provides an AI-assisted, real-time tailored report, which can be downloaded in 10 different languages.

## Observed Skills

- Analytical Thinking
- Problem Solving
- Planning
- Effectiveness
- Adaptability
- Learning Aptitude
- Flexible Thinking
- Time Management
- Execution Skills
- Dealing with Change
- +10 more cognitive skills

## Formats



### ONLINE VIA PLATFORM

Each assessment test can be tailored and can last from 15 to 90 minutes.

PLATFORM RUN BY:



**Accelium**



Maximum #  
Participants

Online: 12 pax.  
Face to face: 15 pax.  
Workshop: 20 pax.

# ADAPTABLE & AGILE

Correctly understanding a situation is crucial in social, business, and interpersonal situations. This course teaches you to analyze and simplify complex situations.



## Program Details

- Mitigating uncertainty using "anchors" Prioritization through move-order analysis Identifying patterns to simplify problems
- Methodical step-by-step analysis Game: Accelium PingWins: PingWins is a challenging puzzle game where we have to lead the penguin into the fishing hole. The path will not always be clear, and the solution lies in our ability to identify anchors!

## Acquired Skills

- Planning
- Problem solving
- Course of action
- Analysis
- Systems thinking
- Leading VUCA

## Formats



### ONLINE

3 hours.  
Zoom, Teams or similar platform.



### FACE 2 FACE

1/2 Day.  
Accommodation and venue are for the client to choose.



### WORKSHOP

2x3 hours / 1 full day.  
Online or face to face, the workshop module includes a 3-hour systematic brain storming session, in which you can immediately create ideas for your organization.



Maximum #  
Participants

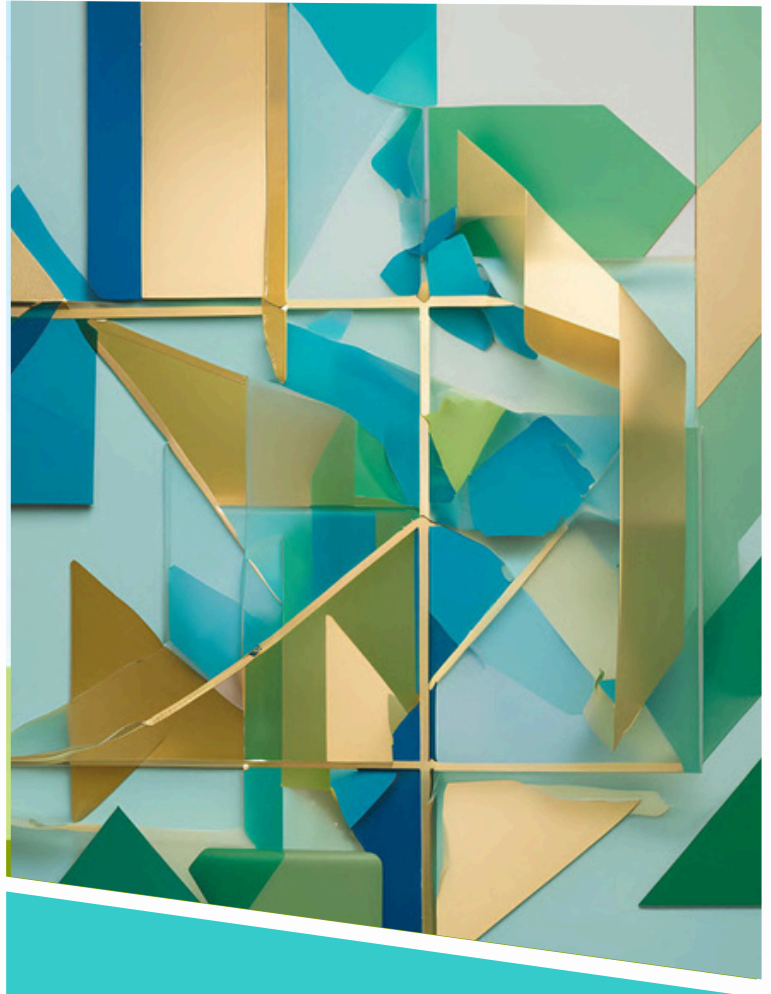
Online: 12 pax.  
Face to face: 15 pax.

# FLEXIBLE THINKING & PROBLEM SOLVING

Not everyone loves surprises and changes, but we all have to deal with them daily.

How can we learn to do so? Can anyone do it?

The answer is yes!



## Program Details

- Dealing with uncertainty using "anchors" Prioritization through move-order analysis Identifying patterns to simplify problems
- Methodical step-by-step analysis Game: 2 Flags is a two-player strategy game in which you must conquer the opponent's flag by harmoniously using five scouts (game pieces). To win, you will need to create a plan and execute it while overcoming the opponent's threats.

## Acquired Skills

- Decision making under uncertainty
- Quick adaptability
- Overcoming unfair advantages
- Problem solving

## Formats



### ONLINE

3 hours.

Zoom, Teams or similar platform.



### FACE 2 FACE

1/2 Day.

Accommodation and venue are for the client to choose.





Maximum #  
Participants

Online: 12 pax.  
Face to face: 15 pax.  
Workshop: 20 pax.

# RESILIENCE

People who can navigate life experiences effectively have a high resilience. Your resilience is the key to turning challenges into successes.

In this workout, we will get to know the Alpinist Method - a useful strategy for developing resilience and successfully coping with life's challenges!



## Program Details

- Game: Climb Up. The goal is to lead the alpinist to the top of the mountain. The climber can move from peg to peg with the help of his resources: pegs and ropes connecting them. Good plan, adaptability to the field, and resourcefulness - will lead the alpinist to the top!

## Acquired Skills

- Planning
- Problem solving
- Course of action
- Analysis
- Systems thinking

## Formats



### ONLINE

3 hours.  
Zoom, Teams or similar platform.



### FACE 2 FACE

1/2 Day.  
Accommodation and venue are for the client to choose.



### WORKSHOP

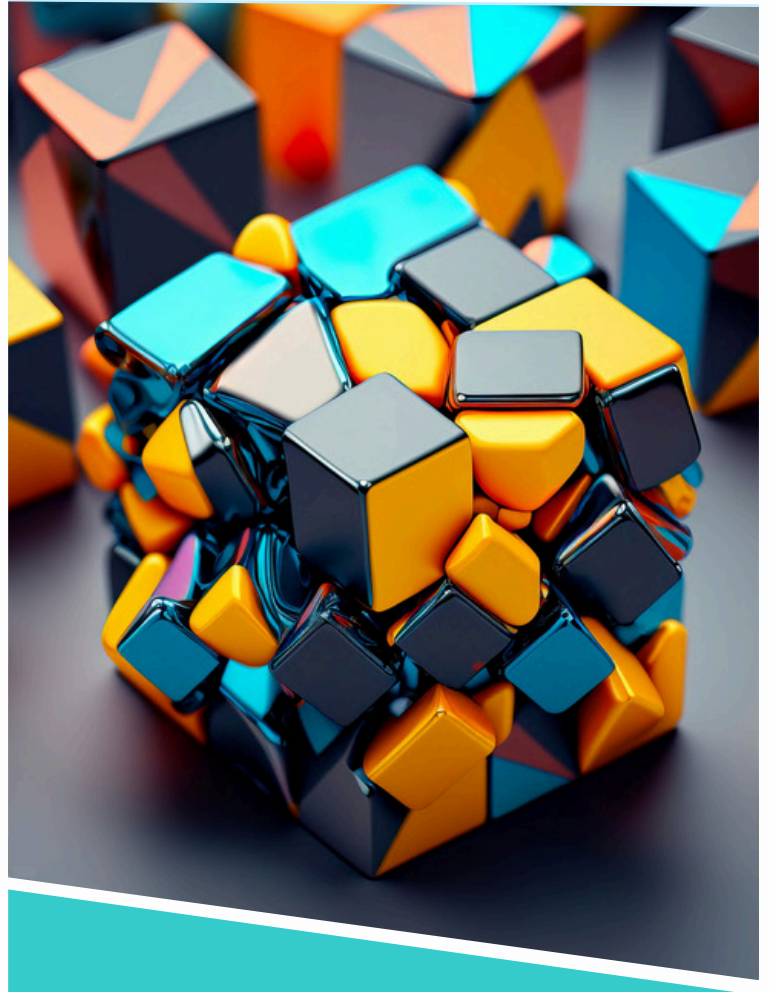
2x3 hours / 1 full day.  
Online or face to face, the workshop module includes a 3-hour systematic brain storming session, in which you can immediately create ideas for your organization.



# CREATIVE THINKING & DECISION MAKING

Is there a good way to make decisions?  
What can help me make a decision?

And while doing it, can we be creative?  
This course helps professionals to make  
an informed decision while  
being open to creative ideas.



## Program Details

- identifying threats by "getting inside the opponent's head"
- Devising a plan and adjusting it to the changing environment
- Mitigating risks by "paving a route" and using the paradoxical "self-block" strategy
- Dealing with cognitive biases
- Game: Blocker is a fast-paced and exciting strategy game that challenges players to build a maze that leads them to their destination and at the same time diverts their opponent from theirs.

## Acquired Skills

- Dealing with change
- Decision making
- Planning
- Flexible thinking and behavior
- Creative thinking
- Identifying Patterns
- Persistence

## Formats



### ONLINE

3 hours.  
Zoom, Teams or similar platform.



### FACE 2 FACE

1/2 Day.  
Accommodation and venue are for the client to choose.

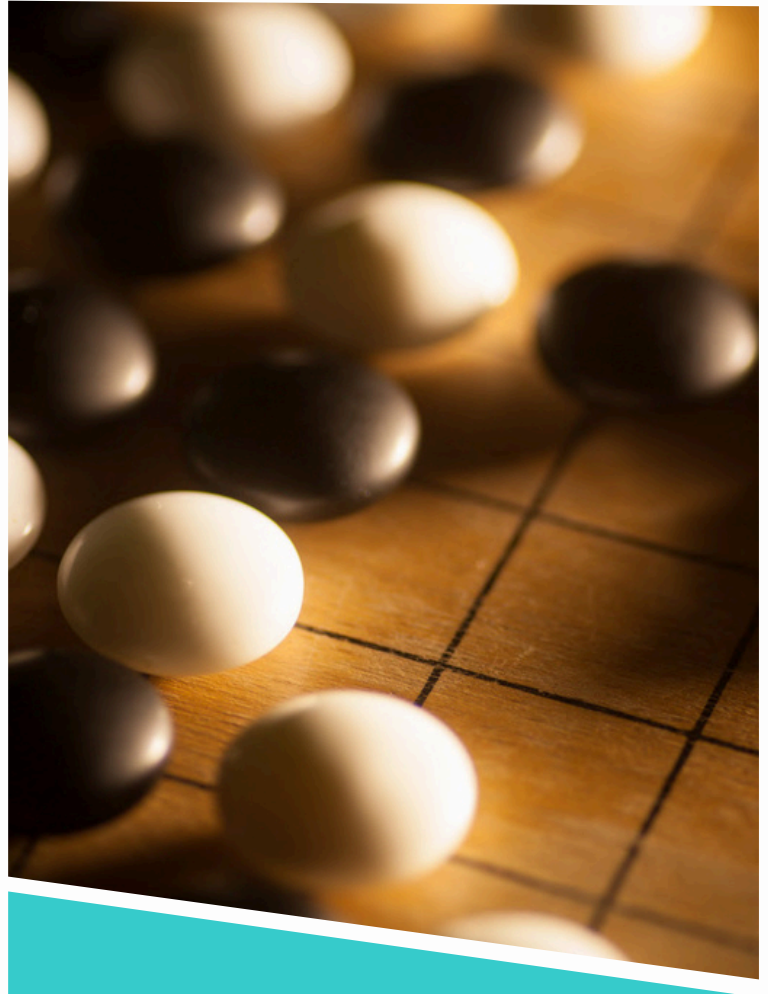


Maximum #  
Participants

Online: 12 pax.  
Face to face: 15 pax.

# STRATEGIC THINKING & BUSINESS MANAGEMENT

Don't just manage daily tasks; aim to shape the future.



## Program Details

- The only path for 2025 and beyond: COOPETITION
- Collaboration isn't about agreement: It's about positive conflict
- From "Who's to blame?" to "Who's responsible for achieving the goal?"
- Practical ways to gain fresh perspectives
- 4-question business model assessment methodology
- Stop, Start, Continue: A roadmap for action
- Games: Railtracks, Marble Run & Diamonds of Amazonia

## Acquired Skills

01

**Strategic Thinking:** Participants will develop the skill set and mental habits needed to create a vision for the future.

02

**InMoving away from Silo mentality:** Enhances the ability to think beyond individual goals, fostering the skills to effectively implement company strategies and decisions.

03

**Data-Driven Decision Making:** Develops the ability to accurately interpret data, enhancing the effectiveness of decisions made at the departmental level.

## Formats



**ONLINE**

3 hours.  
Zoom, Teams or similar platform.



**FACE 2 FACE**

1/2 Day.  
Accommodation and venue are for the client to choose.



Maximum #  
Participants

Online: 12 pax.  
Face to face: 15 pax.

# SUPER COMMUNICATORS

Create super-communicators who can adapt to any situation and individual.



## Program Details

- Jung's Social Styles
- Transactional Analysis
- EQ-based Observation and Recognition
- The Art of Leading with Questions, Not Answers
- OIS Feedback Method
- The 3 Golden Rules of Listening
- STORM Storytelling Model

## Acquired Skills

01

**Adaptation:** Participants will learn to adjust their tone and content for every situation and style, completing the first step toward inclusive leadership.

02

**Feedback:** The essence of developmental leadership will be embraced through a solution-focused, systematic, and growth-oriented feedback model.

03

**Clarity:** Clear, purposeful, and straightforward communication skills.

## Formats



**ONLINE**

3 hours.  
Zoom, Teams or similar platform.



**FACE 2 FACE**

1/2 Day.  
Accommodation and venue are for the client to choose.



Maximum #  
Participants

Online: 12 pax.  
Face to face: 15 pax.

# STORY-TELLING

The best way to convince your business idea.



## Program Details

- Humanity's Need to Understand & Be Understood
- Storytelling Is Not Just Narration
- STORM Storytelling Method
- 3-Act & 4-MAT Communication Models
- Different Audiences, Different Styles, Different Approaches
- From Presentations to Written Communication: Storytelling Everywhere
- Instant Application: Feedback and Development Suggestions

## Acquired Skills

01

Influencing Others: Develop the ability to cut through the noise and effectively convey your ideas to others.

02

Effectiveness: Participants will directly experience how creating greater impact with the same effort is possible through practical methods applicable in the business world.

03

Adaptation: Participants will learn to adjust their tone and content for every situation and style, completing the first step toward inclusive leadership.

## Formats



ONLINE

3 hours.

Zoom, Teams or similar platform.



FACE 2 FACE

1/2 Day.

Accommodation and venue are for the client to choose.



Maximum #  
Participants

Online: 12 pax.  
Face to face: 15 pax.

# PERSUASION: CREATING AMAZING CUSTOMER SERVICES

Make life easier for all employees in contact with customers, and boost your company's profitability.



## Program Details

- The 6 Principles of Persuasion
- The Impact of Customer Service on Profitability
- Jung's Social Styles
- Transactional Analysis
- The 3 Golden Rules of Listening
- Manage Your Routines, Manage Your Life.
- How Do We Build New Habits? Keep the Routine, Change the Trigger.

## Acquired Skills

01

Customer Centricity: Equipping participants with the ability to redesign operations by placing customer needs at the heart of the process.

02

Planning: Participants will gain the ability to overcome urgency bias, develop quick and flexible planning skills, and adapt plans to evolving customer needs.

03

Adaptation: Participants will learn to adjust their tone and content for every situation and style, completing the first step toward inclusive leadership.

## Formats



ONLINE

3 hours.  
Zoom, Teams or similar platform.



FACE 2 FACE

1/2 Day.  
Accommodation and venue are for the client to choose.



Maximum #  
Participants

Face to face: 10-100+  
pax.

# TEAM BUILDING & BEHAVIOUR OBSERVATION

Observe your employees' and your candidates' behaviors and see whether they're aligned with your organization's competencies in a highly interactive way.



## Program Details

- The program comprises six mini-challenges and one overall challenge that completing the mini-challenges then makes it easier to achieve the overall challenge. The challenges are designed to benchmark and develop basic communication, teamwork and leadership skills. Each participant has at least one opportunity to lead. The program is facilitated by a coach who is hands on in calling time-outs and asking probing learning questions to deepen the learning experience and help nudge behaviours in the room. The coach also records observations of each participant using a custom-designed app that links and is time-stamped to the recording of the simulation.

## Observed Skills

- Leadership Behaviors
- Teamwork
- Communication Skills
- Learn from Mistakes
- Time Management
- Flexible Thinking
- Owning Performance
- Influencing Others
- Listening

## Formats



**FACE 2 FACE**

1/2 / Full Day.

Accommodation and venue are for the client to choose.

# Our Team



**Can Papuççuoğlu**  
CEO & Facilitator



**Richard Young**  
Designer & Facilitator



**Ed Gonsalves**  
Designer & Facilitator



**Mert Abeş**  
Designer & Facilitator



**Ege Karan**  
Psychologist & Coach

Our deliveries span from the United Kingdom to the United States, from the European Union to Turkey.

Our design team brings together diverse experiences, cultures, and perspectives.

Depending on the needs of your training program, we have a team of trainers with expertise across different age groups and specializations.

For more details, please feel free to get in touch with us.



# Our Clients



”

I have attended over my long working life many management and leadership courses but find so far that this one has managed most to create trust within the group and therefore creates an environment in which I am receptive to learning and prepared to share my thoughts, questions and experiences. It also provides me with many pragmatic and practical tools that I feel I can dare putting into practice.

Tyler Pinkos – Director of Learning

”

Imagine planning a leadership journey—one so engaging that participants eagerly anticipate each session, their excitement evident every time they see you as the planner. A journey where they provide feedback on how the program has truly impacted their lives, and you can observe their skill development throughout the process. Endless thanks for this interactive, productive, and enjoyable journey...

Hazal Uzdil – L&D Leader  
Nurol Makina ve Sanayi A.Ş

”

The fun and interactive nature of the training made it easy for me to understand and internalize the techniques. Even after a year, I still apply these techniques and benefit from them. The way the trainers drew attention to different points and then seamlessly brought the focus back to the topic was not just a lesson—it felt like a magic show!

Participant – United Kingdom

”

Get ready for an adventure that will break down all the conventional ideas you have about training! This experience will engage all seven of your senses, activating every learning channel and immersing you so deeply that you won't even notice how time flies. A truly unique training journey awaits you!

Participant – Türkiye

”

It was a program that made me forget every conventional training I had ever attended. The trainers were a powerhouse, reigniting my learning drive and sharpening my focus like never before. It was an incredible journey where I truly got to know myself, those around me, and different communication methods in the workplace. From effective team communication to presentation techniques—and even a few life lessons along the way—it was an unforgettable experience. Huge thanks to all our facilitators!

Participant – Türkiye

# Ask for more.

Accelium™ game-based assessments and our skills development programs can be customized for your organization's needs.

Just give us a call and we'll have a brief meeting to define the best solution for you.

P. +44 782 499 8608  
W. [betteroutcome.co.uk](http://betteroutcome.co.uk)  
E. [can@betteroutcome.co.uk](mailto:can@betteroutcome.co.uk)