



# P Q • I N S T I T U T E

TALENT MANAGEMENT & PROFESSIONAL DEVELOPMENT SYSTEM

“PQ FOR A HAPPY & SUCCESSFUL PROFESSIONAL LIFE”

# THE PROBLEM

A holistic, all-in-one approach is lacking in cloud Human Capital Management solutions.



Current organizational practices do not incorporate medical and neurobiological factors in their decision making.



Existing solutions can be difficult to apply operationally across individuals, team leaders, and top management.



HCM systems cannot be easily scaled and implemented across multiple cultures without expensive customization.

# THE SOLUTION

PQ is a holistic, all-in-one approach in Talent Management solutions.



Incorporates medical and neurobiological factors in decision making



One behavioral model for all talent management procedures



Applies the same scientific standards for the global business world, culture-independent, and based on brain sciences

# THE FOUNDER

A Published Medical Doctor, Psychiatrist & Professor

Professor Emeritus of Psychiatry

- Founded and supervised the psychology unit of the first EAP (Employee Assistance Program) of Turkey for six years and provided solutions to thousands of cases with a team of clinical and industrial psychologists.
- Worked on brain mechanisms of mental disorders at the National Institutes of Mental Health (Bethesda, MD, USA)
- Two published books (in Turkish):
  - Professional Quotient PQ for a Happy and Successful Professional Life: Author
  - Medical Specialty Choice: Editors :Yoney TH, Gogas D.



T. Hakan Yöney, MD



# **HOW DOES PQ INCREASE PROFIT ?**

A brief summary of our methods:

PQ offers **Corporate Management Tools** based on  
**The Scientific PQ Model**

- Corporate Behavioral Counselling
- Recruitment Tools
- Employee Supervision and Assessment Systems
- Leadership Courses
- Employee Performance Advancement
- Efficient Work Environment Development



# THE BIG PICTURE: POTENTIAL AND MARKET SIZE

## BY THE NUMBERS

- US spending on corporate training has grown to **over \$70 billion in the United States.** (source: [Forbes](#))
- The global **talent management software market worth** is expected to grow from \$5,270.3 million in 2014 to \$11,367.0 million by 2019, with North America being the largest market. (source: [MarketsAndMarkets](#))
- It is reported that average direct expenditure **per employee per year is \$1,229** and an **average of 32.4 learning hours are spent per year per employee.** (source: [FosterEDU](#))

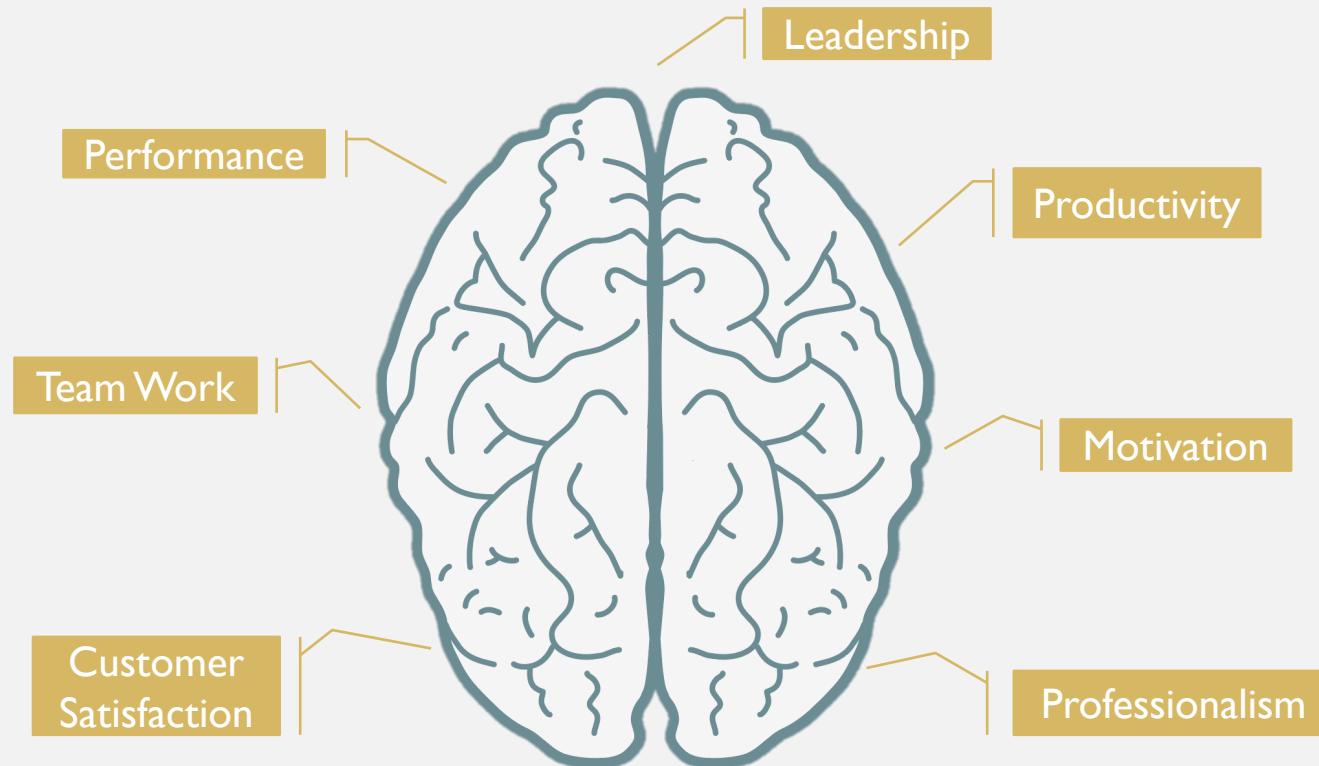
## THE OPPORTUNITY

- **Talent Management software** continues its growth and popularity among top companies around the world as the demand for increased efficiency in the workplace and employee satisfaction increases.
- The **market is open to competition of niche players.** Innovative integrated software increases market bargain capability among the large vendors.
- Creating efficient ways for people to **work together** is a crucial issue; giving emphasis on team building, employee motivation, coaching, **continuous performance management, and assessment.**



# INTRODUCING PROFESSIONAL QUOTIENT (PQ)

A psychomedical approach in the field of human resources management



*PQ covers every aspect of human behavior, leaves no gap, aims to create win-win solutions, and is based on science and data*

# THE PQ PRODUCT FEATURES

Automated, worldwide cloud talent management

## PQ CORPORATE BEHAVIORAL MANAGEMENT MODEL & PLATFORM

### Corporate Behavioral Model Setup

- Identifying the behavioral criteria
- Identifying the behavioral indicators and leveling
- Identifying job families and position profiles

### Measurement and Analyses

- Performance Management System
- Hiring
- Assessment of external factors and work environment

### Planning for Development

- Management Trainee Program
- Managerial Development Programs
- In-house Mentoring System
- Behavioral Development Programs

### Supportive Management & Employee Happiness

- Supportive Management Program
- Employee Happiness Program
- Work Stress, Burn Out, and Work-Life Balance Measurements Program

Professional Quotient (PQ) is a new workplace behavioral tool set, based on a psychomedical model to be implemented as a cloud HCM (Human Capital Management) system. PQ integrates all talent management activities based on one model, and provides end to end solutions, aiming to serve as an Automated Management Assistance program for the corporate world.



# PRICING FOR THE PQT PRODUCT

Subscription-based cloud talent management

## PQ PRICING & FEATURES STRUCTURE

**INDIVIDUALS**  
(\$15/month)

- For every professional
- Self Awareness
  - Development
  - Quizzes
  - Checklists
  - Scenarios
  - Guidelines

**TEAM LEADERSHIP**  
(\$45/month)

- Includes Individual Plan For Team Leaders & Members
- Quizzes
  - Surveys
  - Checklists
  - Scenarios
  - Guidelines

**CORPORATE**  
(\$95/month)

- Includes Individual & Team Programs For high level managers and HR departments
- Corporate Pulse Surveys
  - Top Management Checklist
  - Scenarios
  - Guidelines
  - 3D PQ Tools
  - Live assistance

**CUSTOM CORPORATE PROJECTS:** Negotiated pricing based on the scope of work necessary.



# PQ TRAINING & TOOLS SNAPSHOT

Lesson 3 of 5

## Interactional PQ Training Program

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**2.1 PROFESSIONAL MENTALIZING**  
Understand and Manage Your Professional Relationships

[GO TO TRAINING 2.1](#)

**2.2 EXECUTIVE FUNCTIONS**  
Manage Your Self and Your Work

[GO TO TRAINING 2.2](#)

**2.3 MENTAL ACTIVITY**  
Be Stable, Energetic, and Focused at Work

[GO TO TRAINING 2.3](#)

**2.4 NEUROPLASTICITY**  
Learn, Accept, Create, and Be Innovative

[GO TO TRAINING 2.4](#)

**2.5 PROFESSIONAL SELF**  
Professional Vision, Quality, Image, and Network.

[GO TO TRAINING 2.5](#)

### 3. Initiative

#### Levels of Competency & Behavioral Correlates

Criteria for leveling:

- The degree as to how the work is defined
- The level of independency while working
- Managing/directing others
- The degree of influence on decisions
- The degree and importance of communication and interaction
- Encountered problems and types of solutions

**Level 1**

**Level 2**

- Can act or decide on matters that relate to his/her department and job
- The situations where she/he is supposed to take action are defined by written instructions
- His/her areas of power and responsibility are defined, approval from superiors is necessary if these areas are to be exceeded

**Level 3**

**Level 4**

### TEAM/LEADERSHIP PQ TOOLS

- Team PQ Profile Assessment
- PQ Team Position Profiles (Representative Image)
- Team Needs Assessment
- PQ Based Team Pulse (Supportive Management) Survey
- 3D Team Evaluation Based on 5 PQ Elements & 3 Dimensions
- PQ Team Leadership Assessment
- PQ Based Interview Guide & Sample Questions for Managers
- PQ Team 360 Evaluation
- PQ Based Performance - Feedback Guide for Team Leaders
- Mentoring/Coaching Guide for Team Leaders

**CUSTOMIZE**

### 3.4 CORPORATE NEUROPLASTICITY

**PQ INSTITUTE**

(The information contained in this program is confidential and protected from disclosure. Use, dissemination, distribution, or copying of the content (or the information contained therein) is strictly prohibited.)

- What is Corporate Neuroplasticity
- Corporate Neuroplasticity Exercise
- Steps for Effective Corporate Neuroplasticity
- Corporate Neuroplasticity Scenario 1
- Factors for Neuroplasticity
- Corporate Neuroplasticity Scenario 2
- Tips for Effective Corporate Neuroplasticity
- Corporate Neuroplasticity Mini Self-Assessment
- Tips on Improving Corporate Neuroplasticity



# PQ TRAINING & TOOLS SNAPSHOT

## ONLINE PQ TRAINING MODULES and TOOLKITS

INDIVIDUAL PQ TEAM/LEADERSHIP PQ TRAINING CORPORATE

For INDIVIDUAL self awareness and development.

### 1.0 INDIVIDUAL PQ TRAINING

## Suggestions for effective interaction and exchange of messages.

PLAN YOUR MESSAGE KNOW YOUR LISTENER DETERMINE YOUR STYLE

- What do you try to explain?
- What is the importance of your message?



You are very hungry, which suits you better?

An excellent meal in 40 minutes

An ordinary meal right away



Brain Q Mechanisms of PQ Elements INSTITU 50% COMPLETE

Lesson 1 of 2 How Does the Brain Work?

How Does the Brain Work?

Brain Mechanisms of 5 PQ Elements

Behavioral sciences, medicine and neurobiology offer us many opportunities to understand the mechanisms of behavior. What we can do is integrate them into business life with a reasonable, understandable and practical model. The behavioral characteristics mentioned within the PQ Model elements were identified by considering the functions of different brain regions, neural network systems with special functions, and data on the formation and behavior of nerve cells. In addition, factors related to the body-brain interaction such as blood glucose level, anemia, and the effects of lifestyle were also considered, with regard to their potential effects on brain functioning. The PQ Model seeks to make this information meaningful in terms of work life.

THE PROFESSIONAL QUOTIENT (PQ) EXPERIENCE INSTITU 0% COMPLETE

Lesson 1 of 2 What is PQ?

Help yourself become the successful professional you would like to be by subscribing to our program.



CONFIDENTIAL

## Mentalizing Mini Self Assessment

This is a mini test for your Professional Mentalizing

0% 100% English

If I have to give someone negative news...

I tell them the news in a straightforward manner, even if it may hurt their feelings.

I will tell them straightforward, but give them some reassurance after.

I imagine what it would be like to be in their place before telling them.



# THE PQ MODEL WORKS



## CASE STUDY

The PQ Model was implemented in a large-scale construction firm based in Istanbul, with many construction sites in Turkey and abroad. The company, with more than fifty years of experience, has been in the "Top 250 International Contractors List" for more than 15 years.

*I realized that these five elements are sufficient to classify all competencies and that all businesses can classify their competencies accordingly. It was a great honor for me to be involved in a project where a neurobiological approach was so well integrated with the organizational world.*

*We observed that we have provided important benefits for our company especially in the fields of 'Selecting the right professional for the right job', 'Objectively evaluating the performance results', 'Identifying the development plans of our managers and employees in a more concrete style.'*

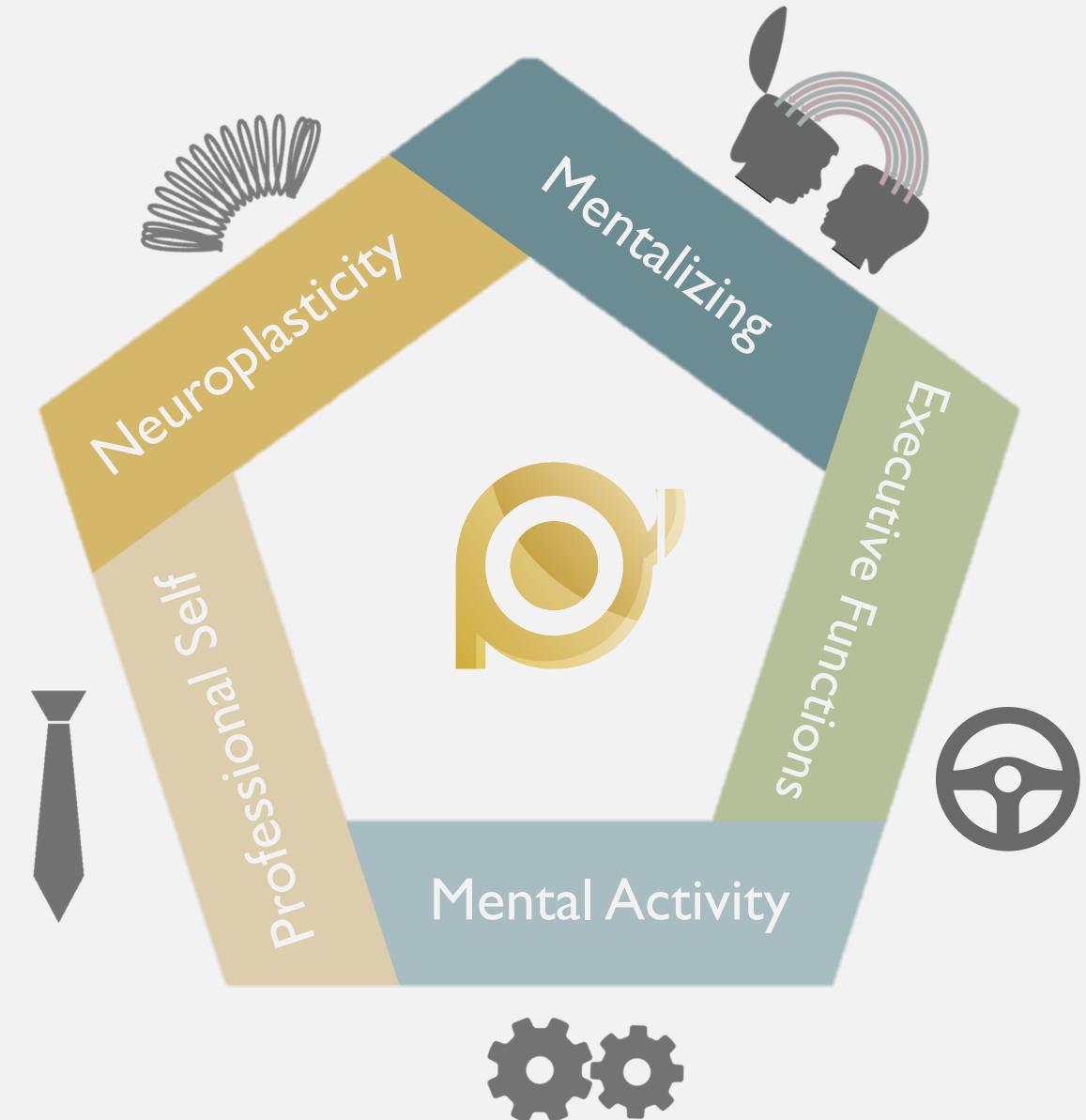
*In particular, we think that our Competency Inventory is at the 'Best Practice' level in terms of integrating our institutional needs and science in the same pot and making it possible to implement them to different job families and business levels."*



# FIVE ELEMENTS OF PQ

## Further information about PQ Model:

For the article "**A Multidisciplinary, Psychomedical Model for Behavior at Work: Professional Quotient (PQ)**" in the Practice Makes Perfect column of the Canadian Society of Industrial and Organisational Psychology (CSIOP) newsletter October 2017 issue, [please click.](#)



# PQ INSTITUTE – FIRST OF ITS KIND

PQ has a holistic approach covering all aspects of human behaviour in the workplace

## Competitive Landscape Snapshot



### Vision

- Worldwide cloud talent management, automated
- Culture independent
- Big potential to expand
- Integrates hiring, performance management, and development through the same behavioral criteria

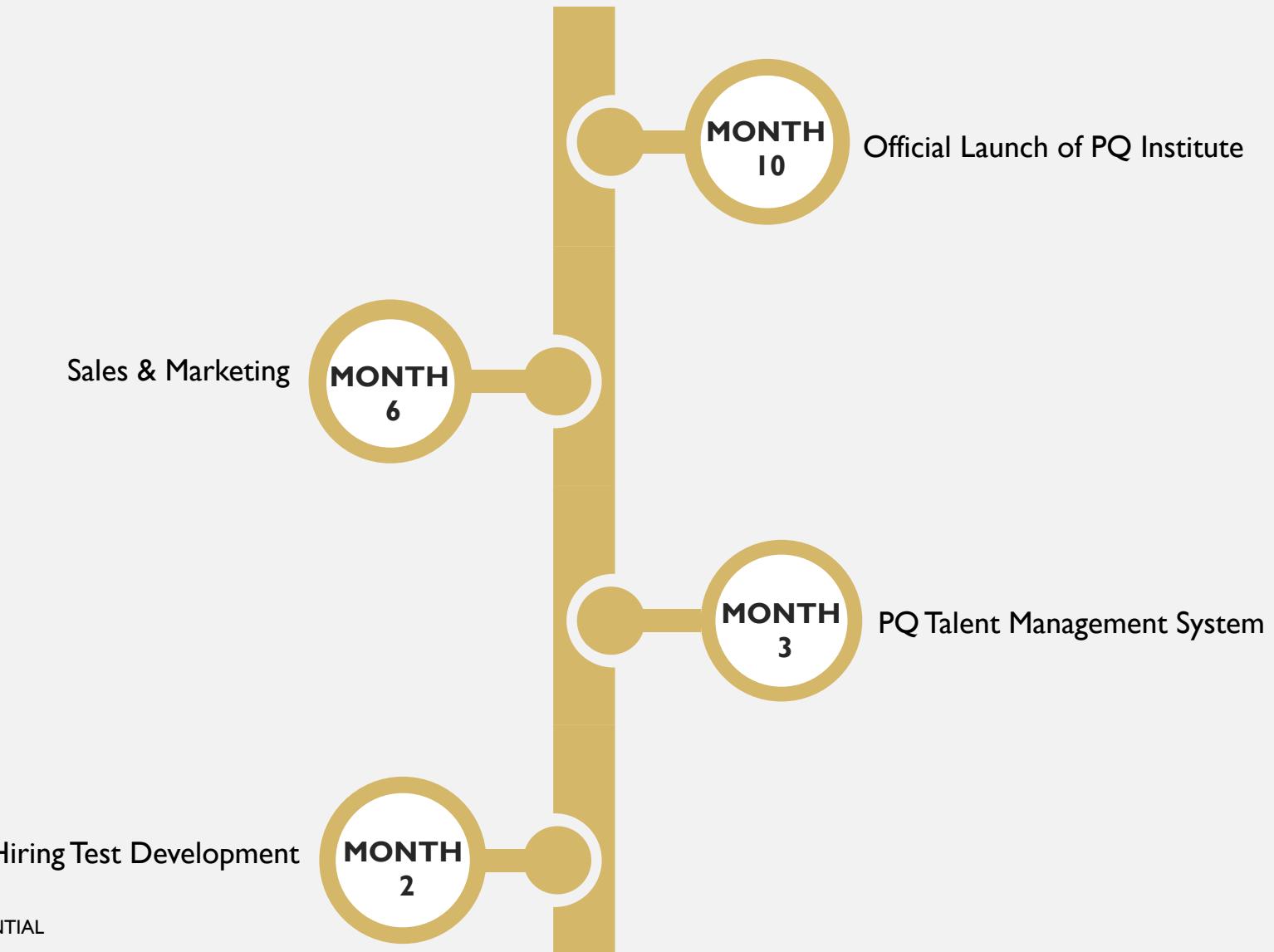
### Differentiators

- PQ is a unique behavioral model which has been developed in the light of data derived from brain sciences and can therefore be implemented culture-independent throughout the world.
- Current organizational practices do not incorporate medical and neurobiological factors into their decision making
- The same behavioral language can be used for performance management, hiring, and development
- Personal PQ characteristics can be saved in a data base to be used as a reference globally (meta data)

# GETTING PQ INSTITUTE TO MARKET



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## THE ROAD TO GROWTH

PQ Hiring Test and PQ Talent Management system development

Develop Sales & Marketing materials, including social media channels, educational videos, company evaluations & others

Identify and develop potential sales partnership opportunities

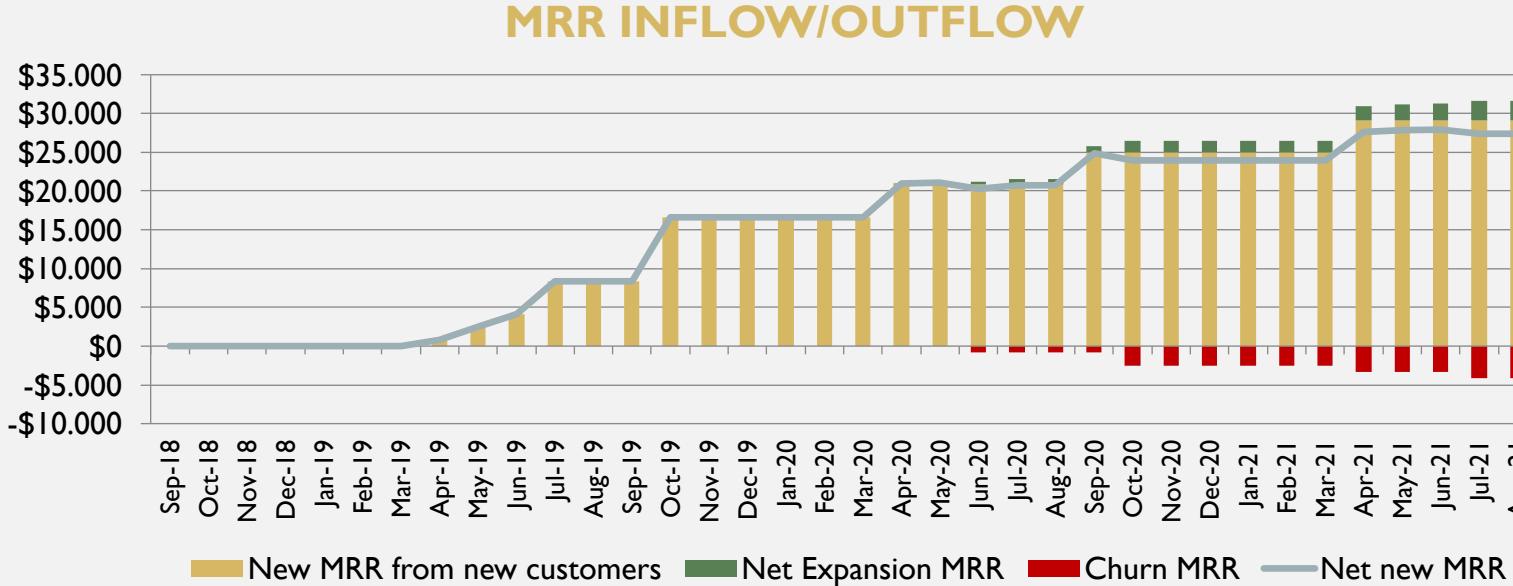
Implement Sales & Marketing activities

# FINANCIALS & FORECASTING SNAPSHOT

A subscription-based cloud talent management system



P Q • I N S T I T U T E



Test Design & Talent Management System Build Out Time:

7 Months

Build-Out Cost (Test & Training & Tools Development):

\$240,000

Average Seats Per Client (Company):

550

Annual Revenue per Client (Company):

\$50,000

ARR Renewal Expansion Estimates:

10%

Estimated Breakeven Timing:

18 months

Churn Estimates:

15%

Estimated Average Revenue Per Customer (at 24 Months)

\$27,800

P Q • I N S T I T U T E  
24+ MONTH OBJECTIVES

To create a cloud-based service for individual professionals and companies.

To increase our number of clients exponentially in 2-3 years through an easily accessible user interface.

The system will be translated and adapted to many languages and be offered to global workforce.

A new common corporate language will be formed for behavioral professional performance worldwide.

# CAPITAL GROWTH NEEDS & STRUCTURE

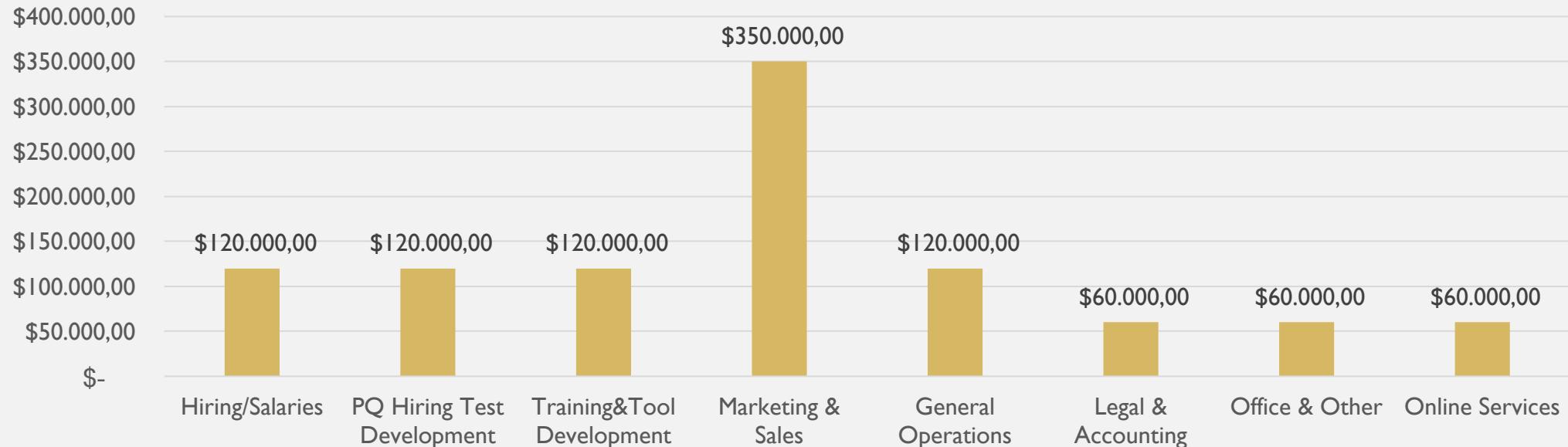


P Q • I N S T I T U T E

Seeking \$1,010,000 in Growth Capital

Uses: Hiring executive team, digital infrastructure, sales, marketing - Essential for sustainable growth

## 24-MONTH CAPITAL ALLOCATION (IN USD)



**Ownership structure:**  
Sole Proprietorship

**Trademarks:**  
Professional Quotient (in the EU and Turkey).  
Profesyonel Zeka, PQ (in Turkey)

**Domain Names:**  
pq.institute, pq-institute.com, me-pq.com,  
professionalquotient.com, profesyonelzeka.com



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