



DEVELOPMENT CATALOG

2 0 2 7



W E R E V I E W I T E V E R Y Y E A R

Work is changing.
Skills are changing.
Development must change too.



WHAT MAKES YETKINSIN DIFFERENT?

Why should a development catalog stay the same when the world of work is changing?

The skills expected from employees and managers are changing. Artificial intelligence is transforming the way we work. Information is growing, while attention is becoming more limited. The pace of change is accelerating. Some skills that were enough yesterday are being rethought today. That's why we created Yetkinsin.

A development brand that preserves the core and enduring skills of working life, keeps pace with the changing world of work, and reassesses its program portfolio every year.



2 0 2 7 S E L E C T I O N

Why these 7 programs this year?

Every year, we reassess the key changes in the business world, the new skills expected of employees, and organizations' development agendas.

Some skills have remained important for years. Others, however, are becoming much more critical as work styles evolve.

THE 2027 SELECTION BRINGS TOGETHER THE DEVELOPMENT TOPICS WE WISH TO HIGHLIGHT THIS YEAR.



O U R P R O G R A M S

7 KEY FOCUS AREAS

Every year, we reassess the key changes shaping the world of work, the new skills expected of employees, and the development priorities of organizations. Some skills have remained essential for years, while others are becoming increasingly critical as ways of working evolve.

- **ARTIFICIAL INTELLIGENCE**
- **CRITICAL THINKING IN THE DIGITAL AGE**
- **LEARNING AGILITY**
- **FOCUS AND ATTENTION MANAGEMENT**
- **LEADING CHANGE**
- **PSYCHOLOGICAL SAFETY**
- **RESILIENCE AND ADAPTABILITY**

O U R P R O G R A M S

Not every training program can be a *Yetkinsin* program.

We want every program included in the Yetkinsin portfolio to meet a common standard.

- **MUST BE BASED ON A REAL NEED**

It must address a genuine need for development that has practical applications in the workplace.

- **MUST TURN INTO BEHAVIOR**

It must focus on what the participant can do differently.

- **MUST BE LEARNED BY DOING**

It should be supported by case studies, exercises, practical activities, discussions, and real-world business scenarios.

- **MUST BE APPLIED AT WORK**

It must be practical and applicable in daily work.



IT'S NOT
ENOUGH TO
KNOW;
YOU HAVE TO BE
ABLE TO DO IT.

O U R P R O G R A M S

7 DEVELOPMENT AREAS

40 PROGRAMS



7 DEVELOPMENT AREAS

1

Leadership & Management

Managing people, performance, and work more effectively.

2

Communication

Expressing yourself clearly, understanding others, and making an impact.

3

Collaboration & Teamwork

Achieving strong results through trust, shared responsibility, and collaboration.

4

Personal Effectiveness

Managing one's own work style, decisions, and energy.

5

Sales

Understanding customers, creating value, and achieving sustainable results.

6

Customer Experience & Service

Develop service behaviors that build trust at every touchpoint.

7

Next-Generation Workplace Skills

Working with technology, learning quickly, questioning, and creating new solutions.

LEADERSHIP & MANAGEMENT

Core leadership and management skills needed to manage people, performance, and work more effectively.

First Steps in Management

Effective Leadership Skills

Performance Management

Goal and KPI Management

Delegation and Empowerment

Leadership Through Coaching Skills

Leading Change

Strategic Thinking and Decision-Making

2027 Selection



COMMUNICATION

Strengthening relationships and business results through clear, effective, and trust-building communication.

- Effective Communication Skills
- Effective Feedback
- Managing Difficult Conversations
- Conflict Management
- Persuasion and Influencing Skills
- Effective Presentation Skills
- Negotiation Skills



03

COLLABORATION & TEAMWORK

Turning collaboration from simply building good relationships into the ability to achieve shared results.

Trust and Collaboration in Team

Internal Collaboration and Overcoming Silos

Psychological Safety

2027 Selection

Working with Differences



PERSONAL EFFECTIVENESS

Managing your way of working, decisions, energy, and responsibilities more effectively.

Time and Priority Management

Problem Solving and Decision Making

Being Proactive and Taking Initiative

Resilience and Adapting to Change

2027 Selection

Self-Awareness and Emotional Intelligence

Stress and Energy Management



SALES

Understanding customers, creating the right value, and turning the sales process into sustainable results.

Fundamentals of Sales and Effective Sales Skills
Needs Discovery and Selling Through the Right Questions
Value-Based Selling
Handling Objections and Closing the Sale
Negotiation Skills in Sales
Strategic Customer Management



SELLING IS NOT JUST
ABOUT EXPLAINING;
IT'S ABOUT BUILDING
CONNECTIONS,
UNDERSTANDING,
CREATING VALUE, AND
MAKING THE RIGHT
DECISION EASIER.

CUSTOMER EXPERIENCE & SERVICE

Understanding customers, building trust at every touchpoint, and continuously improving the service experience.

Customer Focus and Service Culture
Customer Experience Management
Communicating with Difficult Customers
Complaint Management and Service Recovery



NEXT-GENERATION WORKPLACE SKILLS

Today's skills are not limited by yesterday's ways of working.

Working with Artificial Intelligence

Critical Thinking in the Digital Age

Learning Agility

Creative Thinking and Idea Generation

Hybrid and Digital Work Skills

2027 Selection

2027 Selection

2027 Selection



TECHNOLOGY IS
CHANGING. ACCESS TO
INFORMATION IS
CHANGING. THE WAY
WE DO BUSINESS IS
CHANGING.

THIS CHANGE ALSO
REQUIRES US TO
RETHINK AND
REDEVELOP THE
WAY WE THINK,
LEARN, AND WORK.

FOCUS YETKINSIN



One Need

One Skill

Half a Day

Not every development need
requires a full-day program.

Yetkinsin FOCUS are half-day development programs designed to help participants master a single skill in a short period of time and put it into practice immediately.

O U R P R O G R A M S

8 FOCUS PROGRAMS

ONE NEED
ONE SKILL
HALF A DAY



8 FOCUS PROGRAMS

1

Giving and Receiving Feedback

2

Delegation: Assigning the Right Task to the Right Person

3

Preparing for Difficult Conversations

4

Effective Questioning and Listening

5

Prioritization: What Comes First, What Comes Next?

6

Focus and Attention Management

7

Working More Efficiently with AI

8

Effective Communication When Facing Objections

H O W D O W E W O R K ?

Not a program, the right development solution.

WE UNDERSTAND THE NEED

We seek to understand the organization's goal, the participant profile, and the real business problem.

WE SELECT THE RIGHT PROGRAM

We recommend the most suitable program from our portfolio and proceed according to the scope the organization needs.

WE LEARN BY PRACTICING

We support learning through cases, practice, discussions, simulations, and real business examples.

WE VALUE TRANSFERRING LEARNING TO WORK

We aim to ensure that learning does not remain in the training room, but is transferred to daily work and behavior.



DEVELOPMENT
DOESN'T BECOME
MEANINGFUL WHEN
TRAINING IS
COMPLETED; IT
BECOMES MEANINGFUL
WHEN BEHAVIOR
BEGINS TO CHANGE

2 0 2 7

The business world is not staying the same.

- **NEW TECHNOLOGIES ARE EMERGING.**
- **NEW WAYS OF WORKING ARE EMERGING.**
- **THE IMPORTANCE OF SOME SKILLS IS INCREASING.**
- **NEW DEVELOPMENT NEEDS ARE EMERGING.**

For this reason, we reevaluate Yetkinsin's program portfolio and annual selection every year.

We preserve the fundamental skills of business life, monitor changing needs, and renew our portfolio when necessary.

WE BELIEVE THAT THE DEVELOPMENT CATALOG SHOULD ALSO DEVELOP.



Let's Talk About Your Needs.

LET'S DETERMINE THE
RIGHT DEVELOPMENT
SOLUTION TOGETHER.

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