yetkinsin

KNOWLEDGE SKILLS SUCCESS

DEVELOPMENT CATALOG

2027



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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 YETKİNSİN 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.



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.



OUR PROGRAMS

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.



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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.

01

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 **2027 Selection**
- Strategic Thinking and Decision-Making



02

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



04

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



05

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.



06

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



07

NEXT-GENERATION WORKPLACE SKILLS

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

Working with Artificial Intelligence	**2027 Selection**
Critical Thinking in the Digital Age	**2027 Selection**
Learning Agility	**2027 Selection**
Creative Thinking and Idea Generation	
Hybrid and Digital Work Skills	



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 YETKİNSİN



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 **2027 Selection**
7. Working More Efficiently with AI
8. Effective Communication When Facing Objections

HOW DO WE WORK?

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.



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.

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Let’s Talk About Your Needs.

LET’S DETERMINE THE
RIGHT DEVELOPMENT
SOLUTION TOGETHER.

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