

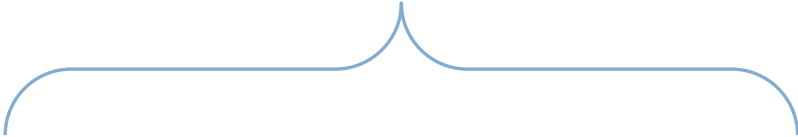
Training Directory

课程目录

2012




上海仁伟企业管理咨询有限公司



“eureka”是英文中的一个感叹词，当你找到一个问题的答案时所发出的惊喜的欢呼声。我们与近 80 位知名讲师合作，联合推出领导力与管理、销售与市场、以及软技巧等方面的专业能力培训。我们的目标是帮助学员掌握必要的职业能力，并且可以马上应用于实际工作中的问题解决。

“Eureka” is an expression, used when you are very pleased because you have found the answer to a problem. We cooperate with 80 professional trainers, and specialize in providing professional training in leadership and management, soft skills, administration and legal. Our ambition is to help you build “muscles” by equipping you with the skills that can be applied immediately to solve your challenges at the workplace.



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课程列表

Course Categories

我们的课程主要有以下几类:

Our training programs fall into four categories:

管理与领导力 Leadership and Management

LM01 从技术专家转型为管理者	From Technical Professional to Management
LM02 新任经理的领导力	Leadership for New Managers
LM03 中层管理者领导力发展	Leadership Development for Middle Management
LM04 情商领导力	The Emotionally Intelligent Leaders
LM05 绩效评估与反馈	Performance Appraisal and Feedback
HR01 招聘与行为面试技巧	Recruitment and Behavioural Interview
HR02 非人力资源经理的人力资源管理	HR for Non-HR Managers
CC01 跨文化职业精英	Cross Cultural Communication in Multinational Organisations
FN01 非财务经理的财务知识	Finance for Non-Financial Managers
FN02 项目成本控制	Project Cost Controlling
PM01 项目管理	Project Management

个人发展 Personal Development

PD01 问题解决与决策方法	Problem Solving and Decision Making Techniques
PD02 专业演讲技巧	Making High-impact Presentation
PD03 高效沟通技巧	Professional Communication Skills
PD04 强化英文 Email 写作	Enhancing Your Email Communication
PD05 时间与个人效率	Time Management and Personal Efficiency
PD06 国际化商务礼仪	International Business Etiquette

销售与客户服务 Sales and Customer Services

SC01 专业销售技巧	Professional Selling Skills
SC02 专业电话销售	Professional Selling over the Phone
SC03 销售谈判	Sales Negotiation
SC04 高级谈判技巧	Negotiation Skills and Team-based Negotiation
SC05 大客户开发与管理策略	Key Account Management and Strategy
SC06 卓越客户服务	Excellent Customer Service

行政与法务 Administration and Legal Affairs

AS01 专业接待技巧	Professional Reception Skills
AS02 秘书与助理的职业礼仪与着装	Business Etiquettes for Administration Assistant
AS03 出色的经理助理	Awesome Assistant
AS04 执行秘书与高级助理的发展进阶	Executive Secretary and PA's Workshop
AS06 行政工作统筹	Administration Management
LA01 企业劳资法务实用指导	Labour Law and Employment Legal Risks
LA02 离职人员的法律管理	Legal Workshop for Employee Demission and Demission Negotiation
LA03 外籍人员在中国就业的法律须知	Legal Seminar for Expatriates Working in China
LA04 合同谈判中必备的法律知识与合约管理	Legal Management for Contract Negotiation
LA05 行政管理人员常用商务合同解析	Legal Workshop for Administration Managers
LA06 高级秘书的法务课程	Legal Workshop for Executive Secretary and PA



培训方法

Training Methodology

为达到培训既定目标，帮助学员了解和掌握相关的知识、技能，我们在培训中运用各种培训方法:

- ✧ 理论、知识讲解
- ✧ 案例分析和小组讨论
- ✧ 角色扮演
- ✧ 录像
- ✧ 模拟演练
- ✧ 个人行动计划讨论
- ✧ 自学反馈

启发式提问、理论讲解给学员提供概念和方法；案例讨论、模拟演练等帮助学员通过实践活动来加深理解，最终牢固地掌握所学的方法。

To achieve the objectives of providing total concept of the training topics, different types of learning situations will be organized. These are:

- Class room lectures for imparting formal, theoretical and technical knowledge.
- Case Study and Group discussions
- Role Play
- Video tape
- Simulation techniques
- IDP (Individual Development Plan)
- Self-learning techniques like job feedback etc.

The training methodology so adopted creates step by step environment for all round development of skills and knowledge of the participants.



企业内训服务

Tailored In-company Training

我们通常采用以下 5 个步骤为企业客户定制内训方案：

第 1 步 需求评估

我们首先做全面的培训需求评估。我们需要了解企业相关的发展战略和业务环境；了解参加学员的已有技能水平和经验；了解需要通过该培训讲解和提升的职业技能、理念和知识。这些评估是通过与企业管理层的谈话，并结合学员问卷或面谈收集的信息。

第 2 步 培训建议书

我们根据评估和分析制定一份详细的计划书。这里会明确培训课程的重要要求和目标，详细的课程模块、执行的步骤和时间结点。

第 3 步 实施培训

我们的内训是企业专门订制的。培训不是简单的会议、讲座或讨论。它是工作组的形式。我们的讲师会创造一种开放的学习气氛、鼓励每位学员积极参与，激发他们的主动性学习管理知识和理论、反应实际问题、思考改进方法。

第 4 步 培训报告及反馈

作为课程定制的一个部分，我们在培训结束后将提供一份培训报告。这包括学员对讲师及课程内容的评价、他们的课后行动计划，以及我们的讲师在培训过程中发现的问题、对学员整体的发展建议和公司管理方面的建议。

第 5 步 后续跟进 (可选)

培训结束后 6-8 周，我们将做一次巩固性的跟进。我们与学员们讨论，在这段时间里他们运用培训的知识技能时碰到的问题，思考如何提高运用的水平和深入探讨实践。

Five-step Consultation for Tailored In-company Training

Step 1: Assessment

We conduct a full needs assessment. We gain an insight into the business environment you work in and your business strategy, an awareness of the skills and experience of your team, and a clear understanding of the business goals you want to address via the training program.

Step 2: Proposal

We deliver a detailed training proposal. This will define the key requirements of the training, a detailed breakdown of the key topics to be covered and processes to be implemented and schedule for the planned activity.

Step 3: Implementation

We deliver tailored training program to your team. The training is not just a meeting, a lecture, or a discussion. It is more like a workshop. We will tackle a problem or achieve an objective in an informal environment conducive to creativity. Training facilitator creates an open atmosphere to encourage contributions from participants.

Step 4: Feedback

As part of the tailored training program, we offer a training report, which including the participant reactions to the training workshop and their ACTION PLAN, plus consultant suggestions for employee performance improvement and management improvement.

Step 5: Follow-up (Optional)

6-8 weeks after the training delivered, we will conduct a follow-up session for the participants to discuss the new problems or questions they have in their work when they applied the techniques or skills learned in the training.

高级教练式辅导

Executive Coaching Service

1:1 教练式辅导

辅导主题的范围很广，可以包括战略视野问题、团队绩效、行为变化、信息处理能力、沟通力发展、人际处理等，我们的辅导不仅帮助学员理解和提升个人能力，而且也帮助他们组织也有深刻的理解和归属感，同时我们也会用专业的眼光来帮助组织甄别人员和岗位的匹配程度。

方法与执行原则

- 以专业态度对待保密信息(企业/个人)
- 帮助学员发现并从各个角度理解问题，必要时可以参与问题处理并提供专家建议
- 如果遇到障碍，能够帮助学员理解它是什么，以及它可能暗含的信息
- 传授一些辅导技能给学员，这样他们也能够帮助辅导其下属或下级
- 短时间多次的辅导模式，因为这样往往比一次性长时间的辅导更有效
- 收集反馈信息，并且在安排在辅导课程里讨论反馈信息
- 必要时邀请相关管理人员参与辅导 (如市场总监、人力资源部相关工作人员等)，尤其是存在学员的关系或激励问题时

1:1 Executive Coaching

This range of coaching themes may broadly cover strategic management issues, team performance, behavioral change, leadership development etc. Our executive coaches guide their coachees with sophisticated understanding of both organizations as well as individuals.

Our Coaching Philosophy

- Be professional when dealing with Confidential issues
- Help the Coachee to explore and understand the issues from many perspectives, but be prepared to intervene and provide expert opinion when necessary
- Ensure that, if there is an obstacle, be able to help the coachee understand what it is, and implications it may have
- Pass on some of the skills of the coach to the coachee, so they can then work with others in this way
- Coach in small doses, as this can often be more effective than prolonged bouts
- Give feedback and invite feedback in a coaching session
- Be prepared to involve others, particularly where there may be a relationship or motivational issue

咨询与联系

Contact Information

电话: 021-24282279 (公开课)

021-62380418 (内训)

Email: px@eureka-training.com

地址: 上海市徐汇区中山西路 2025 号 永升大厦 1426 室

网站: <http://www.eureka-training.com>

交通指示

上海本地

地铁 3、4、9 号线, 宜山路地铁站

地铁 1 号线万体馆站, 转公交 87 路或 721 路下一站即至

驾车路线: 内环高架吴中路出口



外地来上海

虹桥机场、虹桥火车站乘坐地铁 10 号线, 至虹桥路站换乘 9 号线至宜山路下; 或者乘坐地铁 2 号线, 至中山公园站换乘 9 号线至宜山路下

浦东机场乘坐地铁 2 号线, 至中山公园站换乘 9 号线至宜山路下

上海火车南站乘坐地铁 3 号线至宜山路下

上海火车站地铁 3 号线至宜山路下

周边酒店 (所在地区: 徐家汇、万体馆)

汉庭快捷酒店 (上海万体馆西店)

地址: 上海徐汇区中山西路 2277 号

电话: 021-61675589

上海华庭宾馆

地址: 上海徐汇区漕溪北路 1200 号

电话: 021-64396000