



2019 **TRAINING SCHEDULE**

2019 TRAINING SCHEDULE

Date 日期	Title	Lang 语言	RMB 价格 (Member/Non-Member)
MARCH 3 月			
20-21	Bridging the Culture Gap-Living, Working and Leading in China	EN	4200/4700
22	7 Steps to Effective Problem Solving for a High-Performance Team	CN 中文	2000/2500
26-27	Objectives & Key Results (OKR) for Performance Management (NEW)	CN 中文	4200/4700
28-29	Communication, Influencing and Negotiation Skills	CN 中文	4200/4700
APRIL 4 月			
9-10	Effective Communication and Presentation Skills	CN 中文	4200/4700
23-24	Leading with Global Perspective	EN	5300/5800
25-26	Developing Sales Strategy	CN 中文	4200/4700
MAY 5 月			
7-8	Cross-Cultural Training-Virtual Communication	EN	4200/4700
9-10	"Strategic Thinking" in Digital Disruption Age (VUCA Environment)	EN	5200/5700
14-15	Project Management	CN 中文	4200/4700
22-23	Convincing & Influential Power – Persuade Others and Sustain Impact	EN	4200/4700
JUNE 6 月			
5-6	Essential Leadership Module 1	EN	4200/4700
18	Effective Meeting Management	CN 中文	2200/2700
28	7 Steps to Effective Problem Solving for a High-Performance Team	CN 中文	2000/2500
JULY 7 月			
1-2	Lean Leadership Basics Module 1 (together with Module 2)	EN	8888/9600
18-19	Effective Selling Skills	CN 中文	4200/4700
18-19	Lean Leadership Advanced Module 1 (together with Module 2)	EN	8888/9600

AUGUST | 8月

1-2	Essential Leadership Module 1	EN	4200/4700
8-9	Communication, Influencing and Negotiation Skills	CN 中文	4200/4700
21-22	Lean Leadership Basics Module 2 (together with Module 1)	EN	8888/9600

SEPTEMBER | 9月

3-4	Essential Leadership Module 2	EN	4200/4700
4-5	Convincing & Influential Power - Persuade Others and Sustain Impact	EN	4200/4700
17-18	Effective Communication and Presentation Skills	CN 中文	4200/4700
24-25	Leading with Global Perspective	EN	5300/5800

OCTOBER | 10月

14-15	Controlling for Non-Financial Managers & Professionals	EN	7208/7950
17-18	Developing Sales Strategy	CN 中文	4200/4700
22-23	Bridging the Culture Gap-Living , Working and Leading in China	EN	4200/4700
24-25	Essential Leadership Module 2	EN	4200/4700
29-30	Project Management	CN 中文	4200/4700

NOVEMBER | 11月

1	7 Steps to Effective Problem Solving for a High-Performance Team	CN 中文	2000/2500
6-7	Lean Leadership Basics Module 1 (together with Module 2)	EN	8888/9600
14-15	"Strategic Thinking" in Digital Disruption Age (VUCA Environment)	EN	5200/5700
21-22	Objectives & Key Results (OKR) for Performance Management (NEW)	CN 中文	4200/4700

DECEMBER | 12月

3-4	Cross-Cultural Training-Virtual Communication	EN	4200/4700
13	Business Models in the Era of Intelligent Manufacturing	CN 中文	2000/2500
18-19	Lean Leadership Basics (Module 1 & 2)	EN	8888/9600



Bridging the Culture Gap-Living, Working and Leading in China 如何在中国更好的生活，工作以及领导团队

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
20-21 March 3月20-21日	Courtyard by Marriott Shanghai Pudong 齐鲁万怡大酒店	EN	4200/4700
22-23 October 2019年10月22-23日	Courtyard by Marriott Shanghai Pudong 齐鲁万怡大酒店	EN	4200/4700

Objectives and Content 目标与内容

Expatriates can sometimes be confused by the behavior of their Chinese counterparts. Cross-cultural misunderstandings happen once they judge the behavior of other people by their own values. The effects are not only time and money costly, but also a frustration of everyone involved.

Our training program helps participants identify and analyze Chinese working behaviors. It also helps them to gain an advantage within the diversity of their cultural work environment by reflecting on their own experiences. We help expatriate become a better manager by understanding China and understanding their own cultural working approach.

外派专家常常会对他们的中国合作伙伴们的行为感到困惑和疑虑，并且用自己的文化价值观来进行解读和判断，以至于产生跨文化误解。由此带来的不仅是时间和资金的浪费，更会使降低对方的工作积极性。

我们的培训课程不仅有效地帮助外派专家们正确理解中国同事工作中的行为习惯，从而在多元文化工作环境中获得优势，更帮助他们通过反思和总结自己的跨文化工作经验，来提升自己的全球化领导力。

Target Group 参加对象

Expatriates that work with Chinese colleagues and/or are in charge of personnel in China
与中国同事共事、领导中国团队的外派专家；以及需要与中国商业伙伴合作的外派专家。

Outline 大纲

The workshop will include the following topics:

- In which way do Chinese history, culture, and traditions influence today's way of dealing with each other in business and everyday life?
- What is the difference between Westerners and Chinese ways of communicating?
- How do Chinese expect for "teaching and learning" of knowledge?
- What are reasons of conflicts? What's the different attitude towards the conflicts in a Western-Chinese team?
- What do Chinese members of staff expect from a good superior? How are praise and criticism expressed?
- How do I organize my daily life in China?
- How do I deal with the cultural shock and bridging the cultural gap?

培训的主要课题:

- 中国传统的历史和文化对当今商务工作和日常生活的影晌
- 中国人和西方人不同的沟通方式
- 中国人如何看待“教与学”以及知识传授的方式
- 在多元文化工作团队中产生矛盾的原因和对待矛盾的不同态度
- 中国人期待的领导和领导方式是怎样的？如何进行批评和表扬？
- 我应该如何来安排我在中国的日常生活？我应该如何应对文化震荡、消除文化隔阂？

Trainer 培训顾问

SinaLingua is an enterprise specialized in cross-cultural management training. By developing specialized training materials and methods through our own senior trainers, SinaLingua has now become one of the leading training companies in Cross-cultural training in Germany and China. Our major clients include VW, BMW, BASF, Bayer, SAP, Bosch, etc. As the designated training partner of German Chamber of Commerce in Germany, SinaLingua's training products were selected as „Excellent Training Product“ by Germanys renowned „Stiftung Warentest“.



7 Steps to Effective Problem Solving for a High-Performance Team

高效团队解决问题的七步法

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
22 March 3月20-21日			
28 June 6月28日	To be advised.	CN 中文	2000/2500
1 November 11月1日			

Objectives and Content 目标与内容

Problem solving technique with seven steps is one of the keys to a successful lean implementation because it empowers all of those involved. Lean manufacturing has a unique way of solving problems. It does not just look at the effect of the problem and tries to handle the false outcome. Rather, the root cause of the problem is identified and the root cause, as well as all contributing factors, is eliminated from the system, process or infrastructure in order to permanently solve the problems. In this training, you can have a comprehensive understanding of the concepts and methods of problem solving.

七步解决问题法是成功精益实施的关键因素之一。精益生产具有独特的解决问题的方法。它不只是看问题的影响，并尝试用创可贴来覆盖它。而是通过根本问题的识别，从系统中、流程或基础设施中永久解决问题的根本原因。通过本次培训，将使您对问题解决技巧的概念和方法有个全面了解。

Target Group 参加对象

This training unit is developed for engineers and experienced employees in production management and quality control.

本次培训课程主要是针对从事生产管理和质量控制领域的工程师和有经验的工作人员而设计开发的。

Outline 大纲

The workshop will include the following topics:

- Definition and objectives of problem solving
- Problem solving cycle
- Step 1: Problem description
- 5W2H
- Step 2: Corrective action
- Step 3: Root-cause analysis
- Ishikawa diagram
- 5 Why Method (Alternative)
- Pareto Diagram (Alternative)
- Step 4: Measure identification
- Step 5: Measure selection
- Step 6: Measure implementation
- Step 7: Preventive actions
- Learning by doing: case studies
- Application cases at the demonstration line
- Experience summary

培训主要课题:

- 问题解决的定义及目标
- 问题解决环
- 第一步: 问题描述
 - 5W2H
- 第二步: 纠正措施
- 第三步: 根本原因分析
 - 鱼骨图
 - 5 WHY
 - 柏拉图
- 第四步: 解决方法提案
- 第五步: 解决方法选择
- 第六步: 实施解决方法
- 第七步: 预防措施
- 实践应用: 案例分析
 - 在示范线上的实际应用
 - 经验总结

Communication, Influencing & Negotiation Skills

沟通、影响力和谈判技巧

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
28-29 March 3月 28-29日	Industry 4.0 Demonstration and Innovation Center, Room 1101, Building A, Wisdom Center, No.10 Moon Bay Road, Suzhou Industrial Park	CN 中文	4200/4700
8-9 August 8月 8-9日	苏州工业园区月亮湾路 10 号慧湖大厦 A 座 1101 室中德工业 4.0 技术展示创新中心		

Objectives and Content 目标与内容

Communication and negotiation skills are vital and the key success factors to all kind of business nowadays. The program trainer will lead the participants to understand their own and others interpersonal style by applying the most updated tools. Participants will learn to improve the relation with co-workers, customers, friends and family members so as to achieving success in all kind of negotiation situations. Trainer will make use of actual business cases sharing, role play, to let participants be involved and experience the latest communication skills and negotiation process from a different angle.

在现今商业社会无论从事哪一种行业，沟通能力和谈判技巧可说是成功必须具备的基本要素。本课程引导学员认识自身及别人的人际风格，让学员学习如何改善与工作伙伴、客户、家人和朋友之间关系进而在谈判桌上达至致胜之道。课程导师会透过真实案例的分享、角色扮演，引导学员参与讨论，启发学员从多角度去认识最新的人际沟通技巧及谈判流程。

Target Group 参加对象

Suitable for those who want to improve their communication skills and enhance negotiation skills, in order to achieve performance excellent in career path.

适合从事各种行业有志改善人际沟通技巧，并希望通过提升谈判能力从而改进工作表现的人士。

Outline 大纲

The workshop will include the following topics:

- Positive attitude and relationship-building strategy
- Assess individual profile and communicate with people with different styles
- Characteristics of positive communication and how to communicate assertively
- How to listen, ask question and give quality feedback in order to build understanding and acceptance
- Causes of conflicts and strategies and process for resolving conflicts
- What is negotiation and understand the negotiation process
- Effective preparation for negotiation
- Making and getting meaningful concessions.
- Breaking negotiation deadlocks
- Application cases at the demonstration line
- Experience summary

培训主要课题:

- 建立正面态度及人际关系的策略
- 评估个人的人际风格及与不同风格的人沟通
- 正面沟通的特点及何谓决断的沟通
- 如何通过聆听、发问及回蚀技巧去建立谅解和接纳
- 冲突的成因、化解冲突的策略和流程
- 认识什么是谈判和谈判流程
- 有效地计划及准备你的谈判
- 在谈判过程中让步的决策
- 如何解除谈判的各种障碍

Trainer 培训顾问: Mr. Alan LEE

Mr. Alan Lee is the founder and Principal Consultant of Tune U Management Consultant Limited. He has been engaged in business process, quality system, engineering, sales and customer services improvement of different industries, such as logistic, financial bank, insurance, toys, consumer electronics, medical and food service, garment and foot wear, construction, department store, and property management etc., for more than 10 years. Prior to that, Alan had been working in a prestigious and highly successful multinational manufacturer for over 15 years. In the last 10 years, Alan has also designed and delivered a wide range of tailored management training programmes and workshops for many HKSAR departments, Non Government Organizations, and public service industries. Alan was the Chairman of the Hong Kong Leadership Training Association for the years 1994 to 1997. In the year of 90's, he has been very active in the development of leadership training for the young executives in Hong Kong.

Effective Communication and Presentation Skills

高效沟通与演讲技巧

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
9-10 April 4月9-10日	To be advised.	CN 中文	4200/4700
17-18 September 9月17-18日			

Objectives and Content 目标与内容

You communicate with your boss, your subordinates, your clients, your competitors, etc. First, you will learn the methods to talk smart and always bring across your point. With the efficient communication skills you will learn, you will be a more effective team player, a better listener, and an efficient problem solver. Having presentation skills and being confident in public speaking will increase your career opportunities, as delivering professional presentations to clients and business partners is becoming an essential part of today's business world. The training will take you step-by-step through the process of developing an effective presentation from choice of a topic and organization of materials; you will become a successful speaker and get support from others.

您无时无刻都处在沟通之中:与上司, 与下属, 与客户, 与竞争对手, 提升人际关系影响力必须具备良好的沟通能力。通过本课程的学习, 您将能提高您的表达能力与聆听技巧, 与他人良好沟通; 您将掌握在团队中良好、有效沟通的诀窍, 使您的团队工作更有效率。不论我们在通知、影响、说服, 还是促使别人行动时都需要演讲。通过表达来传递信息, 是一种有力的影响和说服他人的手段。本培训将告诉您如何在公众场合泰然自若地进行有说服力的表达、演讲和沟通, 帮助您成为优秀的演讲者, 将信息有效传递给他人, 同时赢得他人的合作及认同。

Target Group 参加对象

The employees, supervisors, managers, team leaders, project managers and salesman who need to influence others or explain new policies, procedures, products, projects by communication and powerful business presentations.

需要通过沟通与演讲影响他人达到工作目标的以及汇报工作、发布新产品员工、主管、经理、团队负责人、项目负责人以及销售人员相关职业人士。

Outline 大纲

The workshop will include the following topics:

- Fundamentals of good communication
- Express oneself ideas and feelings clearly
- Persuading and influencing people by active listening and questioning skills
- Dealing with people with different working and communication styles
- Developing interpersonal competence
- A successful speaker
- Formulate objectives and create outline
- Prepare materials and visual aids
- Good starting and perfect ending
- **Keeping audiences' attention**
- Tips of using body language and tone of voice
- Handling questions from audiences.

培训主要课题:

- 有效沟通的基础
- 清晰表达自己的想法与感受
- 通过聆听与提问技巧说服影响他人
- 与不同沟通与工作风格的人有效沟通
- 增强人际关系能力
- 精彩演讲的秘诀
- 撰写目标与确定大纲
- 准备资料与视觉工具
- 有效的开场白与完美的结尾
- 保持观众注意力的秘诀
- 运用肢体语言、语音语调的技巧
- 处理观众的提问与反馈。

Trainer 培训顾问: May HE

Ms. He has seventeen years working experience on professional training and human resources development. She has developed and designed and delivered the following soft skills training for the managers in middle and senior level in hospitality, retailing, logistics, manufacturing industry, such as Professionalism, Time and Stress Management, Presentation Skills, Train-The-Trainer, Teamwork, Business Etiquette Communication Skills, Customer Service, Motivated Your Team, Influencing Skills, Creative thinking and Problem Solving, and Management Skills.

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
23-24 Apr 4月23-24日	Courtyard by Marriott Shanghai Pudong 齐鲁万怡大酒店	EN	5300/5800
24-25 Sept 9月24-25日			

Objectives and Content 目标与内容

Global Leadership is the interdisciplinary study of the key elements that future leaders in all realms of the personal experience should acquire to effectively familiarize themselves with the psychological, physiological, geographical, geopolitical, anthropological and sociological effects of globalization. Global leadership occurs when an individual or individuals navigate collaborative efforts of different stakeholders through environmental complexity towards a vision by leveraging a global mindset.

As a matter of fact, leadership is a demanding topic and our trainers need to be prepared for a large range and levels of different experiences and cases. This is why we will employ a broad variety of different methods and seminar tools. During the entire training and through "learning by doing", participants will test their respective skills, learn to act under stress, cooperate in virtual and non-virtual settings.

全球化领导力是一个跨学科，涉及所有领域，并且是未来全球化商业环境中举足轻重的核心能力之一。全球化思维以及视野能够具有足够的影响力，在当今复杂的商业环境下，当各方利益相关者一起协同努力，全球化领导力的地位就会被充分的体现出来。

事实上，领导力是一个高需求的培训话题。培训师将会大范围的和学员们分享来自不同层级的经验和案例。同时，我们会用不同的培训手法以及实用工具用来呈现课程。通过这场以“做中学”为核心的培训，学员们可以测试各自的技能，学习如何在压力下行动，在虚拟和非虚拟的情景设定下进行合作。

Target Group 参加对象

Everyone within this corporate structure, who wants to improve their international leadership skills in cross-cultural teams and enhance their cross-cultural understanding and competence.

每一个想要强化自身跨文化理解和能力并提升全球化团队领导力的学员。

Outline 大纲

The workshop will include the following main topics:

- General & Personal Perspectives on International Team Leadership Competencies
- Building an international Team & Establishing Trust
- Leadership by Objectives - Managing International Teams & Subordinates
- Motivation - Converting Theories into Practice
- Effective Cross Culture Communication Process
- The Practicalities of Evaluating Teams Performances and Development Talks
- **Evaluating International Teams & Workers' Competence.**

培训主要课题:

- 对于国际化团队领导能力的个人以及普遍观点
- 打造国际化团队以及建立信任
- 目标领导-管理国际化团队以及下属
- 行动力-将理论转化为行动
- 有效的跨文化沟通流程
- 评估团队绩效和发展的对话的实用性
- 评估国际团队以及员工的能力。

Trainer 培训顾问: Sinallingua

SinaLingua is an enterprise specialized in cross-cultural management training. By developing specialized training materials and methods through our own senior trainers, SinaLingua has now become one of the leading training companies in Cross-cultural training in Germany and China. Our major clients include VW, BMW, BASF, Bayer, SAP, Bosch, etc. As the designated training partner of German Chamber of Commerce in Germany, SinaLingua's training products were selected as „Excellent Training Product“ by Germanys renowned „Stiftung Warentest“.

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
25-26 April 4月25-26日			
17-18 October 10月17-18日		CN 中文	4200/4700

Objectives and Content 目标与内容

To maximize penetration of new and existing markets, your sales people need much more than simply selling skills. Our open workshop Developing Sales Strategy helps your sales staff penetrate and manage accounts, and learn advanced skills to gather information, analyze accounts and sell to the needs of multiple influencers and key decision-makers.

在现今竞争这么激励的商业环境,光依靠产品的独特性致胜是极不可能.全方位地强化售人员的综合销售能力,才能在竞争中获胜.本课程的目的帮助销售人员能在特别是大宗的业务的销售过程中,面对买方的不同购买角色,及应付着竞争对手严峻的攻击时,能掌握买方的购买心路,从而有效地制定以人为本的,更具针对性的,更具竞争能力的销售策略,让每一次与买方的接触(接触方式有:电话交谈,电邮,短信,QQ,微信,面对面会谈,演示会等)都能赢得买方的认同或承诺,使销售过程逐步迈向最后成功---获取订单,签约!

Target Group 参加对象

Frontline sales managers and sales representatives

前线销售主管及销售代表。

Outline 大纲

The workshop will include the following main topics:

- How buyers go to decision making
- Account Entry Strategy
- Competition Analysis
- Differentiating and Handling Buyer's concern
- How to implement the planned strategies
- Real cases role play.

培训主要课题:

- 顾客的购买心路历程
- 制定切入策略
- 竞争情况分析
- 确认及处理业务危机事宜
- 关注执行计划事宜
- 真实客户个案分析。

Trainer 培训顾问: Mr. BEE LAM

Bee earned his selling experience when he joined A.I.A. as life insurance counselor in 1983. He was appointed Branch Manager of National Mutual in 1988 where he started the role for sales management and training. From 1993, Bee was posted as Director of Sales of Beijing Wei Ying Investment Co., Ltd and was responsible for the sales achievement of the company in the geographical area of northern Mainland China. From Bee started rendering high quality training programs to a large spectrum of multi-national organizations since 1998. He now is a certified facilitator for Huthwaite SPIN and Wilson Learning, NLP Certified Practitioner, and also contracted trainer for many consulting firm in China. Bee is recognized as an interactive and energetic trainer because **he always stresses on ' Being initiative, optimistic, positive and proactive ' is the core skills of all kinds of skills'.** His programs will be delivered in a relaxing, interactive and result-oriented approach, which is in form of short lecturing, group activities, group discussions, case studies and role plays. And in particular, he always encourages the involvement and participation of the participants, because by his training experience combined well with his corporate work experience he deeply believes that this is the most effective approach to ensure the effectiveness of the programs held.

Cross-Cultural Training-Virtual Communication

跨文化培训-虚拟沟通

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
7-8 May 5月 7-8 日	Courtyard by Marriott Shanghai Pudong 齐鲁万怡大酒店	EN	4200/4700
3-4 December 12月 3-4 日			

Objectives and Content 目标与内容

A rise in global mobility enables international and cooperation across cultural and regional borders. Working in virtual environment is our reality. However misunderstanding and obstacles can happen more often.

In this workshop you will develop solutions to cooperate with your global team members. Cultural factors that influence virtual cooperation will be introduced. You will get an overview of chances and risks of different channels of communication for global team work.

移动通讯的日新月异使得不同国家和地区国际化团队合作日益普通。但随之而来的是由于远距离虚拟沟通所带来的难以避免的误解和障碍。不仅如此，虚拟沟通还会面临由于文化背景和价值观不同所带来的挑战。

本次培训将介绍跨文化因素影响下全球虚拟团队成员间的合作和沟通，以及不同的沟通方式各自的的优势和风险，并探讨可行的应对方法。

Target Group 参加对象

Everyone who is working in global projects which is over distance and firm and needs to cooperate with colleagues, team members around the world.

在全球化项目中需要与来自不同地区的同事共事,拥有空间距离障碍的团队成员。

Outline 大纲

The workshop will include the following main topics:

- Cross-Cultural Factors in Cooperation
- Communication in Virtual Teams
- Dealing with Critical Situation and conflicts
- Trust as a Success Factor in Virtual Cooperation
- Process Design in Virtual Cooperation
- Leadership in a Global Team
- Media Tools for Virtual Communication.

培训主要课题:

- 影响沟通的跨文化因素
- 虚拟团队中的沟通
- 对待有争议的情况和处理矛盾
- 信任是虚拟合作的成功要素
- 虚拟合作流程
- 国际团队中领导风格
- 虚拟沟通中的多媒体工具。

Trainer 培训顾问: Sinalingua

SinaLingua is an enterprise specialized in cross-cultural management training. By developing specialized training materials and methods through our own senior trainers, SinaLingua has now become one of the leading training companies in Cross-cultural training in Germany and China. Our major clients include VW, BMW, BASF, Bayer, SAP, Bosch, etc. As the designated training partner of German Chamber of Commerce in Germany, SinaLingua's training products were selected as „Excellent Training Product“ by Germany's renowned „Stiftung Warentest“.

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
14-15 May 5月 14-15 日	To be advised.	CN 中文	4200/4700
29-30 October 5月 29-30 日			

Objectives and Content 目标与内容

This two-day training session provides a broad introduction to project management, focusing on project planning, progress control, cost management, time management and risk analysis. The training also includes practical exercises and case studies to practice using PM tools and templates.

Participants will be able to:

- Efficiently plan and start a new project
- Learn new project management methods to increase efficiency in projects
- Meet challenges from changing project scope, cost pressure and limited time
- Make information flow, monitoring and reporting in your projects more efficient.

这两天的培训提供针对项目计划、进度控制、费用管理、时间管理和风险分析的广泛的项目管理方面知识。培训更通过实际练习以及案例分析来练习运用项目管理的工具和模板。

参加者将能够:

- 有效地计划和开始一个新项目
- 学习新的项目管理方法以提高项目中的效率
- 迎接来自项目范围变化、成本压力和有限时间的挑战
- 使信息流、项目监控和项目报告更加有效。

Target Group 参加对象

The training is designed for participants with some project experience who want to professionalize their PM skills. Best for project members, project management support and task leaders.

培训针对具有一些项目经验并且希望使项目管理技能专业化的参加者。这项培训适合项目参与者、项目管理支持人员和任务负责人。

Outline 大纲

The workshop will include the following main topics:

- Project start and project target definition
- Set up an efficient project organization
- Project environment and interested parties
- Work breakdown structure (WBS)
- Phasing and project schedule
- Risk analysis and cost management.

培训主要课题:

- 项目启动和项目目标定义
- 建立一个有效的项目组织
- 项目环境和利益相关者
- 工作分解结构 (WBS)
- 进度计划和时间安排表
- 风险分析和成本管理。

Trainer 培训顾问: Mr. Shaojun Mei

Mr. Mei is the vice president of the Pudong New Area of the Project Management Institute. He is a senior adviser to the Chinese aerospace engineering and a number of major international projects. He obtained practical experience in the field of R&D, E-commerce and MICE (Meeting\Incentive Travel\Celebration\Exhibition), etc.

梅老师是上海浦东新区项目管理协会的常务副理事长，中国航天工程及多项国际重大项目的资深顾问，在研发、电子商务、博览会等领域有卓越的业绩和丰富的实践。



Convincing & Influential Power - Persuade Others and Sustain Impact

怎样提升个人影响力和说服力

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
22-23 May 5月 22-23日	Courtyard by Marriott Shanghai Pudong 齐鲁万怡大酒店	EN	4200/4700
4-5 September 9月 4-5日			

Objectives and Content 目标与内容

In today's ever changing and challenging work environment, your managers strongly rely on your ideas and input as an experienced employee to drive the business. Nevertheless, many well-trained experts of all industries are rich in creative ideas but lack influence and the power and abilities to push for them and persuade others.

In this workshop you will gain core insights and learn on how to access and evaluate the main motives and triggers, that in the best way will support your new ideas, concepts, and plans etc.

Subsequently, you will learn and train essential skills to organize, design and deliver them in way that is easy for your managers to grasp and comprehend the core issues in a very time efficient way. By applying these "best-own-practices", you can make sure your lasting impact.

在当今错综复杂且富有挑战性的工作环境下，具有丰富专业知识和行业经验的人士的建议和想法对于推动企业发展越来越重要。然而即使是行业内身经百战的专家，如果缺乏影响力和说服的技巧，也无法成功的把自己的意见推销给别人。

通过这次培训，学员将能够掌握如何运用更有说服力和影响力的方法，来表达自己的观点、想法和计划，从而能够成功开展商务合作。其次，学员将学习如何使用合理的技巧和方式，使您说服的对象能够简单高效的抓住您所表达的核心内容。通过培训中的“最佳实践”，相信你会发现自己的影响力会有质的提升。

Target Group 参加对象

Everyone regardless of industry or function but well trained & experienced:

- Wants to successfully deliver one's ideas
- Wants impact on decision, decision makers and project stakeholders
- Has an own set of potential and new ideas, concepts, project etc.
- Is responsible to create, report or even implement them.

来自各行各业，拥有丰富专业经验的：

- 想要更为成功的传达想法的
- 想要对决策、决策者或是项目关系人产生影响力的
- 有自己的想法、概念的、想要推动项目的
- 负责开发、汇报以及实施项目的。

Outline 大纲

The workshop will include the following main topics:

- Accessing, analyzing & understanding the situation, expectations & needs of your audience & decision-makers
- Shape & crystallise the core of your ideas
- My strengths/weakness: What attitude, skills and knowledge will I need to successfully demonstrate & persuade
- Setting realistic targets
- Defining the strategy for organizing, designing & delivering on my line of argument
- Types of listener & counter-arguments & how to deal with them
- Communication: non & para-verbal, body language etc.

培训主要课题:

- 获取、分析以及理解听众或是决策者的期待和需求
- 将你的想法具体化
- 我的优势/劣势：我需要什么样的态度、技巧以及知识才可以成功的进行演讲和说服对方
- 制定一个实际的目标
- 如何策略性的组织、设计以及表达自己的论点
- 听众类型以及提出质疑的类型，并了解如何处理这些问题
- 非语言沟通以及肢体语言的沟通。

Essential Leadership: Module One

领导力经典 模块 1

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
5-6 June 6月 5-6 日	To be advised.	EN	4200/4700
1-2 August 8月 1-2 日			

Objectives and Content 目标与内容

- Increase the awareness of own management behavior
- Facilitate the transition from a high performer to a leader
- Learn how to motivate and manage for high performance
- Enhance the communication skills as a manager
- Learn how to build up team and improve team effectiveness
- Establish a leadership style that will gain acceptance
- Create a behavioral model that is in line with corporate values
- Draw up personal action plan of leading team
- Be a role model and live corporate values.

作为一名管理者，如果您对管理他人有任何疑问，那么这个培训就是为您设计的。此培训中的管理技巧通俗易懂，使您能够轻松运用于您的日常管理工作。使自己从繁琐的事务堆中解脱出来，真正进入管理者的角色，正确把握对待员工的态度，更好地管理员工，更加自信地面对即将到来的无穷挑战和机遇，去做更有创造性的工作，更多地思考组织的未来。

Target Group 参加对象

senior manager, supervisor or team leaders.

高级经理及部门主管。

Outline 大纲

The workshop will include the following main topics:

- Rules and responsibilities of manager
- Key elements of being a successful manager
- **Manager's interpersonal skills and attitude**
- Assertiveness and confidence building
- Know your communication leadership style
- Establish team and manage high performance
- Maximize team resources and collaboration
- Build trust and open culture at workplace
- Resolve conflicts effectively.

培训主要课题:

- 优秀管理者的角色和职责
- 成功经理人的要素
- 经理的人际技巧和基本态度
- 开诚布公建立个人自信
- 经理的沟通能力和领导风格
- 激励和管理高效团队
- 激发团队潜力和合作
- 建立开放信任合作的管理文化
- 冲突管理。

Trainer 训顾问: Jun ZHANG

Ms. Zhang is a master trainer specialized in leadership who has helped international blue chip companies in Asia develop its management team and professionals with positive results.

Essential Leadership Module Two

领导力经典 模块 2

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
3-4 September 9月 3-4 日	To be advised.	EN	4200/4700
24-25 October 10月 24-25 日			

Objectives and Content 目标与内容

- Increase awareness of personal effectiveness as a manager
- Execute advanced leadership performance by transforming to a coach
- Learn how to conduct goal setting and performance appraisal
- Establish systematic approach to manage change
- Find productive way to lead team to adapt to change
- Learn to structure coaching session with team members
- Sustain high performance by motivation and monitoring
- Reflection of key learning through Essential Leadership Skills.

作为一名管理者，如果您已经参加了领导力经典模块1，具备了基本的领导理念，那么这个培训就是为您设计的。这个培训中的管理技巧是成功管理核心理念和经验，使您能够进一步完善管理体系和提升管理技能。您将进一步学习如何成为高效的经理人，正确开发和激励员工的潜能，更加具备领导者的魅力，更加自信地面对即将到来的无穷挑战和机遇，更多地实现您组织的未来。

Target Group 参加对象

senior manager, supervisor or team leaders.

高级经理及部门主管。

Outline 大纲

The workshop will include the following main topics:

- **Manager's personal effectiveness**
- Delegation and empowerment
- Goal setting
- Performance assessment
- Structured appraisal talk
- People development
- Managing change effectively
- **Manager's role as a coach**
- Characteristics of effective coach
- Practice GROW coaching session
- Refreshment and action plan

培训主要课题:

- 高效经理人的时间管理
- 有效授权
- 设定目标
- 绩效评估
- 评估面谈技巧
- 员工发展
- 变革管理
- 教练式领导
- 高效教练特质
- 实践 GROW 教练模型
- 个人行动计划。

Trainer 培训顾问: Jun ZHANG

Ms. Zhang is a master trainer specialized in leadership who has helped international blue chip companies in Asia develop its management team and professionals with positive results.

"Strategic Thinking" in Digital Disruption Age (VUCA Environment)

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
9-10 May 5月9-10日	To be advised.	EN	5200/5700
14-15 November 11月14-15日			

Objectives and Content 目标与内容

Most organisations go through some form of strategic planning cycles. Essentially, this may involve two broad phases: the formulation and the execution. As strategy reflects the collective wisdom of the organisation, it is imperative that it is designed and executed well.

It is expected that participants to this Workshop are highly engaged and interactive as "strategy is dead" without active dialogue and sharing of experiences.

Business cases of real digital disruption companies happening within China versus EU & USA will be discussed in classroom.

This two-day Strategic Thinking Program provides a comprehensive approach to strategy concepts, its implications on management teams and the aftermath of strategy formulation – strategy execution. The Program is not meant to be an academic discourse on strategy but adopts a practical and applications-oriented approach to address strategy issues at the management team level.

The Program will be conducted on a 1 + 1 basis where participants will attend first the workshop, then complete a project within 2 months and follow by personal coaching 1 on 1 basis.

Essentially, the ultimate intention of this Program is to enhance the strategic thinking capability of participants through their grasp of strategy development and deployment.

Outline 大纲

The workshop will include the following main topics:

Day 1

- What is Strategic Thinking Vs. Strategic Planning
- Core Competency Behaviors for Strategic Thinking
- How to articulate strategy, clarify both long term and short term objectives
- Type of Strategic Thinking: BCG Matrix, McKinsey 7S Framework, SWOT, Porter Five Forces, "Vision, Alignment & Execution" model, etc.
- Day 1 Assignment of a real company business case to be deliver next day 2.

Day 2

- Strategy Execution: How to make action learning plan aligning with Strategy
- Strategy Stimulation Game: Experiential Activity linking to learning
- Change Management: How to cope in Change cycle with Strategic Thinking
- Change Leadership: How to use Strategic thinking in Change Leadership situation
- Matching individual action plan to Strategy Change Situation
- Advance Strategic Processes like "OutThinker" Process will be shared
- Business Cases on Digital Disruption (Technological advances).

Trainer 培训顾问: Andy WONG

Andy Wong holds a Masters Degree from the University of Chicago. His work experience over 25 years includes Multinational companies, Small Medium Enterprise; multinational and technological companies such as Ashland, Inc, Air Product & Chemicals, etc. Andy has assumed leadership roles such as Technical Manager, Business Unit Director, General Manager for a joint venture, and Learning and Development Director. He set up the first Ashland University in 2000, a leading master trainer/ facilitator when the Ashland Corporate University (ACU) started its operation in Greater China and Taiwan. **Andy' consulting, facilitations and training experience includes a broad coverage, ranging from Assessment Centers, Leadership Development, HR Practices and Organizations & Personal Development.** He has trained and assessed more than 10,000 people from over 200 organizations in China. Andy is accredited with Master Trainer for Wiley Everything DiSC Accreditation programs, Facet5 Personality Assessments, HRO OD-TOOLS Fit-In & MQ Assessments, The Five Dysfunctions of a Team, Belbin Team Role, MBTI, etc.

NEW! Objectives & Key Results (OKR) for Performance Management

OKR™ 绩效考核与目标结果导向

Date 日期	Venue 场地	Lang 语言	RMB 价格 (M/NM)
26-27 March 3月26-27日	To be advised.	CN 中文	4200/4700
21-22 Nov 11月21-22日			

Objectives and Content 目标与内容

我们会在课堂上了解 OKR 的应用与发展！在变革，需要的实际流程化的课程。OKR (Objective and Key Result) 最先源于 Peter Drucker 的目标管理 (Management by Objectives) 理念，后被 Intel 的 CEO Andy Grove 应用在管理实践中，为 Intel 的成长和成功做出了巨大贡献。后被 Google、Oracle、LinkedIn 等知名企业使用，均收获巨大成功。

Why Join this Training? 为什么来参加？

我们会在理论与应用结合！会采用 Google 公司（国内/国外公司）案例来分析、课堂提问、游戏互动、培训风格充满激情与活力，教学相辅，互动性强，讲师讲授，学员分组研讨。

Outline 大纲

Day 1

- 什么是目标（战略）管理？战略管理的目的是什么？
- 什么是 OKR 管理？OKR 的基本思想与原则
- OKRs 来源：历史渊源与国际实施现状
- 美国公司 OKRs /部门 OKRS/个人 OKRS 案例分析
- OKRs 模板与工具分享
- 案例分析：英特尔/Google OKRs 设置与实施/国内互联网公司实施 OKRs 经验分享
- 课程现场模拟公司 / 部门进行实战演练：各小组递交与分享 OKRs 设置，由讲师进行分析、点评与修改
- 总结 OKR，SMART+，KPI 绩效考核！

Day 2

- 从客户价值主张到战略主题目标到 KPI 指标
- 价值创造（变革）流程
- 运营管理流程及 KPI 指标
- 客户管理流程及 KPI 指标
- 创新流程及 KPI 指标
- 使无形资产与公司战略保持一致
- 人力资本准备度
- 确定战略工作群主
- 构建能力图解
- 评估人力资本准备度
- 制定行动计划的 A-SMART 原则
- 制定关键行动计划的要素定义
- 课堂演练：根据 KPI 制定。

Trainer 培训顾问: Andy WONG

黄老师是 DiSC 咨询项目的合作伙伴和 TTT 培训师。黄老师的公司指派代表美国 WILEY 公司，是一家有 200 多年历史的纽约股市上市公司，集出版、教育、科研以及提供人才解决方案、管理培训工具等于一体的知识型企业。

Everything DiSC® Workplace 是 WILEY 旗下的一个品牌产品，回溯至 1970s，其首次将 DISC 理论应用于工商领域；Everything DiSC® Workplace 是一款人才测评工具，它帮助企业员工更好的了解自己及他人，更好的与团队沟通合作，从而营造更有建设性、更有效率的工作场所。这种基于工具的学习系统通过帮助人们发展对自身及相互关系更深层次的理解，帮助个体、团队和组织实现转变，从而帮助组织实现更大成功。多年教 OKR 和 HR 员工绩效考核与发展计划。