The Analysis of Great Corporate Trainer’s Ability

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ABSTRACT

In the 21st century, while the rapid development of China’s economy, the deepening of reform and opening up, and the commodity competition is becoming more and more fierce, there are so many issues come out in China’s companies because of companies can’t adapt to the new environment. Thus, the enterprise demand for trainers is becoming more and more strong. There are various kinds of trainers and create several unavoidable issues. What does matters in all issues of trainers is that these trainers are in real mixed bag – some excellent, some awful. The number of excellent trainers is very few. Thus, How to become a excellent business trainer and what we need exactly to be a excellent trainer is an emergent matter to be settled. Through analyze this issue, we can provide some advice of understanding, introductory reference and the future development for extensive business trainers’ group. We hope to provide a way to learn, to emulate and innovate, to let trainers become great even excellent, which is conductive to the development of enterprise training industry, promote the China enterprise training industry and China enterprise.

KEYWORDS
Excellent, enterprise training, enterprise trainer, capability analysis.

INTRODUCTION

In the 21st century, while the rapid development of China’s economy, the deepening of reform and opening up, and the commodity competition is becoming more and more fierce, there are so many issues come out in China’s companies because of companies can’t adapt to the new environment. Among it, the problem of low quality of enterprise staff is particularly serious. The only way to solve the problem is to carry out the staff training. At the meantime, staff training become a way to administrate company, and be introduced to China from abroad gradually. In these situation, our country began to appear a new occupation – enterprise trainer.
Trainers are very important for the development of enterprise. A good trainer can train great employees for enterprise, the unqualified one will mislead these employees. So, what qualifications do trainers need? How to become an excellent enterprise trainer?

In fact, not everybody fit to occupied in the training job. According to the relevant interview of a large numbers of members and excellent enterprise trainers of Guangdong association of enterprise training, the 90% of visitors are believe in that some conditions are must to have to become a excellent trainer. After sorted out these information, we have summarized as follows.

SOLID THEORETICAL FOUNDATION

Approved by the Chinese government, the first division of the professional qualification examination for enterprise management trainers organized by the Ministry of human resources and social security of China is the 《Theoretical Knowledge》. As the saying goes: "teach people a cup of water to have a bucket of water". Thus, Broad and profound knowledge, deep and subtle theoretical research, which is the basic condition of excellent trainers. Excellent trainers, they will have a reasonable knowledge structure and profound theoretical knowledge. They usually accumulate richly and break forth vastly, explain profound knowledge in simple language, load one’s page in reference, be perpendicular and horizontal, cited the ancient theory and think about today, spout eloquent speeches!

A lot of people just see trainers earn a lot of money, but they don't see the hard work and the effort to become an excellent trainer. It can be said that the high income of excellent trainers is exactly coincide their knowledge level and realistic value. Training is a very deep learning. In order to do a good course, trainers may take a month to several months to prepare. A valuable word in a class, trainers are likely to read ten books to understand the truth. The profound theoretical foundation requires the trainer to draw more excellent theories and cases from other books. Trainers should ensure the amount of curriculum knowledge, communicate with friends who are active in the front line of the market regularly to grasp the new changes and new trends in the market, so that they can guarantee the class keep flesh and follow the market.

RICH PRACTICAL EXPERIENCE

As a trainer, it is absolutely impossible to have no relevant work experience. In the Chinese training field, when very famous and popular Yi Ce training companies choose trainers, they will first look at the background of trainers’ occupation, whether is the world's top 500, and whether they host the post of manager, what they choose here is the actual experience of trainers.

Because enterprise training is a subject which emphasis on practice application. It different from some pure theoretical subject. For example, when we say that university teachers, economic management graduates who just graduated immediately stand at platform as a teacher often tells students echo what the books say, class taste insipid, without flavor. When it comes to these teachers who have the experiences of working in enterprise, they don’t need look at books when they have a lecture, they can combine their experience in a powerful and unconstrained style to speak with passion
and assurance. Another example is writing, the person who have occupied as a secretary can write a better book about secretarial science than who have never been that. Because people without go through it can only absorb knowledge by watching and listening, and those who have experienced can absorb knowledge by watching, listening, especially doing and after doing thinking. So, having relevant experiences which can absorbed by have full-time job, part-time job, and other ways is very important for becoming a excellent enterprise trainer.

GOOD PROFESSIONAL ETHICS

Good professional ethics has always been the important elements to assess and appoint teachers, and has always been the attention at all levels of teacher management department. No matter what the other conditions are, if the teacher's professional ethics not good, no chance for him. Corporate trainer as a business mentor, occupation moral is essential. Training industry has a basic common sense, that is: training is not a panacea, cannot immediately create performance for the enterprise, it is impossible to solve all the problems of human resources through training. This point of view for trainers is basic knowledge, but many customers do not know, do not understand. The enterprise trainers should be responsible for customers, tell the truth honestly. In fact, there are so many trainers chose to hide these contents for the sake of business and profit, and even preach that training is omnipotent, no matter what the customers ask, they will answer yes and no problem without twice thinking. Many people join the ranks of trainers have speculative mentality, not willing to work hard, not according to the rules of the card, disrupting the industry order. In order to maximize their own interests, many people dare to teach all kinds of classes: the market, sales, finance, personnel, quality, production, procurement, negotiation, and so on. Some people knows nothing, the only thing they can do is packaging himself. The trainer's purpose is to make the client satisfied, but we shouldn’t promise something couldn’t be achieved and harm to customers’ interest. That way may show effective in a short time, but in long run is self-defeating.

EFFICIENT LEARNING ABILITY

If you don't study in a year, the knowledge you own will be depreciated by 80%. Any person only absorbed 10% knowledge of his life in school stage, the other 90% knowledge constantly acquired by self-study after leaving school. These experiences accumulated by years’ hard-work will devalue more than 50% in a short year. Experience which has been accumulated for decades is likely to be learned in just a few seconds. Although the data here is somewhat alarmist, but we are faced with the era of knowledge explosion, the cruelty of competition in the real society is often like this!

While “The learning society” have been raised, society advocate a whole new study concept. Lifelong learning is an inevitable requirement in the era of knowledge economy, especially as a trainer who is engaged in knowledge dissemination and innovation. Especially now the Internet makes the increment speed of knowledge accelerate further quickly. According to estimates, since twenty-first Century, the digital information on the Internet have been doubled every 8 months. In this environment, trainers must constantly update their professional knowledge and skills. Some trainers relied on their own qualifications and high reputation, make no attempt
to make progress. Feeding themselves by old knowledge will be eliminated by market. As a trainer, we should learn faster than others, understand “give students a scoop of water, you must first have a bucket of water.”. At the same time, the water is not a bucket of death water, but always updated, fresh and alive. In the era of knowledge economy, knowledge and experience have a strong time limit and limitations, and must be constantly updated and supplemented. Learning is not only to learn from books, but also to others especially to the person of same trade or occupation. Being good at absorbing new knowledge is an important characteristic of excellent trainers, which not only means the survival and development of trainers’ self, but also means the responsibility to the society, to the customers and to the students. Conservative, closed, cannot be shared, will inevitably hinder the development of trainers.

SOLID BASIC KNOWLEDGE

Peter Drucker, a famous management master, once said, "to see whether an enterprise training instructor is excellent, first of all, whether he has a solid foundation or not.". Trainers must pay attention to the practice of training skills and basic skills, such as teaching design should be novel, classroom teaching should be wonderful, case should be combined with the actual, comments should be in place, various training methods should be combined. Swift communication thinking, full of passion and infectivity teaching skills, excellent skill of using modern teaching equipment, these all should be trainer’s special skills, and it’s also a important link to distinguish the professional one with the part-time one, the excellent one with the normal one. A good trainer should know all kinds of novel skills and props, and handle it very skillfully. So that students can master the knowledge in the happy experience. An excellent trainer must have tact spot controlling ability, problem solving ability, organization and communication skills, the content of the curriculum design skills, needs of training analysis ability, the hold ability of students’ issues, the skill of using multimedia and modern educational technology, and so on. People like to accept a trainer who has affinity and wide knowledge, and who can make people happy. So, whether can maintain students’ interest and attention, depends on the trainer’s knowledge, experience of control situation and the ability of combine knowledge and real situation. Being a kind trainer can achieve a better effect than training on the top. Trainers should persevere in the basic skills of training, so that they can really become excellent trainers!

ACKNOWLEDGMENTS

The first, second, third, fourth, fifth, sixth authors are Zebang Tao, Hong Chen, Linsong Zhou, Weijing Wang, Xuebin Deng, and Jiaxing Zhang. The corresponding authors are Zebang Tao, Hong Chen, Linsong Zhou, Weijing Wang, Xuebin Deng, and Jiaxing Zhang.

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