

# Psychological Techniques for HR Management™

## HR管理中的心理学技术

2009年1月9-10日



**“My suggestion to HR professionals who come to me for help is that they should learn as many psychological techniques as possible!”**

---Mike Acosta, President, 360 Consulting Group

### Date and Venue

Friday & Saturday, January 9-10, 2009

Hua Ting Hotel & Towers, Shanghai, China

### Co-Host

360 Consulting Group

KBC China

Sino-Australian Education Group

### 7 Features of this program

- The only psychological training program designed for HR professionals in Mainland China
- Dedicated to help HR professionals enhance their management capabilities with psychological techniques and tools
- Offer not only concepts and ideas, but also hand-on tools and techniques
- Co-developed by 360 Consulting Group and KBC China with the world's latest research achievements in the field
- Solutions to participants' problems will be provided by the facilitator on-site
- Pay attention to both the employee behavior management and organization behavior management
- Daniel Zhu, a renowned expert from Australia will be the facilitator

### Program Outline

#### Module 1: Overview of Psychological Techniques for HR Management

- Self-assessment: Am I a qualified HR Manager?
- Successful HR management: perfect combination of management skills and psychological techniques
- psychological techniques that can be applied to HR management
- Ways to apply psychological techniques to HR management
- Assessment on effectiveness of psychological techniques and self-appraisal
- Case study

## **Module 2: Psychological Techniques to be applied in 4 basic functions of employee behavior management**

### **(1) Recruitment**

- Psychological assessment techniques
- Competency test techniques
- Judgment by instinct
- Case study and activities

### **(2) Training**

- Techniques to develop left brain and right brain skills
- Multi-sense learning skills
- Psychological techniques to improve training results
- Case study and activities

### **(3) Compensation**

- Psychological techniques for compensation system designing
- Psychological techniques for welfare system designing
- Case study and activities

### **(4) Performance Assessment**

- Psychological problems in performance assessment
- Psychological tools for performance assessment
- Case study and activities

## **Module 3: Psychological Techniques to be applied in 2 advanced functions of employee behavior management**

### **(1) Motivation**

- Psychological principles for employee motivation
- Employee needs analysis and expectation analysis in motivation
- List of tools for employee motivation

### **(2) Career Planning**

- Psychological problems in employee career planning
- Psychological implication and career planning
- Psychological tools for efficient career planning

## **Module 4: Psychological Techniques to be applied in 3 functions of organization behavior management**

### **(1) organization communication and interpersonal relationship**

- Master all types of employee mentality in an organization
- Make full use of the mental effect by interpersonal interaction
- Set up organization communication channel to meet employee's needs

### **(2) Employee mental health care and organization health**

- Employee emotion management and counseling skills
- Diagnosis of team's mental health

### **(3) Organization change and conflict management**

- Psychological problems in organization change management
- How to successfully manage organization conflicts

## Target Audience

HR Directors, HR Managers, OD Managers, HR Professionals, CEOs, VPs, etc.

## About the Facilitator

Mr. Daniel Zhu, based in Australia, is an experienced trainer and consultant on management and psychology. A senior consultant of 360 consulting group, he is also CEO of Sino-Australian Education Group and an overseas expert of KBC China.

For over 20 years, Mr. Zhu has been devoted to the research on management psychology and organization behavior. He is a vanguard in the field of organization health care and leads the trend of applying psychological techniques to HR management.

He is also the founder of organization health management theory, using DHAA tools he developed. Organization health management, in short, is to deal with organization problem with psychological techniques, especially in an ever-changing environment.

Mr. Zhu had been in the position of CEO in a world-famous hotel management group for over 10 years and gained many experiences in human resource management. With great interests in HR management and systematic further education in the United States on business psychology, he developed many useful HR management tools and turned into a professional trainer and consultant. Now he is CEO of Sino-Australian Education Group, the sole education institute cooperating with the Australian government.

Mr. Daniel Zhu has written numerous articles published on many magazines such as *Manager, Human Capital, Capital and Intelligence...* His articles won lots of proactive comments from readers, including *Thinking strategy between western and eastern culture, Build a healthy organization, Initiate organization communication, Deep understanding of pressure in workplace...*

Mr. Daniel Zhu now lives in Melbourne, Australia with his clients all over Asia in Taiwan, Hong Kong, Singapore and Mainland China.

## Fee

RMB 6,880 per person, including training fee, training materials, certificate, 2days' lunch and tea breaks.

## Registration Form

Please fill the form and fax to +86-21-5478 8957. We will confirm with you by phone call or email.

If you have any questions or inquiries, please contact Harry Wong at +86-21-5478 8759.

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Attendees Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Dir Line: \_\_\_\_\_ MP: \_\_\_\_\_ Email: \_\_\_\_\_

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