

E-Leaders Program

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HOWARD & ASSOCIATES

EFFECTIVE TRAINING METHODS FOR VIETNAMESE CORPORATE LEARNERS

Presented by:

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About the Presenter

- ❖ Trần Hoàng Hiệp (Howard Tran)
- ❖ 30-year experience in banking industry
- ❖ 20-year as professional Trainer – Coach and Business Consultant
- ❖ Chairman and Founder of **Howard & Associates**
- ❖ Corporate training customers: 15 commercial banks in Vietnam; Vietnam Airlines; Petrolimex; VNPT; Mobifone; Bao Viet Group; Eurowindow; BM Windows; CP Group; Doosan; Daikin; Nippon Steel; Musashi Auto Parts; Friesland Campina; Abbott; Pfizer; Sabeco; La Vie; Coteccons; Hoa Binh Cons; Novaland; Lazada; Vinataba; Dai-ichi Life; Prudential ...



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BACKGROUND

- ❖ The demand for corporate training for Vietnamese executives and employees have increased significantly over the past years.
- ❖ High expectations from corporations for effective program designs that achieve their desired objectives requires training providers to design and facilitate more effective corporate training programs.
- ❖ Training corporate learners is much different from teaching university students
- ❖ Trainers who do not have appropriate training competencies and methods cannot design and conduct training courses successfully



PROBLEM STATEMENT

- ❖ Corporate training programs do not match the learning objectives of the participants (corporate learners) and the expectation of their managers
- ❖ There is no clear concept of “corporate training” and “teaching/educating”
- ❖ Trainers lack competencies of designing training courses flow that satisfy all the corporate learners’ styles and needs
- ❖ Trainers lack effective training methods in the courses for corporate learners of different learning styles

OBJECTIVES

- ❖ To identify the needs and expectations of Vietnamese corporate learners based on their learning styles
- ❖ To propose a typical flow of contents to ensure the success of a training course
- ❖ To recommend training methods that are effective and suitable to Vietnamese corporate learners
- ❖ To define competencies that a professional trainer must have to ensure the success of training courses for Vietnamese businesses



SIGNIFICANCE OF STUDY

- ❖ In order to encourage trainers to develop their training skills and methods
- ❖ In order to increase the quality of training courses for Vietnamese business, from that the corporate learners will change their behaviours and develop their working capacity

Some definitions

- ❖ **CORPORATE TRAINING:** A process of training employees of a business or an organisation
- ❖ **CORPORATE LEARNER:** An employee of a business/organisation who is sent to attend a training course
- ❖ **LEARNING STYLE:** The way that a learner receive and handle the information from the teacher/trainer
- ❖ **TRAINING COMPETENCIES:** The competencies of a trainer that helps him design, develop and implement a training course successfully
- ❖ **TRAINING METHODS:** All activities that a trainer conducts to help the participants acquire or develop knowledge and skills in order to perform their job better

Why attending a class?

Young Learners

vs

Adult Learners



To be taught



To learn

The “Teacher” (Sifu) in Vietnamese culture



How to Develop an Employee's Competency

EDUCATING

TEACHING

TRAINING

COACHING

COUNSELLING

MENTORING

3 Learning Objectives Levels

Problem Solving

Application

Awareness

Four Types of Adult Learner

1. “WHY” Learner

“Please explain why I must attend this class?”

2. “WHAT” Learner

“Please teach me and provide me with new knowledge.”

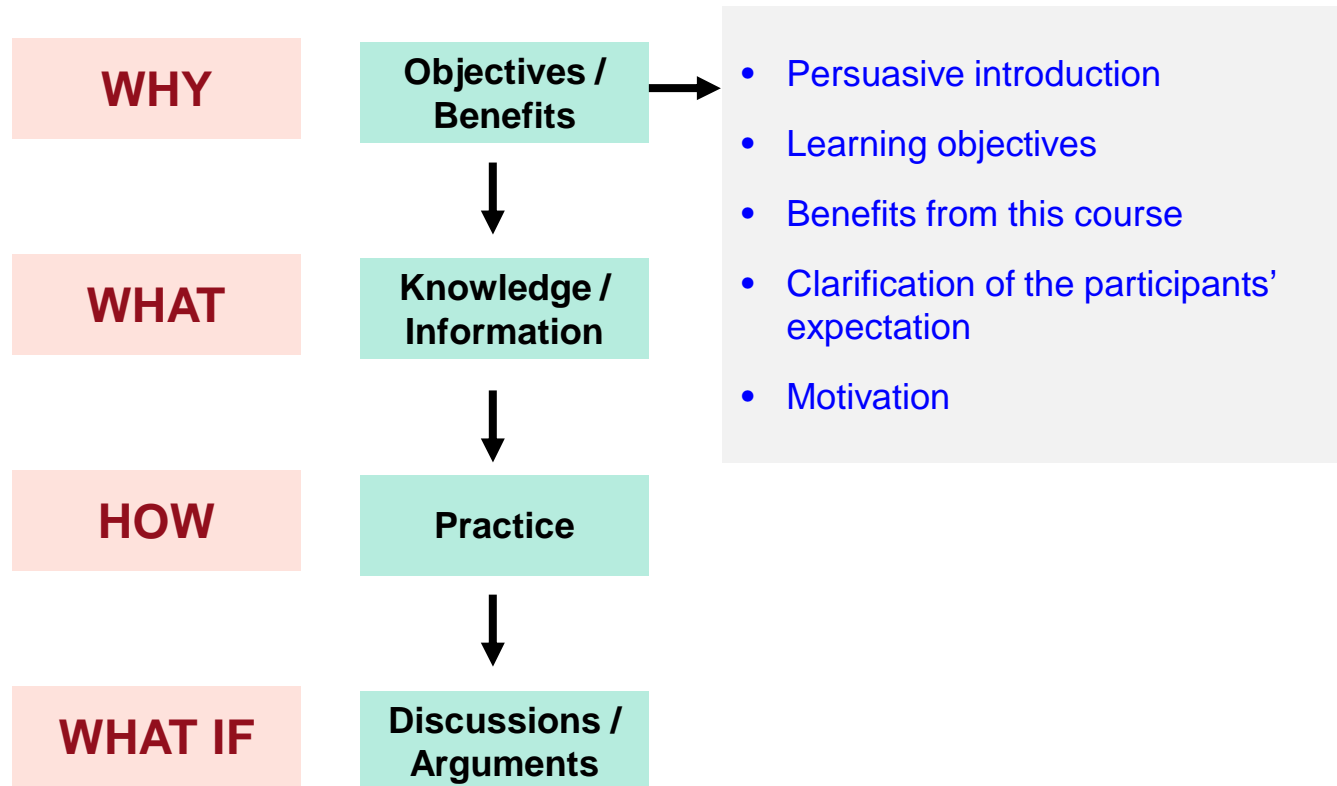
3. “HOW” Learner

“Please let me try to do it!”

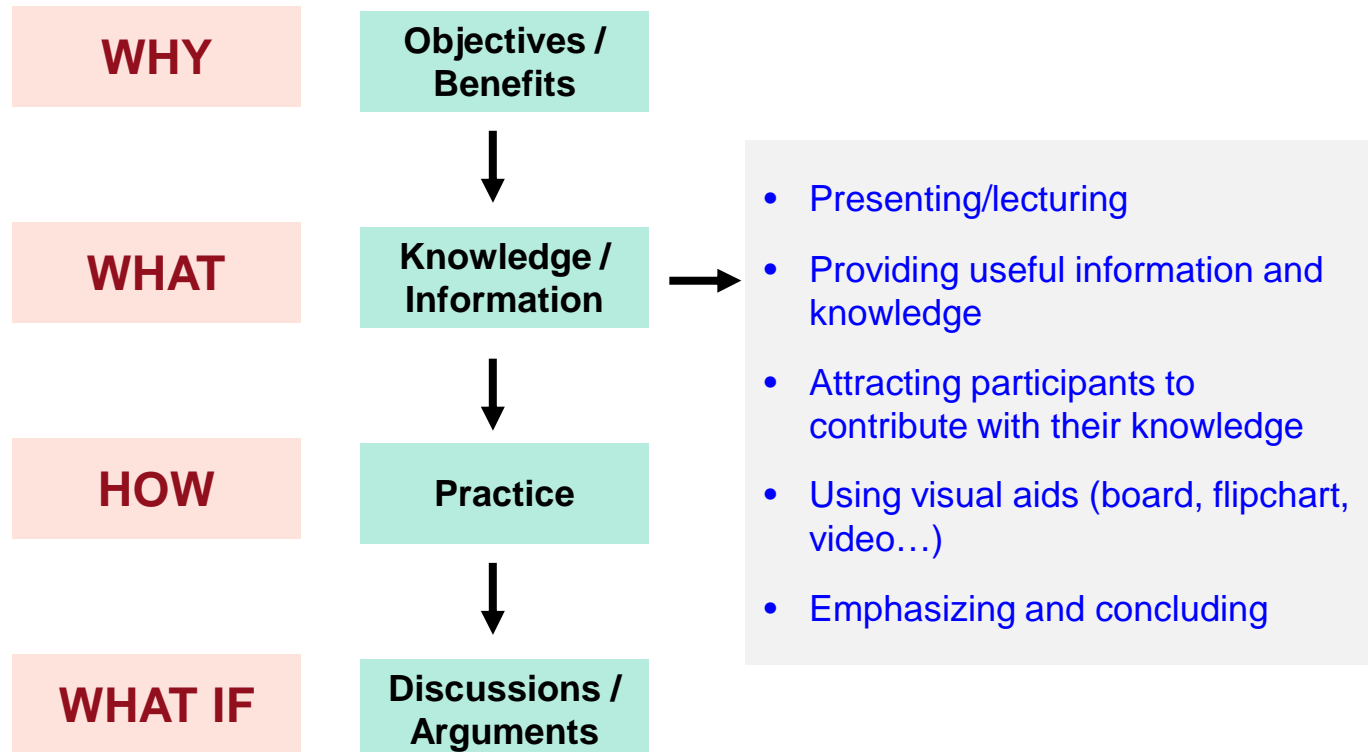
4. “WHAT IF” Learner

“Please think differently and let me share my experience!”

The Flow of a Training Course

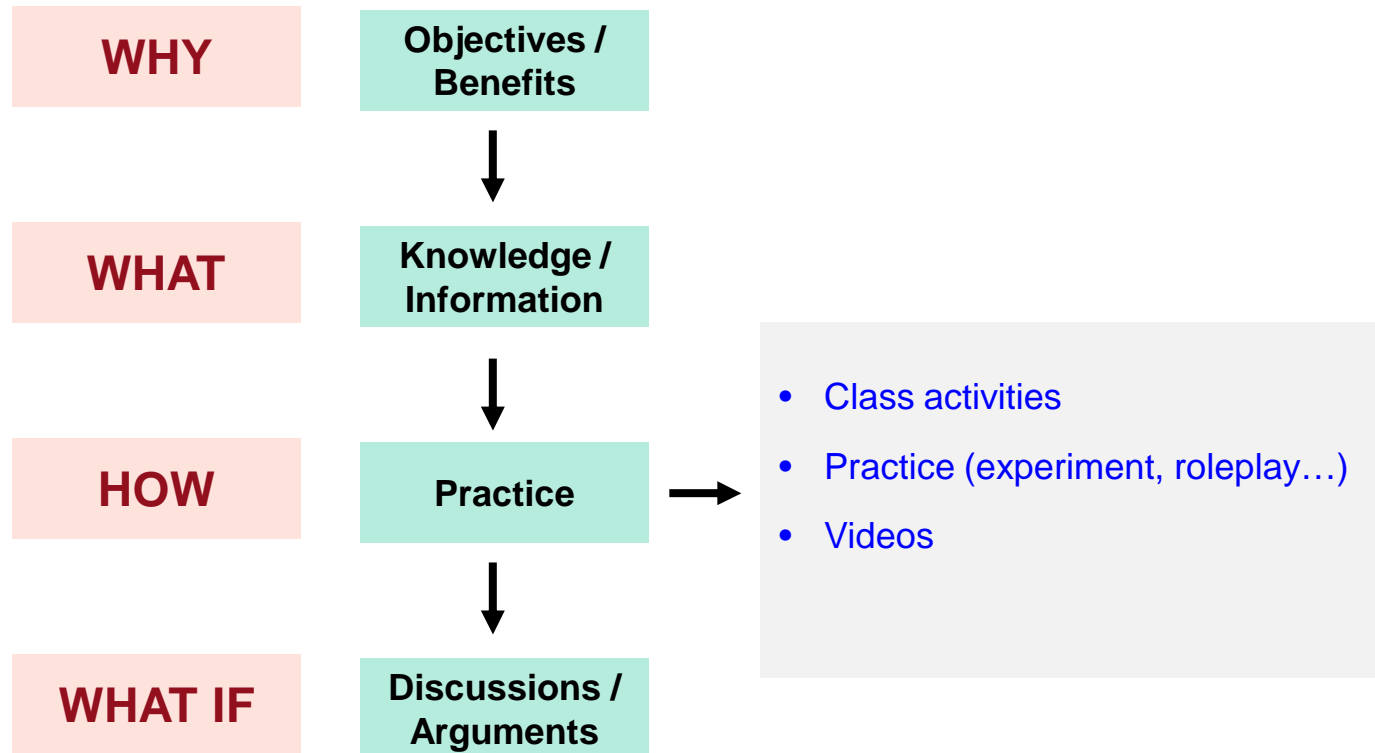


The Flow of a Training Course





The Flow of a Training Course



Shinhan Bank

THỰC HÀNH: Bán hàng theo cách của bạn

- Đọc các tình huống ở Phụ lục 4 (trang 106 đến 111)
- Thực hành tại lớp: Bán hàng theo cách của bạn!

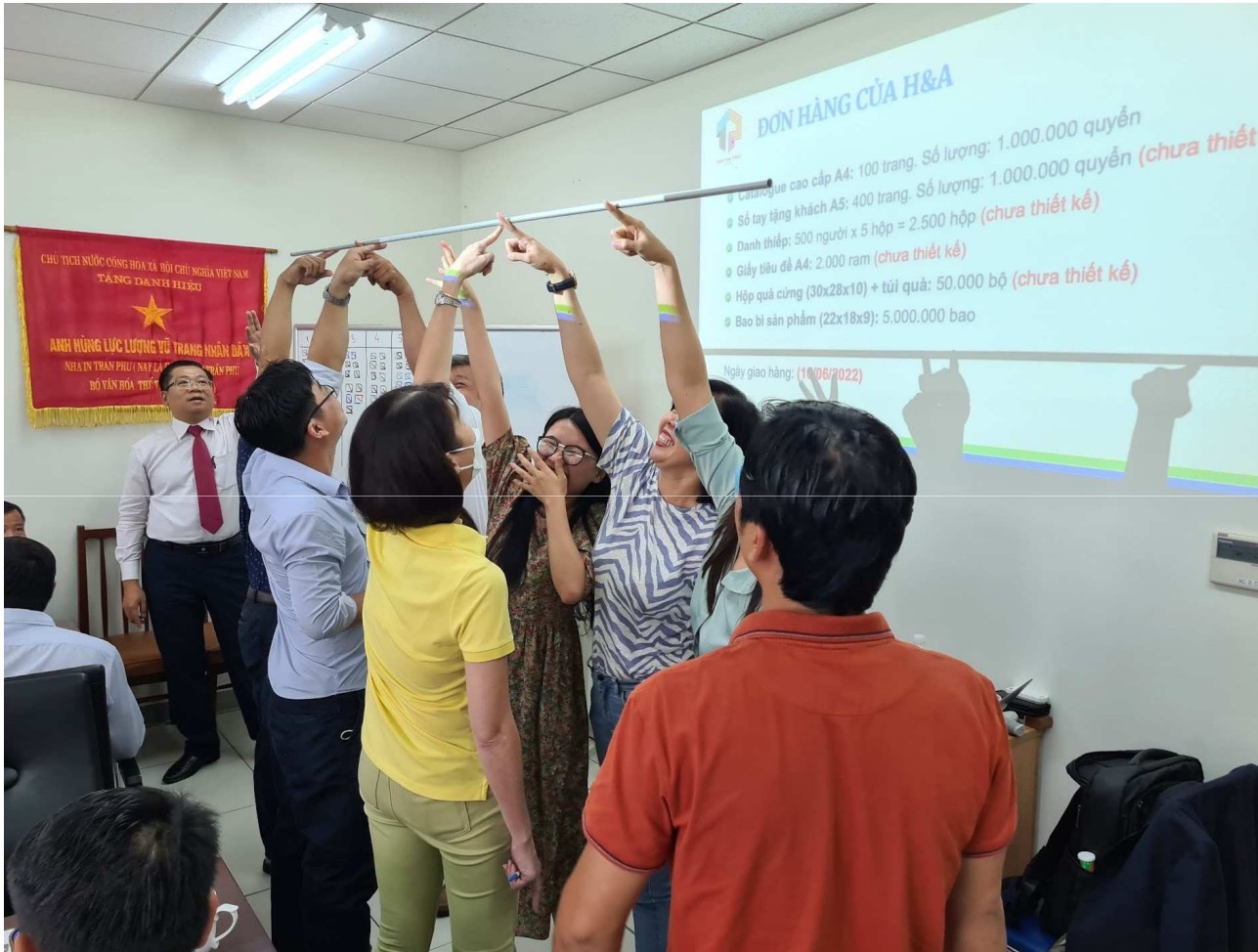
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ROLEPLAY

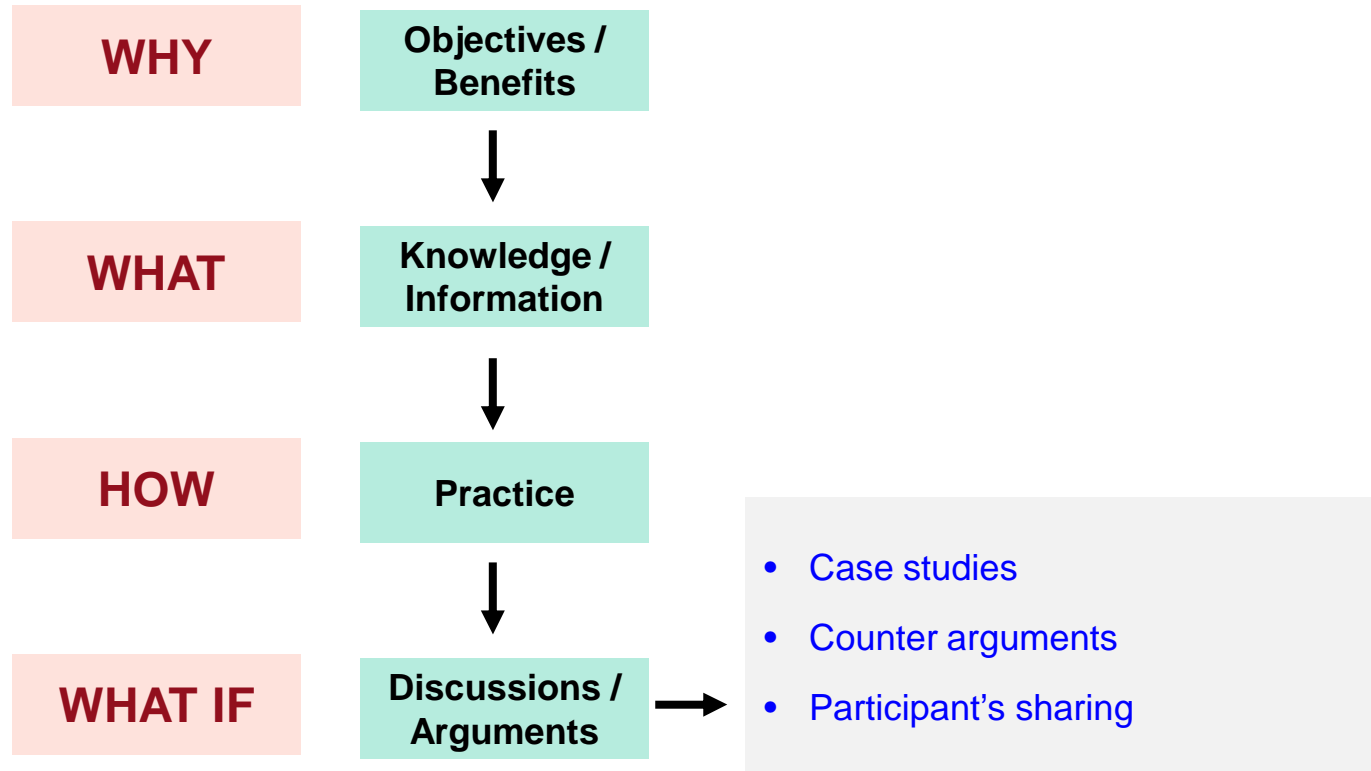
KHÁCH HÀNG

- 1 Khách GIA
- 2 Khách CHAI LỊCH
- 3 Khách THƯỜNG HIỆU
- 4 Khách QUAN HỆ



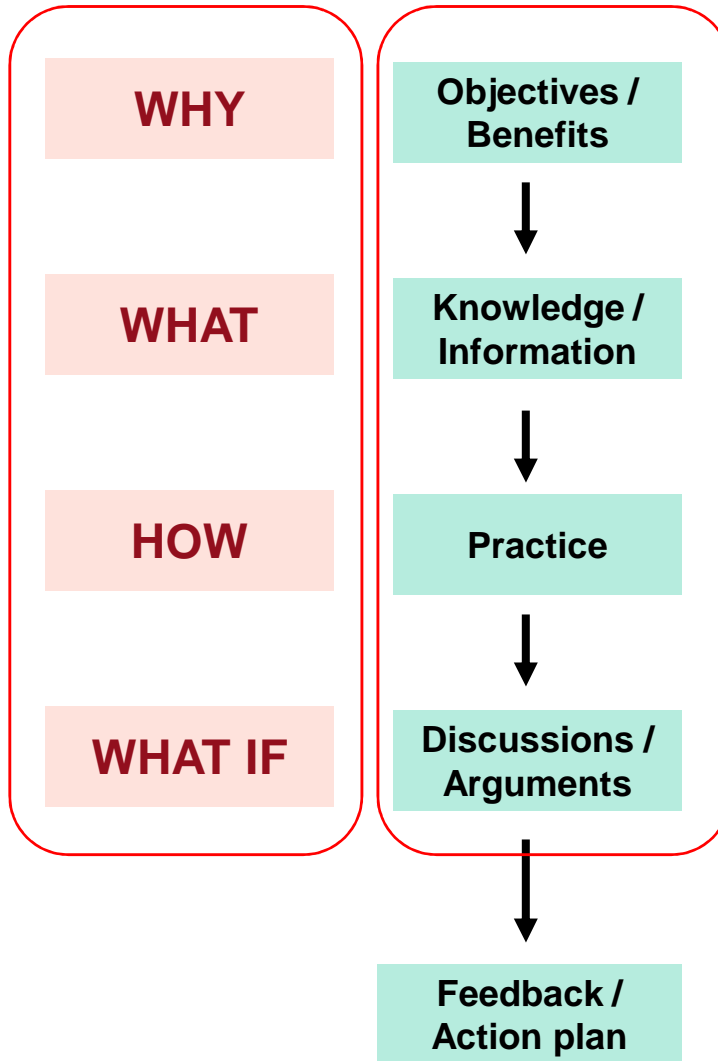


The Flow of a Training Course

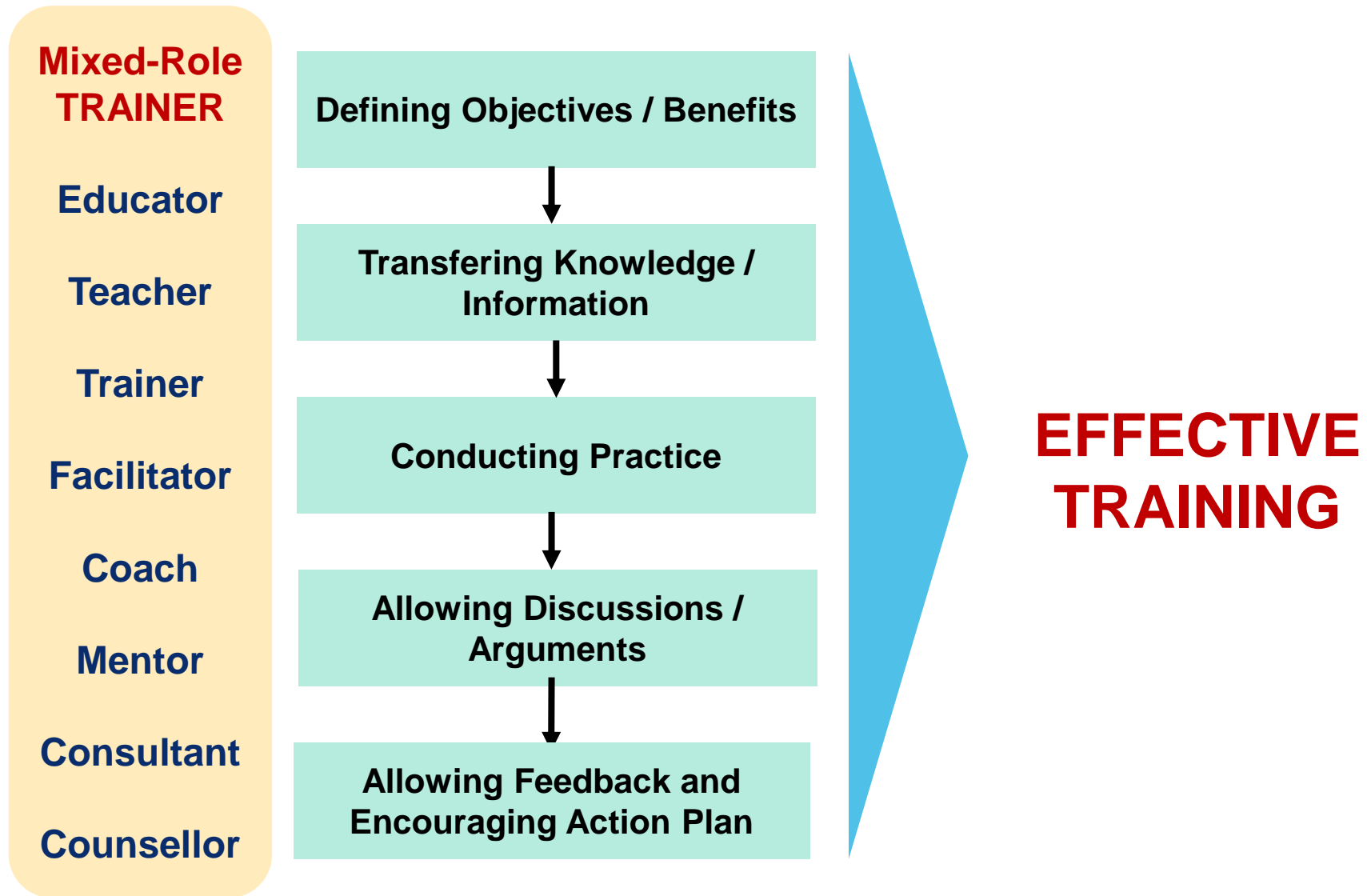




The Flow of a Training Course



PROPOSED FRAMEWORK



Thank you very much!

Contact me!

