



讲师培训系列——  
**优秀培训师**  
**成长手册—4**  
**修炼篇**

整理：十面埋伏





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困惑篇



成长篇



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100/2020

# CCS Insights

## 优秀培训师成长手册-4

### 修炼篇

*Feel the CCS & Co Difference*





## 修炼篇 职业培训师之旅





## 职业培训师与内部培训师的区别

| 不同项  | 内部培训师       | 职业培训师          |
|------|-------------|----------------|
| 环境   | 同一企业，熟悉的大环境 | 不同企业，陌生的环境     |
| 擅长内容 | 较全面         | 较专业            |
| 挑战   | 不同领域的课程开发   | 面向不同企业的自我营销    |
| 关键技能 | 人际关系、授课技能   | 需求诊断、课程开发、授课技能 |

职业培训师之旅



如何职业化

规划自己的线路、审视自己的能力，积累自己的经验



## 培训师的成长线路

### 自我认识

通过SWOT分析自我优劣，明确定位自己

### 修炼自我

专业知识、技能

责任感与职业道德

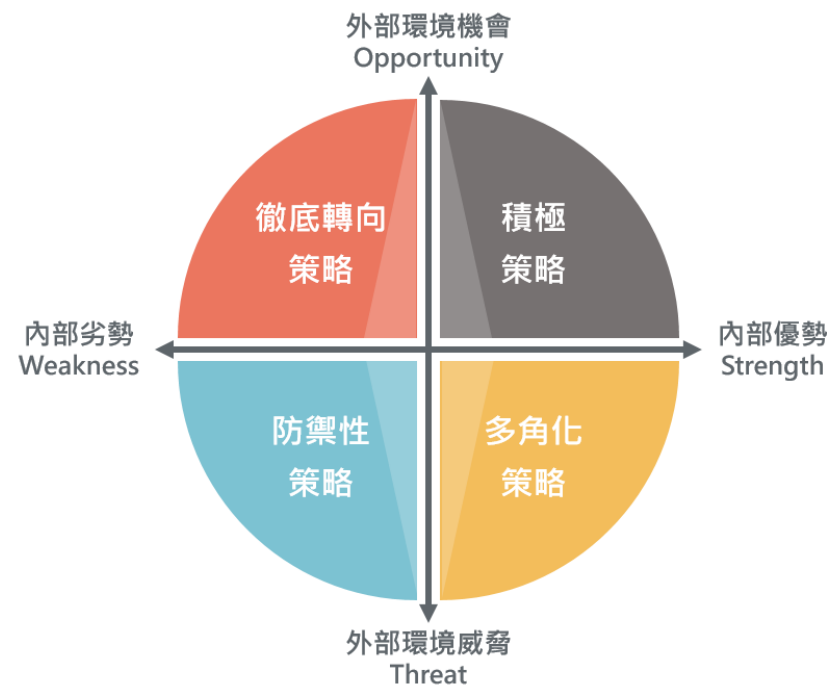
销售与自我营销技巧

心理承受度

行业必备技能（发音练习、逻辑思维能力、场控与应变能力）



# SWOT分析



THANKS

祝您成功!





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