

# Problems and Strategies in Staff Training of English Education and Training Enterprises

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**Abstract:** Education is the key engine of social development, and education and training enterprises play a vital role in modern society. As the core resources of education and training enterprises, talents can enhance the market competitiveness of enterprises. As a key way to improve employees' professional quality and stimulate their potential, training plays a primary role in empowering employees and cultivating talents in the business community. However, China's education and training enterprises are faced with a series of challenges such as insufficient funds and imperfect management system, which leads to imperfect and unsystematic and scientific staff training, and also affects the cultivation of talents, which is not conducive to the long-term sustainable development of enterprises. This paper aims to study the problems faced by education and training enterprises in the field of training, and deeply discuss how to optimize training management in order to establish an effective personnel training mechanism, so as to promote the healthy and sustainable development of enterprises.

**Key words:** education and training enterprises; Staff training; Core issues; Strategic countermeasures

## I. Introduction

Enterprise training helps to improve the professional quality and job ability of employees, so as to cast a high-quality team, so that enterprises in the fierce market competition in an invincible position. Educational enterprises are an integral part of the global economic system, which plays a key role in creating jobs, driving economic growth, promoting innovation and meeting market demands. However, education and training enterprises face a number of important issues in the field of employee training, which not only affect the development of employees, but may also have a negative impact on the long-term sustainability of the enterprise. At present, most education and training enterprises have not fully recognized the strategic value of employee training, and lack systematic planning and system construction, resulting in training activities becoming formalities. Therefore, in order to achieve long-term success, enterprises need to attach importance to personnel training and establish a standardized training system.

## II. Educate and train the problems existing in the training of enterprise employees

### 1. Managers pay insufficient attention to staff training

There is often a misconception among the management of education and training enterprises that they generally regard talent training as a cost of the enterprise rather than a strategic investment. This perception is rooted in the fact that training often requires a large financial investment, including the purchase of courses, the hiring of instructors and the rental of training venues. At the same time, the rewards of training are often difficult to quantify in the short term, while some long-term benefits, such as improved employee attitudes and improved performance, are difficult to measure in an objective manner. Secondly, some managers mistakenly regard training as the responsibility of the human resources department of the enterprise, leading to low participation of the management in training and failing to give full play to its leading demonstration role in training. This lack of clarity in the division of labor mode has led to a disconnect between training activities and corporate strategic planning. Finally, some managers regard training simply as the process of knowledge transfer, and do not integrate it with the actual work scene skillfully. This perception limits the practical application of training and hinders employees' opportunities to translate acquired knowledge and skills into actual job performance.

These misconceptions and biases may limit the effective investment and innovation of education and training enterprises in the field of talent training. Based on the above problem statement, it is necessary for education and training enterprises to change these perceptions to better understand the strategic importance and practical application of training.

### 2. The understanding of employee training is not in place

Education and training enterprises usually face challenges such as limited funds, unstable development, and relatively weak resistance to external risks, which makes them lack of awareness of employee training. These enterprises tend to devote their limited resources to current business needs, while ignoring the importance of employee training. They may believe that the survival and prosperity of the business can be ensured by achieving excellent performance alone, and therefore, they do not pay enough attention to the career development planning of their employees and do not consider employee training as part of their strategic planning. In addition, certain education and training enterprises may pursue short-term profits too much and try to cut operating costs without a clear strategic vision to understand that staff training and development is to reserve key talents needed for the future. Training in most enterprises is often aimed at solving the deficiencies of employees in their current work, focusing on short-term results, and lacking the concept of long-term and systematic planning for talent development from the strategic level, which makes it difficult for training to support enterprises to achieve their long-term strategic goals.

These problems highlight the urgent need in the field of employee training in education and training enterprises. Relevant parties should

work together to enhance the awareness of the importance of employee training, organically integrate employee career development with enterprise strategy, and ensure that employees receive high-quality training and management. Only in this way can smes achieve sustainable development and enhance their competitiveness in a highly competitive market.

### III. Education and training enterprise staff training countermeasures and suggestions

Talent is a vital factor in achieving long-term growth and achieving strategic goals in any business. For education and training enterprises, more emphasis should be placed on personnel training, with the help of strategic human resource management to organize training work. This includes the organic combination of employee training and business development of the enterprise, and the targeted training according to the post competency model. In addition, it is worth emphasizing that training is not a one-size-fits-all task, nor should it be limited to a single moment. Training is a planned, long-term systematic effort. In order to achieve continuous business development and ensure that the needs of the required talents are met in a timely manner, enterprises must attach great importance to training and continuously optimize it.

#### 1. Deepen managers' understanding of training

First of all, education and training enterprises need to establish a sound training management system to ensure that staff training can be systematized and standardized. This will help to make managers more fully realize the goal and importance of training work, and further stimulate their enthusiasm to participate in training management. Secondly, education and training enterprises need to focus on improving the comprehensive quality of managers, so that they can deeply understand the strategic importance of employee development to the enterprise and focus on the training and development of subordinate employees. Managers should have enough ability to combine the employee's personal career development goals with the actual work situation, so as to assist employees in career planning and formulate corresponding learning plans. In addition, managers should actively encourage employees to take the initiative to acquire new knowledge and assume more job responsibilities. Finally, education and training enterprises may consider incorporating employees' training performance and results into the managers' performance appraisal system, so that factors such as employees' training performance and training results can directly affect the results of supervisors' performance appraisal. In this way, managers can strengthen their cognition of staff training and improve their attention to staff training. This initiative helps to ensure that managers are actively engaged in training efforts and see it as part of the strategic development of the organization.

#### 2. Organize diagnosis and talent inventory to ensure that talent training is closely integrated with corporate strategy

At present, the commonly used organizational diagnosis models include McKinsey's "7S model" and Weisbord's "Six boxes model", the latter of which has been widely used in many enterprises and is widely known. Therefore, education and training enterprises can learn from these theoretical models and identify the core motivation of the organization through in-depth diagnosis and analysis of the five aspects of the organization, including the representation, problems, elements, structure and motivation. On this basis, education and training enterprises can carry out organizational optimization and reform.

At the same time, education and training enterprises can analyze the current and future structure and personnel needs of the organization according to the consistency of the organizational diagnosis results and the strategic development of the enterprise, and clarify the talent team needed by the organization and its evaluation criteria. This will help to find talents with high potential, especially employees in key positions or management positions, and formulate corresponding training plans for them to meet the future development needs of the enterprise.

In addition, education and training enterprises should also conduct regular talent inventory, review the distribution of employees in the enterprise, understand the performance of employees, and identify the outstanding performance of employees and employees in need of improvement. This will help to develop a clear talent plan, including recruitment, mobility and training strategies, to provide a solid foundation for the development of employee training programs.

#### 3. Motivate employees to participate in the training

First of all, the leadership of education and training enterprises should guide employees to change their thinking and make them understand that training is an important way to acquire new knowledge and improve their professional skills, which can bring them more career development opportunities and is closely related to their vital interests, so as to stimulate their learning enthusiasm and enthusiasm.

Secondly, education and training enterprises should pay attention to the construction of corporate culture, create a healthy cultural atmosphere, and encourage the concept of mutual learning, sharing and respecting talents to flourish within the enterprise. This kind of culture will have a positive guiding effect on employees, stimulate them to actively participate in training and learning, and constantly improve their personal level.

Finally, education and training enterprises should plan training time scientifically and reasonably. With the rise of mobile Internet, online training has become a common way of training. Therefore, education and training enterprises can organize online training regularly and ask employees to complete tasks within a specified time. Employees can independently arrange learning tasks according to their own time and learning ability, so as to improve the efficiency of training and the satisfaction of employees.

#### 4. Strengthen the training and development of teachers

Training lecturers are divided into external lecturers and internal lecturers. External instructors usually have extensive training experience and excellent teaching skills to effectively guide training classes, but they have limited knowledge of the specific business of the company and therefore cannot provide in-depth business explanations. On the contrary, internal lecturers are more familiar with the internal

situation of the enterprise and can provide more targeted training, but also can save the training cost of the enterprise.

#### IV. Conclusion

Education and training enterprises play a vital role in China's economic system. They provide employment opportunities for the majority of China's labor force, relieve the employment pressure in China, and are also the main driving force of China's economic growth. Education and training enterprises have been concerned about how to compete for market position and achieve sustainable development. As the core production factor of continuous value creation, talents are paid more and more attention by enterprises. Therefore, strengthening staff training is of great significance for the economic benefit growth of enterprises.

Therefore, it is necessary for education and training enterprises to attach great importance to the establishment and continuous optimization of the training system, in order to improve the comprehensive quality of employees to meet the needs of future development of enterprises. This will help education and training enterprises to maintain their competitiveness in the highly competitive market, create more value and promote the sustainable development of enterprises.

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