

EAP与心理学：HR面向未来的核心能力重塑 - 从员工关系到组织战略

EAP And Psychology: Reshaping HR's Core Competencies for the Future - From Employee Relations to Organizational Strategy



课程详情

PROGRAM DETAILS

师资 FACULTY	日期/时间 DATE/TIME	费用 [*] FEE	地点 VENUE
张捷博士 (Zhang Jie)	2026年6月9-10日 上午9:00 - 下午5:00 9 - 10 June 2026 9.00AM - 5.00PM	RM3,500 USD875	亚洲商学院 Asia School of Business

备注:^{*}

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Note:^{*}

- Excludes Sales & Service Tax (8%)
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课程概览

技术正在重塑生产力，情感经济正在重新定义竞争力。对于人力资源领导者而言，挑战不再是是否回应这些变化，而是如何在AI替代常规工作、跨文化团队协作、员工心理安全等多重转型中，以战略性的方式驾驭复杂性，同时平衡组织绩效、人才发展与文化韧性。

员工帮助计划（EAP）已超越传统的心理支持范畴，进化为一种跨文化的管理语言与融合心理学的组织战略工具。本课程帮助首席人才官与人力资源管理者掌握EAP背后的心理学逻辑与实践方法，系统应对AI替代、情感经济、全球化团队等时代挑战，从“流程管理者”转型为“组织健康设计师”。

什么是EAP?

员工帮助计划（EAP）是以职场为基础的员工支持体系，最初聚焦于心理咨询和危机干预。如今，EAP已发展成为融合心理学原理的综合战略工具 - 涵盖心理健康、情绪韧性、跨文化沟通和冲突解决等领域。当EAP被战略性地嵌入组织时，EAP将被动的支持服务转变为构建组织健康、心理安全和可持续绩效的主动框架。

学习成果

课程结束后，学员将能够：

- 运用心理学框架评估组织转型需求，明确HR在AI时代的独特价值
- 将EAP理念融入招聘、员工关系、人才发展全流程
- 运用结构化工具识别候选人的心理韧性
- 通过调解模型和反馈技术化解冲突、构建信任
- 设计心理安全项目，驱动组织能力建设
- 绘制从通用型HR到专家型人才的个人发展路径
- 获取可立即应用的实战工具包和模板

适合对象

负责战略、组织转型与文化建设的HR领导者，包括：

- 企业人力资源负责人、首席人才官
- 人力资源业务伙伴（HRBP）
- 员工关系经理、组织发展专家、招聘负责人
- 在全球化、AI转型或高心理压力行业中工作的HR专业人士
- 希望了解心理学和EAP如何提升团队绩效、组织文化和员工福祉的商务人士

课程核心框架

围绕"一个核心工具（EAP）× 六大HR关键场景"，展开从宏观认知到微观实操的深度学习闭环：

- 理念升维：理解EAP如何重塑现代组织管理范式
- 场景应用：将心理学深度融入HR全链条工作
- 工具落地：掌握可立即使用的评估方法、沟通框架与项目设计技能

课程大纲

模块一：开篇 - EAP：HR在AI时代与情感经济中的战略新语言

破冰讨论：AI正在替代哪些HR工作？HR不可被替代的价值是什么？

核心论点：

- 从"管控者"到"赋能者"：EAP如何帮助HR从制度维护者转型为组织健康设计师
- 跨文化沟通基石：为何EAP能成为全球化团队中成本最低、共识最高的"管理通用语"
- 情感经济中的新角色：如何通过管理情绪与意义感，直接驱动员工创造力与客户体验
- 成果输出：每位学员需绘制一张《HR价值演进地图：过去、现在与未来》

模块二：赋能场景一 - 心理学与招聘：选拔"高心理韧性"的未来人才

- 工具导入：基于大五人格与心理韧性的结构化面试评估框架，在行为面试中识别候选人的适应变化与调节心态的能力及"压力应对模式"，设计融入心理安全与成长型思维的雇主品牌沟通策略
- AI辅助筛查：如何借助AI工具进行心理特质与岗位适配的初步分析
- 实战演练：针对一个真实岗位，设计一套包含"心理适配度评估"的面试问题清单

模块三：赋能场景二 - 心理学与员工关系：从处理冲突到构建信任

- 冲突调解三角模型：引导HR识别冲突中的立场、利益与心理需求，实现根本性化解
- 体系化心理安全网：通过团队心理氛围测评、管理者倾听工作坊与正向反馈机制，预防关系危机
- 关键谈话技术：高难度绩效反馈实战

模块四：自我革新 - 变革时代，HR如何借助EAP迭代个人核心竞争力

诊断：HR的三大挑战

- 价值挑战：事务性工作被替代后，HR的独特价值何在？
- 能力挑战：为何传统技能在应对心理、文化与变革议题时时常失灵？
- 发展挑战：如何从"通用型HR"迈向"专家型人才"？

重构：EAP作为能力放大器

- 从"执行者"到"组织设计师/教练"
- 从"职能专家"到"组织健康医生"
- 从"本地化HR"到"全球文化桥梁"

工作坊：绘制您的《HR核心竞争力升级地图（1-3年）》

模块五：闭环与行动 - 将EAP转化为你的HR绩效与影响力

- 个人专属工具包：《HR心理赋能实战工具集》
- 微项目画布：90天启动"心理安全试点项目"的敏捷设计模板
- 结业设计：每位学员分享一个"下周即可启动的变革行动"，收获结构化反馈与同行鼓励
- 课程总结与赋能证书授予

课程特色

强应用导向：每模块均含"理念-工具-演练"闭环，确保即学即用

跨场景整合：打破EAP传统边界，将其思维融入HR全价值链

前沿融合：紧扣AI、情感经济、全球化趋势，提升HR战略视野与未来适应性

关于师资



张捷博士，《中国心理健康年鉴》主编，盛心集团董事长，盛心国际EAP学院院长。

"健康中国论坛"执行秘书长，健康中国50人论坛专家组成员，健康中国中国企业行动职业健康促进行动组专家组成员，全国健康企业建设企业家健康达人。

北京大学文学学士、北京大学管理硕士、美国福特汉姆大学管理学博士。

张捷博士率先将符合国际标准的EAP引进中国，并推动EAP与中国企业管理实践相融合，持续打造职场心身健康的生态体系，开创以全人健康的组织人心建设为核心的中国EAP3.0服务管理体系。

她倡导全人健康理念，涵盖身体健康、心理健康、社交健康和精神健康。2018年，张捷博士创建盛心国际EAP学院。著有《士气》一书，从情感经济时代的大背景出发，为管理者提供了一套从"管控"到"共情"、从"生存"到"繁荣"的系统方法论。

Program Overview

Technology is reshaping productivity, and the emotional economy is redefining competitiveness. For HR leaders, the challenge is no longer whether to respond to these changes, but how to navigate multiple, overlapping transitions - including AI replacing routine work, cross-cultural team collaboration, and employee psychological safety - in a strategic manner while balancing organizational performance, talent development, and cultural resilience.

Employee Assistance Programs (EAP) have evolved beyond traditional psychological support, becoming a cross-cultural management language and an organizational strategy tool infused with psychology. This program enables Chief Human Resources Officers and HR managers to master the psychological logic and practical methods behind EAP, systematically addressing the challenges of AI disruption, the emotional economy, and globalized teams - transforming from "process managers" to "organizational health designers."

What is EAP?

Employee Assistance Programs (EAP) are workplace-based initiatives designed to support employee well-being, originally focused on counseling and crisis intervention. Today, EAP has evolved into a comprehensive strategic tool that integrates psychological principles into organizational systems - addressing mental health, emotional resilience, cross-cultural communication, and conflict resolution. When embedded strategically, EAP transforms from a reactive support service into a proactive framework for building organizational health, psychological safety, and sustainable performance.

Learning Outcomes

- Apply psychological frameworks to assess organizational transition needs, clarifying HR's unique value in the AI era
- Integrate EAP principles across recruitment, employee relations, and talent development
- Utilize structured tools to identify candidates' psychological resilience
- Resolve conflicts and build trust through mediation models and feedback techniques
- Design psychological safety initiatives that drive organizational capability building
- Map personal development pathways from generalist HR to expert professional
- Access practical toolkits and templates for immediate workplace application

Who Will Benefit?

HR leaders responsible for strategy, organizational transformation, and culture building, including:

- Chief Human Resources Officers, HR Directors
- HR Business Partners (HRBPs)
- Employee Relations Managers, Organizational Development Specialists, Recruitment Leads
- HR professionals working in industries facing globalization, AI transformation, or high psychological stress
- Business professionals interested in understanding how psychology and EAP can enhance team performance, organizational culture, and employee well-being

Program Highlights

- Strong Application Focus: Each module follows a "Concept-Tool-Practice" cycle, ensuring immediate applicability
- Cross-Scenario Integration: Breaks traditional EAP boundaries, weaving its principles into the entire HR value chain
- Cutting-Edge Fusion: Addresses trends in AI, the Emotional Economy, and Globalization, enhancing HR's strategic vision and future readiness

Program Agenda

CORE THEME:

Centered on "One Core Tool (EAP) × Six Key HR Scenarios," the program delivers a deep learning cycle from macro understanding to micro application:

- Elevating Perspective: Understanding how EAP reshapes modern organizational management paradigms
- Scenario Application: Deeply integrating psychology into the entire HR workflow
- Tool Implementation: Mastering immediately applicable assessment methods, communication frameworks, and program design skills

MODULE 1: INTRODUCTION - EAP As HR's Strategic Language in the AI And Emotional Economy Era

Icebreaker Discussion: What HR tasks is AI replacing? What constitutes HR's irreplaceable value?

Core Arguments:

- From "Controller" to "Enabler": How EAP helps HR transform from policy enforcers to organizational health designers
- Foundation for Cross-Cultural Communication: Why EAP serves as the most cost-effective and widely accepted "common management language" for global teams
- A New Role in the Emotional Economy: How managing emotions and fostering a sense of purpose directly drives employee creativity and customer experience
- Output: Each participant creates an "HR Value Evolution Map: Past, Present, and Future"

MODULE 2: EMPOWERMENT SCENARIO 1 - Psychology in Recruitment: Selecting "Psychologically Resilient" Future Talent

- Tool Introduction: Structured interview assessment framework based on Big Five personality traits and psychological resilience; identifying candidates' adaptability, mindset regulation abilities, and "stress-coping patterns" during behavioral interviews; designing employer branding communication strategies that incorporate psychological safety and a growth mindset
- AI-Assisted Screening: How to leverage AI tools for preliminary analysis of psychological traits and job fit
- Hands-on Exercise: For a real position, design a set of interview questions that includes a "Psychological Fit Assessment"

Program Agenda

MODULE 3: EMPOWERMENT SCENARIO 2 - Psychology in Employee Relations: from Conflict Resolution to Trust Building

- The Conflict Mediation Triangle Model: Guiding HR to identify positions, interests, and underlying psychological needs in conflicts for fundamental resolution
- Building a Systemic Psychological Safety Net: Preventing relational crises through team climate assessments, manager listening skills workshops, and positive feedback mechanisms
- Crucial Conversation Technique: Delivering Difficult Performance Feedback

MODULE 4: SELF-RENEWAL - How HR Can Leverage Eap to Evolve Personal Core Competencies in Times of Change

Diagnosis: Three Challenges for HR

- The Value Challenge: With transactional tasks being automated, where does HR's unique value lie?
- The Capability Challenge: Why do traditional skills often fall short when addressing psychological, cultural, and change-related issues?
- The Development Challenge: How to transition from "generalist HR" to "expert professional"?
- Redefinition: EAP as a Capability Amplifier
- From "Executor" to "Organizational Designer/Coach"
- From "Functional Expert" to "Organizational Health Practitioner"
- From "Local HR" to "Global Cultural Bridge"
- Workshop: Draft your "HR Core Competency Upgrade Map (1-3 Years)"

MODULE 5: CLOSURE AND ACTION - Translating Eap into your HR Performance and Influence

- Personal Toolkit: "Practical Psychological Empowerment Tools for HR"
- Micro-Project Canvas: An agile design template for launching a "Psychological Safety Pilot Project" within 90 days
- Final Exercise: Each participant shares "one change initiative I can launch next week," receiving structured feedback and peer encouragement
- Course Summary and Empowerment Certificate Presentation



Faculty



Dr. Zhang Jie, is the Editor-in-Chief of the China Mental Health Yearbook, Chairman of Shengxin Group, and Dean of Shengxin International EAP Academy.

She is also the Executive Secretary-General of the "Healthy China Forum," a member of the Expert Group of the Healthy China 50-Person Forum, and a member of the Occupational Health Promotion Action Group of the Healthy China Enterprise Initiative.

Dr. Zhang holds a bachelor's degree in literature from Peking University, a Master's degree in Management from Peking University, and a Ph.D. in Management from Fordham University, USA.

Dr. Zhang pioneered the introduction of internationally standardized EAP to China and has been instrumental in integrating EAP with Chinese enterprise management practices. She continuously builds an ecosystem for workplace physical and mental health, pioneering the EAP 3.0 service management system in China, which centers on holistic organizational human development.

She advocates for a holistic health concept encompassing physical health, mental health, social health, and spiritual well-being. In 2018, Dr. Zhang founded the Shengxin International EAP Academy. She is the author of *Morale*, a book that provides managers with a systematic methodology for transitioning from "control" to "empathy" and from "survival" to "thriving," set against the backdrop of the emotional economy era.





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