

华尔街英语总裁

李文昊:梦想可以创造奇迹

当选理由

华尔街英语2000年5月正式进入中国。截至目前,共在北京、上海、广州、深圳等地开办了15家培训中心。作为高端英语培训机构的领头羊已经培训了包括国家公务员、企事业单位管理人员、在校大学生在内的数以万计的学员,在不到5年的时间里在中国掀起了一场英语学习的新浪潮。作为华尔街掌门的李文昊先生,让自己的梦想创造了奇迹。

失败是点燃希望的火种

和许多创业者一样,李文昊创业的道路也多次出现了惊险和曲折。1972年创立华尔街学院,1978年在意大利已有了25个学习中心。为了进一步完善“英语在线”,李文昊倾其所有,并向银行和个人投资者借款。但由于当时华尔街学院的设点规模不够大,李文昊的收入不足以偿还银行贷款和投资者的投入,虽然其他加盟中心还在继续运营,但都已与他没有什么关系了,最终他不得不关闭了自己的公司。

1986年,李文昊用口袋里仅剩下的2000美元东山再起,在瑞士与合伙人一起开办了华尔街学院,重新开始了自己的事业。至2005年,华尔街英语已经在金世界26个国家和地区设立了400多个学习中心,学员超过100万人。谈到自己并不平坦的创业之路,李文昊说“只要心中有希望,就一定有希望,我之所以能创造奇迹是因为我心中的梦想从未破灭。”

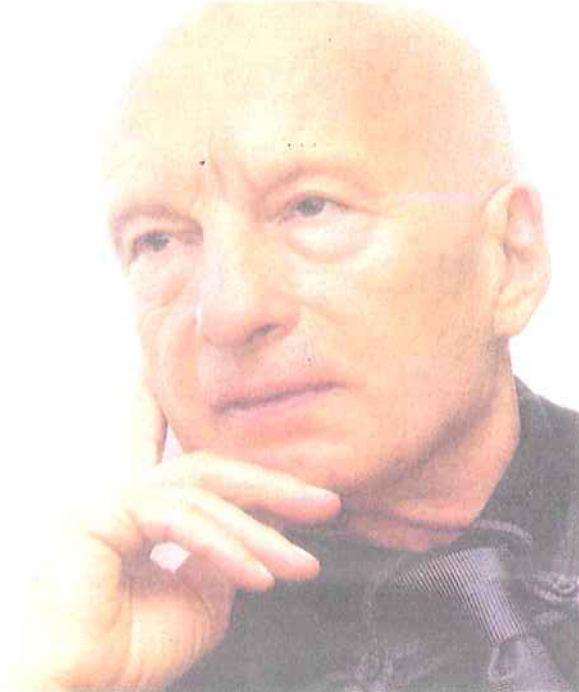
李文昊不止一次强调:“我天生不是个商人,我一直而且永远是名教育工作者。生意只是让我在更广阔的国际舞台上成为一名教育工作者的工具,让我能够为更多的人服务。这便是我的理想——崇尚自由、独立的理想。”

独创以学生为中心培训方式

以学生为中心的授课方式在华尔街英语小班授课办学及自主灵活的学习时间、原汁原味的英语语言文化氛围、丰富多彩的学生活动中得到了最好的诠释。许多人选择来到华尔街就是看中了这种使人愉悦的学习方式。

置身于华尔街英语,就像来到了一个英语母语国家,每个工作人员都会用流利的英语来与你亲切的交流,这里的报刊、杂志、多媒体播放也都是英语的。在华尔街学习英语可以自主的选择学习时间,4-8人的小班制教学更可以保证每个学员可以有充分的机会和外教用英语进行交流。

李文昊总裁说:“我们拥有的是一套综合系统,除了全外教教学外,还有一套



人物简介

李文昊 (Luigi T. Peccenini)

全球华尔街英语创始人,华尔街英语中国总裁。凭借着其永不言败的过人毅力和超乎常人的智慧,创立了如今已经成为殿堂级英语培训机构的华尔街英语。

套自主研发课程、教材、学习系统。我们在全球范围内招聘行业内最好的员工,为他们提供极具竞争力的薪酬待遇,确保为学员提供最好的产品和服务。此外,华尔街英语在中国研发的许多特殊的产品和服务项目,都考虑到了中国学员的文化背景、心理特点和期望值。”

在华尔街高价位代表了高品质

价格高洁的学费一直与华尔街英语提供的高品质服务一样为人津津乐道。对此,李文昊表示:“我很高兴看到中国学生在高、中、低端的英语培训方面有了更多的选择。就像乘坐飞机那样,面对头等舱、公务舱、经济舱,可以自主选择。”

李文昊介绍说,华尔街英语拥有自己的综合系统——自主研发产品、学习、服务、管理系统,自主招聘教师,并通过“华尔街英语国际”这样的国际级平台上对他们进行职前、在职培训。“华尔街获得的ISO90012000证书,证明了我们为提供高质量的产品而做出的长期不懈的努力。”

金木水火土代表了5年发展历程

2005年7月,华尔街英语迎来了在

中国的五岁生日,李文昊先生以向团中央中国青年志愿者协会捐赠价值210万元人民币英语课程来庆祝这个纪念日。

对中国文化颇有研究的李文昊先生认为,用五行比喻华尔街在中国走过的5年历程再恰当不过了:来自西方的华尔街英语希望用“金”牌的服务为中国这片繁茂的土地服务;俗话说:“十年树木,百年树人”。过去5年中,华尔街英语在中国开设145个培训中心,为中国培养360多万名熟练掌握英语的学员,为中国政府和社会累计捐赠价值人民币2400万的英语课程;水是生命之源,象征着通畅、和谐、活力和生机。在华尔街英语,学员与教师、员工与领导、华尔街英语与政府、商业伙伴顺畅的沟通,保证了华尔街英语的生机和成绩,也保证了学员们高昂的学习热情和显著的成绩。

李文昊先生说:“我已经将自己一生中30多年的时间用于教育事业,我热爱中国,我希望生活工作在中国。”这种如火的激情点燃了华尔街英语学习中心的每个学生和教师。而他和华尔街,将一如既往地扎根中国本土,成为学生们的良师益友。

坚信祖先是中国人将在中国度过余生

当问起李文昊先生为什么把华尔街英



语带入中国来时,他说:把华尔街英语带到中国除了是因为自己对中国文化的着迷外,还因为他坚信自己的祖先就是中国人。

2000年,李文昊在完成华尔街英语北京国贸培训中心的建立后,遇到了一位风水大师,说他前生是中国人,“李”是他的姓,他一生都在从事文化教育事业,所以说是“文”,“昊”是他在世界很多国家都生活过,是属于整个宇宙的。他笃信:“虽然我长得像中国人,但我的灵魂是属于中国的。”

采访结束时,李文昊热情地和记者相约1年后的再聚首,并允诺到那时一定要用中文接受记者的采访。

晨报记者 王娟

**Luigi T Peccenini: Dreams May Create Wonders——
an Interview with Luigi T Peccenini,
Founder of *Wall Street English* Around the Globe and President of
Wall Street English (China)**

Nowadays, the prestige of *Wall Street English* is widely recognized in Beijing. Its popularity is comparable to that of *Wall Street*, the renowned financial street in the United States. *Wall Street English* is now regarded as a golden-medal-class English training institution of guaranteed teaching quality in China. Many people even deem the training experience at *Wall Street English* a fashionable lifestyle.

Wall Street English made its debut in China in May 2000 and soon established its first training center at Beijing International Trade Center. Up to now, it has opened altogether 15 training centers in Beijing, Shanghai, Guangzhou, Shenzhen, etc. As a forerunner among high-end English training institutions, *Wall Street English* has provided quality training for thousands of people from all walks of life including vice prime ministers, vice ministers, civil servants, leaders in enterprises and public causes and college students. Within a short time of less than five years, *Wall Street English* has started a new wave of English learning in China. Luigi T Peccenini, initiator of *Wall Street English* is a legendary figure. Despite countless hardships and frustrations on his career path, he finally created the prestigious and glorious English training institution——with incredible willpower and outstanding intelligence.

Failure is the Kindling of Hope

Like many entrepreneurs, Mr. Luigi T Peccenini experienced numerous hardships and frustrations on his road to start up his business. The first time when he started up his business, he lost almost all his investment within 10 months due to the unwise choice of a business partner. Consequently, he had to return to the starting point and began to accumulate capital by working as an employee for others while seeking of new opportunities to restart his business.

Mr. Luigi T Peccenini created *Wall Street Institute* in June 1972. In 1978, it had established 25 learning centers in Italy. In 1980, after successful operation of 8 years, Mr. Luigi T Peccenini decided to write his own pedagogy. Three years later, he developed EOL (English Online), the most advanced multimedia language teaching software at that time. To further perfect “English Online”, Mr. Luigi T Peccenini injected all his money and lent from banks and individual investors. However, this new invention didn’t win wide recognition among the public. As a result, Mr. Luigi T Peccenini got overwhelmed by heavy debts. In 1985, fifty English centers of *Wall Street English* and one in Paris had to be closed. Thus, his career again plummeted to

the lowest point.

In 1986, Mr. Luigi T Peccenini placed an advertisement in Switzerland with the last \$2000 in his pocket in seek of a business partner able to invest \$ 150,000. After series of hardships, he regained the operation right in Italy. Moreover, he introduced *Wall Street English* into Spain, Germany, Portugal, etc. Up to now, *Wall Street English* has established more than 400 learning centers in 26 countries and regions around the world, the number of its learners surpassing a million. When talking of his bumpy career path, Mr. Luigi T Peccenini said: "As long as there is dream, there is definitely hope. I can create such a wonder because the dream in my heart has never waned."

Starting from 2003, Mr. Luigi T Peccenini turned the daily management affairs in China to CEO, David Kedwards, a young man from Britain. He began to devote himself to a series of seminars on profession and life quality to give an account of his own successful experience and lessons drawn from his failures to young people in the form of lectures. By doing so, he hopes to provide helpful guidance to the young in terms of their life and career development. The themes of these seminars include understanding human character and behavior, language communication among human beings, how to treat failures and mistakes and healthy lifestyle and mentality.

Mr. Luigi T Peccenini has repeatedly emphasized: "I was not born to be a businessman; instead, I have been and will always be an educator. My business is only a small tool, which helps me become an educator on a more spacious international stage, which enables me to serve more people. This is my ideal that advocates freedom and independence."

Student-centered Training Mode Uniquely Created by Mr. Luigi T Peccenini

Small-group class teaching, flexible leaning schedule, authentic flavor of English language atmosphere and rich and colorful students' activities best incarnate the student-centered approach. Many people choose training programs of Wall Street English because they are attracted by the pleasant learning style. Seemingly dull English learning becomes an enjoyable experience at *Wall Street English*.

At *Wall Street English*, one feels as if he is in an English-speaking country as every staff member here is able to communicate with you in fluent English in an amicable manner. In addition, magazines, newspapers and multimedia materials are all in English. At *Wall Street English*, you can freely choose learning schedules according to your own needs. Even if you may go out for a period of time due to work concerns or for holidays, you won't have the trouble of missing any classes. Small-group class made up of 4 to 8 learners can guarantee that each learner has enough opportunities to communicate with expert teachers in English.

Mr. Luigi T Peccenini, president of *Wall Street English* said: "We have a set of comprehensive system; in addition to strong lineup of expert teachers, we also have a

whole set of courses, textbooks and learning system independently researched and developed by ourselves. We recruit the best staff in this industry across the globe and provide them with highly competitive remuneration and welfare package to ensure that they can provide the best product and service for our learners. Besides, to localize its training products, *Wall Street English* has researched and developed many special products and services in accordance with specific situations on China's training market since its entry into China, for instance, personal learning adviser, introduction to English and other related textbooks targeting beginners. All these measures take into account the cultural background, psychological features and expectation of English learners in China."

Wall Street English also established Students' Relations Committee, designed to create a smooth communication channel between executives of English learning centers of *Wall Street English* and students. Since its establishment, the Students' Relations Committee has organized approximately 10 soccer games between learners and employees in a row within one year. As president, Mr. Luigi T Peccenini took part in almost all the games, thus he soon became friends with many learners.

High Price Embodies High Quality at Wall Street English

Like the high quality service provided by *Wall Street English*, its high tuition has been talked about by many people with strong interests. To this, Mr. Luigi T Peccenini said: "I'm glad to see that learners in China have more choices, ranging from high-end, medium-end to low-end, in terms of English training. It is like taking an airplane. When faced with different classes of capsules, first-class, economic and business, people may make an independent choice." He also introduced: "*Wall Street English* has its own comprehensive system, independently researched and developed products, systems for learning, service and management and the autonomy to recruit its own teachers, who receive pre-career and on-the-job training at such an international platform as *Wall Street English International*. *Wall Street English* applies high standards to staff recruitment; therefore, it can attract the best talents in related fields from all places across the world. This guarantees that learners can enjoy the best products and service. Meanwhile, we choose to provide a sound-learning environment for learners in the most accessible places in terms of traffic. Admittedly, this convenience also means high cost. Nevertheless, as long as learners receive training in the learning method suggested by *Wall Street English*, we can provide them with "Success Guarantee Certificate" with full confidence. It was because of such intact quality and ideal effect that we won the certificate of ISO9001: 2000. The certificate illustrates our longstanding and unswerving efforts in promoting the quality of our products."

Meanwhile, Mr. Luigi T Peccenini believes that high price doesn't necessarily always mean high quality. Now, there are miscellaneous types of English training institutions on the market. There have appeared many copycats and shortsighted speculators. However, Chinese consumers are getting increasingly mature and critical, that is, they

can choose the best training institution most suitable to them through their own judgment. Mr. Luigi T Peccenini suggests that learners should seek advice from people around them before making a choice among various training institutions as popularity of good institutions is often spread from mouth to mouth. In addition, prospective learners had better go to the institutions in person to get first-hand information and to experience the service and quality on the spot.

The Five Elements Represent the Five Years' Development of Wall Street English in China

In July, 2005, in time of the fifth anniversary of *Wall Street English China*, its initiator Mr. Luigi T Peccenini uses The Five Phases "Metal, Wood, Water, Fire and Earth" to give a vivid account of the 5 years' experience of *Wall Street English* in China. Meanwhile, Mr. Luigi T Peccenini declared a donation of RMB 2.1 million worth of English courses to *China Young Volunteers Association* of the Central Committee of the Youth League of Communist Party of China in honor of the fifth anniversary of *Wall Street English*.

Mr. Luigi T Peccenini, who has a deep understanding on Chinese culture, believes there isn't a more suitable concept than *the Five Elements* in describing the five years' experience of *Wall Street English* in China. In *I Ching*, a philosophical book in ancient China, the mutual dependence and transformation of the five elements push the development of everything in the universe. The West denotes metal, and the East wood. There is a rich symphony composed of various languages under the Sun. Chinese from the East is succinct but rich in meaning; while English from the West is open and flexible to absorb elements from many other languages.

Wall Street English from the West hopes to serve this promising and prosperous piece of land of China with its golden-class service.

Just as it takes many years to make a forest, it takes three generations to make a cultivated person. As an international education and training institution deeply attached to China, *Wall Street English*, upholding the tenet of proving more efficient learning method for Chinese learners, came to China in 2000". During the past five years, *Wall Street English* has established altogether 15 training centers in Beijing, Shanghai, Guangzhou and Shenzhen. And it has trained 42,000 learners who have acquired an excellent command of English after receive training at *Wall Street English*. Moreover, *Wall Street English* has donated a total of RMB 24 million of English courses to Chinese government and society.

Water is the source of life, indicating smooth movement, harmony, dynamic energy and vigor. At *Wall Street English*, harmonious and dynamic communication derives from various aspects: learners and teachers, staffs and the executives, *Wall Street English* and the government and its business partners, etc. It is the smooth and timely communication that guarantees the dynamic impetus in making impressive progress

and the professional achievements in initiating new blueprints of *Wall Street English*. And this communication also ensures the uplifting enthusiasm and marked progress on the part of learners.

Mr. Peccenini said: "I have devoted more than thirty years of my life to education. I have long cherished a profound love for China and her people, as well as her time-honored history and culture of more than five thousand years. I plan to continue to live and work in China." This burning enthusiasm for education communicates itself to each learner and teacher at the *Wall Street English* learning centers.

Mr. Luigi T Peccenini said excitedly: "Today of five years ago, full of enthusiasm and hope, with more than thirty years English teaching experience, which has been proved very successful in over 400 learning centers of 26 countries and regions around the globe, I set my foot on this mysterious piece of land—China. Like the majority of multinationals, *Wall Street English* is deeply attracted by the dynamic and vigorous country. I, myself, am also deeply attached to the profound and far-reaching Chinese culture and this legendary piece of land. With the approaching of Olympic Games, it has become a pursuit and dream of many Chinese to quickly master the language with which they will communicate with the outside world. *Wall Street English* will as always take its root in China and provide quality service for China's learners and become their instructive teacher and faithful friend."

Convinced of his Chinese ancestry, he plans to Spend of the Rest of his Lifetime in China

When asked why he brought Wall Street English to China, Mr. Luigi T Peccenini said that, in addition to his fascination about Chinese culture, he is convinced of his Chinese ancestry. More than 30 years ago when he was still in Italy, he chanced to find an English version of *Tao Te Ching*. His fingers running through the leaves, he read: "A wise man doesn't talk much; whereas a talker doesn't know much", "Heaven is long-enduring and earth continues long. The reason why heaven and earth are able to endure and continue thus long is because they do not live of, or for, themselves. This is how they are able to continue and endure. Therefore the sage puts his own person last, and yet it is found in the foremost place; he treats his person as if it were foreign to him, and yet that person is preserved. Is it not because he has no personal and private ends, that therefore such ends are realized?" To his own surprise, he found a resounding echo to the ideas of the book in his own mind. From then on, he began to yearn for a visit to China.

In November 2000, after the establishment of *Wall Street English* training center in Beijing's World Trade Center, Mr. Luigi T Peccenini came across a master of geomantic omen. The master said he was a Chinese in the previous life, which, surnamed Li, devoted all his life to the noble cause of culture and education, then so came the Chinese character "Wen" in his name. As for the Chinese character "Hao" in his name, it derives from the fact that he has lived in many countries around the world,

indicating he belongs to the whole universe. He religiously believes: "Even though I don't look like a Chinese, my soul belongs to China."

When Mr. Luigi T Peccenini first came to China, he felt as if he came back home. Out of deep love for this country, he decided to spend the rest of his life in China. He feels the only barrier in China comes from language. So he has long been eager to learn Chinese. Despite previous efforts in learning Chinese with private tutors, he could hardly find time to learn because of his busy working schedule. He earnestly hopes that he can have fixed time to learn Chinese systematically. At the end of the interview, he extended his warm invitation to the reporter to interview him a year later, and promised that he would speak Chinese in the interview.