

业精英

“失败是希望的重燃”

李文昊:两千美元成就华尔街英语

2000年5月,华尔街学院创始人 Luigi T. peccenini(文名为“李文昊”)先生踏上中国这片被他誉为“未来之地”的土地,创办了中国的华尔街英语。经过五年的发展,华尔街英语在北京、上海、广州等地设立了14家学习中心,为中国后培养了3.6万名高级英语人才。

李文昊生于意大利,二十多岁,他在意大利创办了一家计算机培训公司,并在计算机培训方面开了一些新的教学方法。四年后,的公司以100万美元出让给瑞一家公司。刚过而立之年的李文,初次品尝到了创业成功的喜。

公司转让后,李文昊再次做出人举动,创办了华尔街英语。

谈及创办的初衷,李文昊笑了笑说:“我就是想把在计算机培训时创办的教学方法运用到语言培训中,帮助更多的人提高英语水平。”到了1978年,华尔街学院在意大利设立了几十个学习中心,并推出当时最先进的多媒体语言教学程序——“英语在线”。为了对“英语在线”升级换代,李文昊倾其所有,将公司所有资产投入研发。然而,商海风云莫测,由于研发失败,意大利的50家英语培训中心和巴黎的1家中心不得不全部关闭。李文昊的事业一落千丈,他的生活也变得一贫如洗。

“只要心中有梦,就一定有希望”。李文昊怀着这样的信念,用仅有的2000美元在瑞士刊登广告,寻找一个能投资15万美元的伙



伴。经过一番波折,他终于重获在意大利的经营权,并将华尔街英语引入西班牙、葡萄牙、德国、墨西哥和委内瑞拉。时至今日,他创办的华尔街英语在世界26个国家和地区设立400多个学习中心,学员超过100万人。

尽管早已过退休年龄,李文昊却称从没想过“退休”,有的只是年轻的心态、激昂的姿态和对生活的憧憬。当记者问及青年人如何塑造自己的职业生涯时,他沉思片刻说道:“我觉得青年人一要有激情,二要相信自己,三要有想法。在此基础上,青年人要学会敢于冒险,不应害怕自己不能成功而放弃尝试,因为失败不是梦想的结束,而是希望的重燃。”

(本报记者 周宝来)

Luigi T. Peccenini: USD 2000 Helped Accomplish the Success of *Wall*

Street English

By Zhou Baolai

In May, 2000, Luigi T. Peccenini (whose Chinese name is Li Wenhao), global founder of Wall Street Institute set his foot on the soil of China, which he regards as a country of the future, and established Wall Street English China. After five years' development, Wall Street English has established 14 learning centers in Beijing, Shanghai, Guangzhou, etc. It has trained 36,000 learners into advanced English talents.

Luigi T. Peccenini was born in Italy. In his twenties, he set up a computer training company in Italy and explored some new teaching methods in computer training. Four years later, he sold the company at USD a million to a Swiss company. At the age of thirty, he enjoyed the pleasure from successfully starting up his own business.

After the company was transferred, he made another surprising gesture by establishing Wall Street English. When talking about his intention to set up the business, he smiled and said: "I just want to introduce the methods created in computer training into language training so as to help more people improve their English level." By 1978, Wall Street English had established more than 10 learning centers in Italy, and launched the most advanced multimedia language teaching software—English Online. To upgrade English Online, Luigi T. Peccenini spent all his money and invested all the capital of his company into the research and development of English Online. However, due to the volatile situations in the business circle, his research and development failed. Consequently, 50 English training centers in Italy and one center in Paris had to be closed. He fell to the lowest point of his career, and became very poor in life.

"Where there is dream, there is hope." With such a belief, Luigi T. Peccenini spent his last USD 2000 placing an advertisement in Switzerland in seek of a business partner able to invest USD 150,000 in his business. After hard struggle and efforts, he finally regained the operation right in Italy and introduced Wall Street English to Spain, Portugal, Germany, Mexico and Venezuela. Up to now, Wall Street English created by Luigi T. Peccenini has more than 400 learning centers in 26 countries in the world with a total of more than a million trainees.

Even though he has already passed the age of retirement, he said he had never thought of retirement. What he still has is only young mentality, enthusiastic attitude and aspiration toward life. When asked by the reporter how young people should develop

their career, he thought for a while and answered: "As far as I can see, first of all, young people should have passion; second, they should believe in themselves; third, they should have their own ideas. On the basis of these, they need to learn to take risks instead of giving up their attempts for fear of failure because failure is the re-ignition of hope instead of the end of dream.