

## 华尔街英语创始人李文昊做客湖南涉外经济学院

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华尔街英语(国际)，华尔街英语(中国)创始人李文昊博士(Dr. Luigi T. Peccenini)应湖南涉外经济学院(微博)之邀，于5月9日作为“青年领导力系列讲座”的第三位主讲嘉宾，为在场的近3000名在校生带去了一场主题为“我的故事 - 我的事业观和人生观，企业家精神。领导力。失败与成功”讲座。

湖南涉外经济学院的“青年领导力系列”讲座，是湖南涉外经济学院的一项为提高学生在国际背景下就业竞争力的新举措。该系列讲座每月固定邀请一名知名专家学者、行业风云人物、非盈利组织及文教系统的精英来到校园为学生们就“领导力”进行演讲，和学生们面对面分享他们的人生经历和成败教训。迄今为止，前劳瑞德教育集团中国区CEO、前惠而浦公司亚太区总裁和庄臣公司中国区CEO胡克明先生；绿点战略咨询的创始人、总裁兼CEO，前美国财政部中国战略经济对话(SED)执行主任唐兴博士(Daniel B. Wright)，已与涉外学子分享过他们的创业经验和经营之道。涉外自2009年起加入劳瑞德国际大学联盟以来，“国际化”一直是学校发展的重点。借助劳瑞德的国际平台，涉外近三万名学子得以共享丰富优质的教育资源。

作为国际知名品牌华尔街英语(国际)、华尔街英语(中国)的创始人，李文昊博士开成人英语培训之行业先河，其独创的“多元法”教学被公认为全球先进、高效的英语教学法。在1972年的当时，颠覆性地改变了非英语母语国家的人学习英语的习惯，可谓独树一帜，功效显著。迄今为止，华尔街英语已在全球27个国家和地区拥有450多家中心，帮助全球200多万名学员成功提升英语实用能力，堪称语言培训界之传奇。

如今，拥有40年历史的华尔街英语(国际)及12年历史的华尔街英语(中国)已经被全球顶尖教育培训企业 - 英国培生朗文集团纳入旗下，作为荣誉总裁的李文昊博士则积极致力于各种励志演讲。2005年1月，李文昊博士成立系列研讨会“Q. Master——职业和生活的品质”，针对个人和事业的发展，举行多种话题的会议和研讨会。2010年11月10日，李文昊博士开始在中国多所城市的知名高校举办大学系列演讲，迄今为止，已先后在北京语言大学、北京大学(微博)、北京外国语大学(微博)(微博)、天津南开大学(微博)、广州中山大学(微博)(微博)、深圳大学、上海外国语大学(微博)(微博)、上海交通大学(微博)(微博)成功举办，几千名大学生、研究生及在职研究生受益。身为一名拥有丰富人生经验、独特生活哲学观点及独到商业经营见地的演讲家和活动家，李文昊博士把他毕生的宝贵经验通过演讲与各类听众进行分享和交流。

此次，在湖南涉外经济学院的讲座现场，李文昊博士就“我的故事 - 我的事业观和人生观，企业家精神。领导力。失败与成功”的话题分享了其跌宕起伏的创业历程、人生哲学和生活工作理念。随后，来自12个不同院系的同学们踊跃提问，积极探索这位传奇创始人的领导管理精神，李文昊博士热情地一一解答。他倡导当下的青年人，要永不放弃追逐自己的梦想，勇于挑战，从失败中学习成长。“我一直将我的失败当成通向成功之路的敲门砖，所以，我的演讲主题之一，是‘失败与成功’而非‘成功与失败’，在创业的过程中，对于自身的不断反思提升更多于对旁人的埋怨指责。”“我非天生而商人，但是创业是我的命运。在创业过程中，创业者要有耐心，面对困难仍要充满激情的对待，才能克服困难，战胜艰辛，体会到抵达成功巅峰的快感。”

除了带来的这场精彩的讲座之外，李文昊博士还慷慨地与涉外学子进行更多分享。

李文昊博士代表华尔街英语(中国)捐赠了总价值人民币31万8千元的助学项目，其中包括价值25万8千元的华尔街英语课程，及价值6万元的助学金。虽目前华尔街英语，这所国际知名的高端成人英语培训机构尚未落户长沙，但有幸能够获得此次英语提升机会的12名涉外经济学院的同学，可以在中国任何一座有华尔街英语学习中心的城市使用。这份珍贵的礼物，为热爱英语和渴望用英语与世界沟通的涉外学子们，打开了一扇通往世界的大门，让英语成为助力他们梦想成功的翅膀，使得在场无人不对李文昊博士在教育事业上的专注和投入而钦佩和赞叹。

湖南涉外经济学院执行校长李钊在讲座现场正式授予华尔街英语创始人李文昊博士客座教授的荣誉称号。李文昊博士在为期三天的湖南涉外经济大学的访问研讨中，还分别为湖南涉外经济学院的60多名中高层管理人员以及近20名湖南涉外经济学院的精英同学带去了几场小型讲座。

正如李校长所说的那样：“作为一名企业家，李文昊博士每次的自我挑战都让他离成功更近了一步；作为一名教育家，李文昊博士成就了无数人的梦想，由他创立的华尔街英语不仅是教育界的传奇，也是一个商业界的传奇。李文昊博士本人更是一位当之无愧的人生导师！”

At the invitation of Hunan International Economics University (HIEU), Dr. Luigi T. Peccenini, founder of Wall Street Institute International, delivered one seminar themed in “My Story – My Philosophy of Business and Life • Entrepreneurship • Leadership • Failure & Success”. Nearly 3000 students joined the seminar given by Dr. Luigi T. Peccenini, who acted as the third guest of honor in the Leadership Series of HIEU.

The Leadership Series is a new initiative by Hunan International Economics University aiming to enhance personal development and professionalism in the global employment context for students.

The series is held on a monthly basis and brings one of the Entrepreneurs, CEOs and Managing Directors of multinational companies and non-profit organizations into the classroom to ensure greater adaptability and versatility, sharing first-hand knowledge and experiences with students.

Mark Hu, the former CEO of Laureate China, the former CEO of Whirlpool Asia Pacific and CEO of SC Johnson China, and Dan Daniel B. Wright, founder, President, and CEO of GreenPoint Group, also Senior Vice President and China practice head of the Albright Stonebridge Group, have already shared their wisdoms of leadership with the students. Since HIEU became part of the Laureate International Universities network in 2001, “internationalization” has been one of the main themes of its development. Laureate provides an excellent international platform and numerous learning resources to 28,000 students at HIEU.

Dr. Luigi T. Peccenini, as the founder of Wall Street Institute International and Wall Street English (China), is the pioneer in English language training for adults, and his original “Multimethod™” is acknowledged to be the most advanced and efficient one in the world. Since its start in 1972, WSI has dramatically changed the way how non-native English speakers study the language. Wall Street Institute International operates over 450 centers in 27 countries and regions worldwide, and has help 2 million students to improve their English. Wall Street Institute is the legend in language training.

At present, Wall Street Institute International and Wall Street English (China) are subsidiaries wholly owned by Pearson-Longman. Dr. Luigi T. Peccenini, as the Honorary President devotes himself to various inspiring speeches. In January 2005, Dr. Luigi T. Peccenini founded the Series of Campus Seminars named “Q. Master – Quality of Occupation and Life”, and has held seminars with a variety of topics aiming at the development of individual and occupation. Dr. Luigi T. Peccenini’s series of campus seminars began in November 10<sup>th</sup>, 2010, which was a success in Beijing Language and Culture University, Peking University, Beijing Foreign Studies University, Nankai University, Sun Yat-Sen University, Shenzhen University, Shanghai International Studies University and Shanghai Jiaotong University. Thousands of college students have benefited from the campus seminars. As a passionate speaker, activist, and successful entrepreneur, Dr. Luigi T. Peccenini has shared his rich experience with a variety of audiences during his seminars.

Dr. Luigi T. Peccenini shared his entrepreneurial process, and talked about the past and the future in the theme of “My Story – My Philosophy of Business and Life · Entrepreneurship · Leadership · Failure & Success” at the seminar in HIEU. Then, student representatives from 12 different faculties raised their questions to discuss more about Peccenini’s spirit of leadership. Peccenini told the students to never give up their dreams, to learn from failures and be brave to challenge themselves. “I’ve always considered my failures as stepping-stones on the road to success. So one of my topic today is ‘Failure & Success’, not ‘Success & Failure’, I never blamed others, but always improve myself through self-reflection.” “I was not born to be a businessman, but it is my destiny. When you are developing your own career, be patient and passionate, even if you face some difficulties, then you may make a success.”

Besides the speech, Peccenini shared more with the students of HIEU.

Peccenini, on behalf of Wall Street English China, donated WSE courses and scholarship of RMB318,000 worth to 12 HIEU students. Even though WSE hasn’t had any center in Changsha yet, but the winners could take the one level of the free course at any WSE center in China. This precious gift, opens a door for the students to the world and will help them in their future endeavours. Everybody in the seminar appreciated Peccenini’s generosity.

Mr. Li Zhao, Executive Vice President of HIEU, presented to Dr Luigi T. Peccenini, founder of Wall Street English, an Honorary Professorship during the seminar. Peccenini gave also a couple of small seminars to more than 60 HIEU high-end managements and nearly 20 elites of HIEU students.

Mr. Li Zhao testified to the strength of Dr. Luigi T. Peccenini’s philosophy: “As a successful entrepreneur, Peccenini has overcome innumerable challenges, while he becomes much stronger; as an educator, Peccenini has helped countless people to realize their dream. Wall Street English not only is a legend in the education circle, but also a legend in the business circle. Peccenini is worthy of a life mentor!”