



## 永远年轻的心

华耳/文

说起华尔街英语，也许很多人都很熟悉，它于1972年创建于欧洲，现在世界25个国家拥有400多个学习中心，已经在全球范围内成功地培训了100多万学员。2000年5月，华尔街英语进入中国，截至目前，已在北京设有7个培训中心，在上海拥有4个中心，有注册学员约16,000名。其母公司美国修文学习集团(Laureate Education)是美国纳斯达克上市全球最大的教育集团。谈到这里，我们想到了一个人。

小时候，他家境贫寒，16的时候就开始工作，分担家庭的责任。谁也不会想到，多年以后，他成为全球最大教育集团的总裁。他就是华尔街英语全球创始人李文昊(Luigi T. Peccenini)，一个现在已70多岁却依然充满活力的神话人物。

19岁时，李文昊开始当推销员。因为勤劳和敬业，5年后他已成为米兰一家公司的销售负责人，拿着不菲的薪水。但在李文昊心中有一个梦：创造自己的生活，并为此承担应有的风险。于是他做了一个令无数人震惊的举动，辞职去做了一个没有工资，只靠佣金维持生活的销售代理。

创业的路并不是一帆风顺。由于错误地选择了商业伙伴，李文昊的投入几乎损失殆尽。接下来，他又开始给别人打工，以便挣些钱让自己重新立足。1968年，李文昊再次创业建立了COMPUTEX公司，一个给个人提供计算机培训的机构。除了每天花

12小时管理公司，他还利用晚上和周末的业余时间上大学。在他33岁的时候，他获得了语言和文学的学位，弥补了他少年时代的遗憾。

或许他的性格中有一种永不满足的元素，当他的计算机培训公司开展得有声有色之时，他又将其以100万美元的价格卖给了一家瑞士公司，进入了一个全新的领域，进行英语语言的培训。1972年，由他所创立的华尔街学院正式成立，他说，这将是她一生为之工作的公司，事实也证明如此。

在他的领导下，公司投入了全部的资金开发了“英语在线”(EOL)，一种当时最先进的多媒体语言教学程序。但EOL并没有及时获得巨大的收益。可以说，这是他经历的最大挫折。

尽管如此，他依然没有失去自己的渴望和个人的梦想。1986年，他用2000美元在瑞士登了一则广告，寻找能够投资15万美元的合作伙伴。很幸运，他得到了需要的钱，从此李文昊的事业终于开始踏上一帆风顺的坦途。

正如李文昊自己所说，他的最突出的特点就是从不放弃，他一直能够把每一次失败当成通向成功的敲门砖，越是大的失败，一旦能够克服，其中孕育着的成功的机遇也就越大。即使在非常严重的疾病的困扰中，他也能从中发现如何保持健康，年轻并精力充沛。直到现在，他还经常踢足球。当记者问他确切的年龄时，他笑着说：“我今年三十五岁！”

## **An Ever Young Heart**

*Wall Street English* is a familiar term to many people. It was established in 1972 in Europe. Now, it has more than 400 learning centers in 25 countries and regions in the world. And it has successfully trained more than a million learners across the globe. In May, 2000, Wall Street English made its formal debut in China. Up to now, it has authorized 7 training centers in Beijing, and 4 in Shanghai, with a total of around 160,000 registered trainees. Laureate Education Inc., its parent company, is the largest education group listed in NASDAQ in the United States. Talking about this, we think of a person.

He was born in a poor family. At the age of 16, he began to work and share the responsibility of his family. When he should enter a high school, he had already become a worker in a factory. With his down-to-earth hardworking spirit and unremitting pursuit, he explored his own ideal life. At that time, it occurred to nobody that he would become the founder of Wall Street English. Luigi T. Peccenini (Li Wenhao) is still a legendary figure full of energy although he is already more than 70 years old. Recently, the reporter had the honor to interview this optimistic and thoughtful entrepreneur.

At the age of 18, one or probably most people are in their flowering and ignorant age. Luigi T. Peccenini began to ask himself: What is meaning of life? What am I supposed to do in this world? Perhaps, those having experienced hardships in life tend to be precocious. He didn't want reconcile with a commonplace and busy life, nor did he intend to reach for what is beyond his grasp. Thus, at the age of 19, he began to work as a salesman. The hardship of this work was beyond description. But he didn't give up and persisted in hard work with an optimistic attitude. Finally, his efforts paid off. Five years later, he became director of a company in Milan in charge of the sales department. Accordingly, he also got handsome salary. If it were anybody else, they may develop along this trodden path. But Luigi T. Peccenini made a decision surprised to many people by giving up this happy-go-lucky life with a high salary. He worked as a sales agent without any fixed salary. And he could only make a living through humble commission in the sales. Only he knew that there was still a dream for which he would have to pay any price. He knew he must create a life of his own and shoulder any due risks.

To be a sales representative is not his ultimate dream as he didn't want to be employed and he wanted to have his own career. Thus, he began to start his own business.

The path to start a business was not smooth. He almost lost all his investment because

of a wrong choice of business partner. He drew a deep lesson from this heart-wrenching failure. Next, he began to work for others again as an employee in order to earn some money to re-start his business. After working for six months, the urge to start a business welled up again in his heart. In 1968, he established COMPUTEX, an institution providing computer training service to individuals. Apart from the 12 hours spent on the management of his company, he made full use of the time at night and at the weekend learning college courses. At the age of 33, he earned a bachelor degree in language and literature and made up for the regrets left from his childhood.

Perhaps there is an element in his character that has never been satisfied with the status quo. When his computer training company developed in full swing, he sold it at USD a million to a Swiss company, and thus entering into a brand new field, English language training. In 1972, he founded Wall Street Institute. It turned out to be true that it is the company for which he works for all his life.

At the beginning when he entered training industry, he did not have any experience, nor did he have any mature resources with which to compete with his rivals. Thus, many professional advisors believed that he didn't succeed. However, Luigi T. Peccenini didn't yield to his disadvantages. Due to the tenacity in his character, he was destined to persist in his own ideas. He has been thinking of designing a unique set of teaching methods and teaching materials in order to provide the best possible learning tools for trainees. Finally, under his leadership, his company developed English Online, most advanced multimedia language teaching software at that time. To develop English Online, his company invested all its capital. However, English Online didn't bring about huge profits. In other words, this is the biggest frustration he suffered in his life.

Despite the huge failure, he didn't lose his aspiration and dream. In 1986, he placed an advertisement in the newspaper in Switzerland in seek of a business partner able to invest USD 150,000 in his business. Fortunately, he gained the money he wanted and re-established a branch of Wall Street Institute. By 1990, his company had established 15 chain institutions in Switzerland. Several years later, *Wall Street Institute* expanded to Spain, Portugal, Germany, Mexico and Venezuela. In May, 2000, he brought Wall Street English to China. Now, it already has 7 authorized centers, 4 of which are in Shanghai, with the number of trainees expanded to 16,000. Now it takes the leading position on high-end English training market in China. In addition, he also wants to develop *Wall Street English* to other cities in China and make it known to more people who benefit from *Wall Street English*. This is his biggest wish.

Just as Luigi T. Peccenini said his most outstanding character is never-give-up spirit. He has been always regarding each failure as a brick of the path leading to success. The bigger the failure is, the opportunities behind the failure will be even larger one it is overcome. He said it is his mother who endowed him with an optimistic character

and it is his father who gave his boundless intelligence. Even though he had been suffering from the bitterness of severe illness, he still managed to find a way to stay healthy, young and energetic. Until now, he still often plays football. His placid mentality probably stirred many people's admiration and envy. When asked by the reporter about his exact age, he said smilingly: "I am 35 this year!"