

青年关注·精英汇

李文昊 生意上没有50%

如果不是华尔街英语在2000年的惊人之举,你可能永远也想不到英语培训的课堂能够设置在诸如金茂、新天地这样寸土寸金的高级写字楼。而这样创新的手笔即出自李文昊之手。一个非常中国的名字。很难想像,拥有这个名字的,竟然是一个地地道道的意大利人。他是华尔街英语的创始人,他是中国道家文化的拥趸,他说他和中国有着神奇的缘分。听这个决不轻言退休的“中国人”告诉我们获得人生自由和事业成功的有效方法。

记者 徐伟

合作只有51%和49% 不然只有分手

无论打工还是创业,最终话语权是否掌握在自己的手里,是一个人是否能够成功的关键。对此,李文昊非常清楚,从创业初期,他就坚持寻找最好的伙伴但决定权只有一个人的原则。

“要么是51%和49%,要么分手;50%和50%是最糟糕的。”

两个人占有同样多的股份,决策就变得异常困难,事业往往也耽于此。

他最初的创业始于1968年,在意大利米兰创立了一家名为Computex的电脑培训学校。当时,只有拥有庞大电脑设备的IBM为自己的客户提供免费的电脑培训。“所有的人

都不赞同我,IBM和GE都有免费培训课,你的收费培训能赚钱吗?”事实证明Computex非常成功,这家意大利最早面向大众的电脑培训学校很赚钱,1972年李文昊把它卖给一家瑞士公司的时候,他赚了数目相当于今天150万美元的“第一桶金”。

不要否定自己的能力

在很大程度上,李文昊的人生是一个传奇。1999年,他把华尔街全球的业务出售,只身来到中国,再创华尔街英语(中国),并准备在这里度过自己的余生。

说到再次创业的胆识,他表示,是家人给他的自信。

他说:“很多人从小就育不安全感,因为他们一直被否定,尤其是被父母。很幸运,父亲从来不说让我闭嘴之类的话,我从小就自信。”他认为让儿女

实现自己人生理想的父母,是做得最差的父母。“每个人都是独立的,儿女应该去做他自己想做的事情。”

他强调自己做事业的动力来自对自由的追求。“我从来不怕失败,而是害怕没有自由。如果当初有一个不错的老板给了我想要的自由,也许我就给那个老板卖命了,不会创业。”

面对国内风起云涌的竞争对手,李文昊却坦承自己并不

担心,他认为英语培训都应有自身的特色,“模仿将永远不能超越原创”。

“教育产业不同于生产桌子”,仅仅把教育作为一个产业的培训机构,将很容易把不良的市场结果转嫁在学员身上,但教育是关系未来的,“教育,只有教育,能使一个人的未来产生极大的变化。”

他表示高估自己的能力或低估自己的能力都会是事业失败的原因。



人物简介

李文昊(Luigi Peccenini)
 华尔街学院创始人。

人物速描

首先我还很年轻

李文昊开玩笑地说,他现在才35岁,还很年轻。他说决不会向自己的年龄投降,至于退休,这个问题他现在还没有考虑过。他精神健旺,每次总是比别人更快地找到自己在材料上记录的内容。或许,35岁对他来说有着特殊的意义。

正是在35岁的时候,他在意大利遇到古老中国的一本哲学书,那就是《道德经》。也就是在那一刻,注定了和中国有着不解的缘分。他相信一种冥冥的力量在无形中调适世界。他欣喜地发现里面讲述的东西和自己的所思所想是一致的。从此,他就从Luigi Peccenini变成了李文昊。基本上,他的人生听起来是个传奇。

大部分时候他很严肃,有棱角的脸上清晰地传达着来自欧洲的严谨。严肃认真,是他对工作、家人甚至员工负责任的一种态度。

健康、努力、胆魄,这个自我评价为哲学思考者、开拓者 and 人生的挑战者的人告诉你,成功一定有原因。

“这是最好的时代,这是最坏的时代”,这是狄更斯《双城记》的开始。最好,是因为这个时代提供了前所未有的市场、机会和政策,只要你愿意,你就有足够的空间来承载梦想;最坏,是因为这个时代在向上的同时,还有足够多旁逸的诱惑和放弃的理由。他们是CEO、CFO、总裁、总经理或合伙人。看看他们的现在,可以想想自己的未来。这一场正在上演的“商业领袖进行时”。

Mr. Luigi Peccenini: There is No 50% in Business

If it had not been for the marvelous gesture of Wall Street English in 2000, you may never imagine that English training class can be moved into top-class office buildings, like Jinmao Plaza and New World Plaza. Such an innovative gesture came from Li Wenhao, a typical Chinese name. It is hard to imagine the person behind such a Chinese name is actually a down-to-earth Italian. He is the founder of Wall Street English, a faithful embracer of Chinese Taoism. He said he has marvelous attachment to China. Li Wenhao (Mr. Luigi Peccenini) is a man who will never be easily restrained by retirement. Now let's see what effective methods he recommends to us in order to win freedom in life and to succeed in one's career.

By reporter Xu Wei

There is only 51% and 49% in business cooperation, otherwise, there is only breakup left

No matter you work as an employee for others or you start up your own business, the most critical element that will decide your failure or success is whether the ultimate decision-making right is in your hand. Li Wenhao is very clear about this. Since the beginning of the startup of his business, he has been persistent in finding the best partner. Meanwhile, he also insists only one of the cooperative parties has the right to make the final decision.

51% and 49%, or breakup; 50% to 50% is the worst

If two parties possess the same percentage of shares, decision-making will become extremely difficult. Thus, businesses tend to be shelved on account of this.

He first started up his own business in 1968. In Milan, Italy, he set up a computer training school named Computex. At that time, only IBM, which possessed enormously huge computer devices, provided free computer training for its customers. "All the people didn't agree with me. I was asked: 'Could your paid training program make any money as IBM and GE provides free training programs to customers?'" Later, it turned out that Computex was very successful. This computer training school which was the first to provide computer training to the public was a lucrative business. In 1972 when he sold Computex to a company from Switzerland, he made his first fortune, which is an equivalent of USD 1.5 million today.

Do not look down upon yourself

To a great extent, the life of Li Wenhao is a legend. In 1999, he sold the business of Wall Street International and came to China alone to re-establish Wall Street English in China, where he has prepared to spend the rest of his life.

When it comes to the courage with which he started up his business, he said it was his family that gave him great confidence.

He said: "Many people felt insecure even as early as when they were still young because they were always criticized by people around them, especially their parents. Fortunately, my parents never told me to shut up and words like that. So I have been confident since I was quite young". He believes parents who force their children to realize their own life ideas and pursuits are the least qualified parents. "Everyone is an independent individual; children should do what they want to instead of doing what their parents ask them to do."

He stressed that his impetus in his career comes from his pursuit for freedom. "I have never been afraid of failure. What I am afraid of is the deprivation of freedom. If I had gained the kind of freedom I yearned for from a great boss when I first set out to work, I might have exerted all efforts in making money for the boss instead of starting up a business of my own."

Faced with numerous competitors on domestic English training market, Li Wenhao said frankly that he was not worried about this. He believed institutions' English training should have their respective characteristics, "blind imitation will never surpass the original."

"The education industry is different from the production of desks." Taking education simply as industrialized training institution may easily induce institutions to transfer the negative results of market to trainees. Education is crucial to the future. "It is education, only education that may bring about tremendous changes to one's future."

He also expressed both overestimation and underestimation of one's capabilities will lead to failure of one's career.

"This is the best time as well as the worst time." This is the opening line of *The Tale of Two Cities* by Charles Dickens. It is the best because it provides unprecedented market, opportunities and policies. As long as you are willing to, you have enough space to fulfill your dreams; it is the worst because there are still many reasons for which you may easily be induced to give up even when the time is moving forward. They are CEOs, CFOs, presidents, general manager and business partners. People may observe their present achievements and think about their own future. A real-time drama on business elites is going on.

■ Personal introduction

Luigi Peccenini (Li Wenhao), founder of Wall Street Institute

■ A Profile of Luigi Peccenini

First of all, I am still very young

Li Wenhao said jokingly that he he was quite young at the age of 35. He also said he would never yield to his age. As for retirement, he hasn't had time to think about it. He is very energetic, and he is always faster than others to find the contents he wrote down on relevant materials. Probably, the age of 35 has special meaning to him.

It is just at the age of 35 that he came across ancient philosophical book from China in Italy. That is Tao Te Ching. At that moment, he was destined to well up a deep attachment to China. He believes an invisible power is adjusting the order of the world in a formless way. He was delighted to find what was expounded in the books coincided with what he thought about. From then on, Luigi Peccenini became Li Wenhao. In a word, his life story itself is a legend.

In most cases, he wears a serious expression on his pointed face, which radiates a strict attitude typical of Europeans. Strictness and carefulness are responsible attitudes he adopts to treat his work, families and even employees.

Mr. Luigi Peccenini, who once described himself as a philosophical thinker, pioneer and challenger in life told you there must be some reasons behind success: health, efforts and courage.