

創業先鋒與打工皇帝

Be a Visionary Entrepreneur or Join the Elite Workforce?

打工與創業有什麼區別？有人說都是為了賺錢，都是為了生活，目的一樣，只是選擇不同。打工是靠別人給自己的平台來展示能力，創業是靠自己的決心和眼光創造一個平台。打工並不比創業差，因為打工打得出色可以成為打工皇帝，享高薪厚祿，地位優越，為職場人士趨之若鶩的仿效對象。創業成功的話，小則可以置富，大則可以改變世界，就如蓋茨和喬布斯一樣。要做創業先鋒還是打工皇帝呢？且細閱今期「傾情·聚」四位校友：湯文亮博士、王克勤校友、蔡永忠校友及黃美慧校友與主持協理副校長傅浩堅教授及校友事務處總監李惠儀博士分享他們對創業和打工的見解。

Let's Talk has invited alumni Dr. Jacinto Tong, Sunny Wong, Philip Tsai and Esther Wong to share with Associate Vice-President Prof. Frank Fu and Director of Alumni Affairs Dr. Melanie Lee their ways of becoming visionary entrepreneurs and elites in the workforce.



湯文亮博士

Alumnus Dr. Jacinto Tong (Economics), Vice Chairman and Chief Executive Officer, Gale Well Group Limited

經濟系校友，紀惠集團副主席及行政總裁，1982年創立紀惠集團，現今市值超過港幣300億元。他於財經雜誌《iMoney智富雜誌》及《新報》均有專欄，並由2011年開始在雅虎撰寫博客，點擊率接近1億。著作包括《讀歷史·了解香港地產》、《第10個人理論》、《逢三退一》，並將會出版第四本書《細價樓爆煲論》。

王克勤校友

Alumnus Sunny Wong (Business Management), Executive Director, Tibet 5100 Water Resources Holdings Ltd

工管系校友，在中國的快速消費品市場具有逾30年的成功經驗，現為在港上市的西藏5100水資源有限公司執行董事。曾任嘉士伯亞洲高級顧問及大中華區主席，多年來是公司兼併及收購團隊的主要領導。



蔡永忠校友

Alumnus Philip Tsai (Business Management), Vice Chairman, Deloitte China

工管系校友，德勤中國副主席，擁有逾30年工作經驗，為跨國集團在港業務以及各行各業本土和海外上市客戶實施審計規劃與審計管理。積極參與註冊會計師行業的發展，並為政府、社區和社會服務盡心盡力。

黃美慧校友

Alumna Esther Wong (Geography), Director, Gather Wealth Realty Group Ltd.

地理系校友，匯寶房地產有限公司創辦人，數年前成立創意設計公司支持本地年青人創意工業。近年致力推動工商社會服務工作，包括出任香港中華廠商會聯合會專業服務行業委員會主席及婦女委員會公關主任。



打工之道 勤奮投入

大部分人一生也是打工一族，每天過著朝九晚五的生活，只有極少數人能脫穎而出成為人們眼中的打工皇帝。曾在著名跨國啤酒公司任職高層的王克勤校友說，他從不認為自己是打工皇帝。事實上，他在加入該公司之初，因自覺學業成績不及他人，從沒想過能當上大中華區主席一職。他說：「但我勝在夠勤力。我在加入啤酒公司的首十年，一星期上班七天，連女兒也要到公司做功課才能見到我。我每天早上七時半便上班，因為我希望與負責上落貨的同事傾談。」王校友說，在打工生涯中最重要還是投入，要積極參與不同事務，邊學邊做。此外，與不同人打交道時要以對方的語言或說話方式跟他溝通，如與上司溝通時，嘗試了解他的思維模式，才容易說服他接受自己的提議。

於德勤中國任副主席的蔡永忠校友十分謙卑，從不認為自己是打工皇帝，他說：「打工的永遠不能成為皇帝，因為老闆才有最大的權力，才是真正的皇帝。」他同意勤力是打工的必備條件之一。此外，員工應了解及認同任職機構的使命，否則做工只是機械式地做工，很難做得好。回想1981年他第一天加入德勤時，第一次驚覺到身邊的同事皆為精英，心中開始覺得以前相對懶散的性格會影響自己在公司的生存能力。自那天起，他認定目標，為自己拾級而上而發奮圖強。他認為，與不同的持份者，包括上級、下級和顧客有良好的關係，懂得應付不同性格的人也是成功的要素。會計行業以辛苦見稱，那他會否感到疲倦呢？他說：「身體上的疲倦當然會有，但當你對工作有興趣，從中得到樂趣，你便可克服。」

Be a Leader in the Workforce Be Hardworking and Devoted

Alumnus Sunny Wong shares that because of his average academic achievements, he had never thought of becoming the CEO of Greater China for his beer company. He says, "But I am very hardworking. I went to work 7 days a week in the first 10 years with my company. My daughter could only see me when she came to do homework in my workplace. I started working at 7:30am because I wanted to talk to the staff who were responsible for the logistics of the products." He believes that be devoted and participative in different jobs is the key to success. He advises that when dealing with people, we should try to put ourselves into others' shoes. For example, when you want to persuade your superiors to buy in your ideas, try to think in the way they think. This will give you a higher chance of success.

Humble as he is, Philip never regards himself as an elite. To him, only the bosses are the elites as they are in control of everything. He agrees that hardworking is essential in building a career. At the same time, one needs to understand and agree to the mission of the organisation they work in if they want to excel. Recalling his first day in Deloitte, he shares that it was the first time he realised that his "care-free" character might affect his survival in the company full of elites. From then on, he set a clear goal and worked vigorously towards it. He thinks that being diplomatic in dealing with different stakeholders including your superiors, subordinates and clients is very important. When asked if he ever feels tired, Philip says, "Of course I do feel tired physically sometimes, but if you find your job interesting, you can certainly overcome it."



創業之本 廣結善緣

人生中的另一選擇是創業。眾所周知，創業的風險比打工大很多，那為何有人會願意一試呢？湯文亮博士在浸大修讀經濟及化學，之後再到加拿大進修。回港後，因當時銀行貸款利率低，於是便開始投資物業作租用途。由港幣500萬元本金發展到今天港幣300億元的王國，他有什麼生意之道呢？他說：「我認為最重要準時向銀行還款，保持良好的信用，還要對租客好些，因他們才是我們地產行業的衣食父母。我經常勸導我的員工，如租客有什麼問題，都要盡力協助他們解決。有一次，我的租客在深夜四時被賊人入屋打劫，她趁賊人沒發現反鎖自己在某房間中並致電給在外地的丈夫。他的丈夫致電給我要求協助，於是我立即代為報警及趕到租客的住所。結果警察成功將賊人包圍拘捕。」

除了善待租客，湯博士對物業代理亦待之以誠，從不減他們的酬金，即使是自己給他們生意機會，也寧願自己付錢請他們吃飯，因為他們賺的始終是辛苦錢。從湯博士身上可得知，善待別人，廣結善緣是成功的第一步。當然任何投資買賣也要講求時機，他很慶幸自己能安然渡過多次金融危機。在2003年非典型肺炎危機後，銀行還主動約見他，告訴他若希望購入物業，可為他安排貸款。這全賴他一向信譽昭著。

同樣從事地產行業的黃美慧校友從來沒有見過工，未嘗過打工滋味，她說：「我是個不喜歡跟規則做事的人，不喜歡朝九晚五的生活，所以很自然地跟隨父親腳步做生意。」她十多歲中學畢業後已經到父親公司幫忙做事，跟父親四處見客，到半島酒店見猶太生意人更是平常事。所以，她從小已經意識到與人建立良好關係相當重要。當然，做生意也要勤力，她在經營製衣廠時，嘗試過早上七時開早餐會議。看來，無論打工還是創業，勤力都是基本功。

Be an Entrepreneur Be Good to People

Dr. Jacinto Tong chose to start his own business right after he graduated from university. As the interest rate was low at that time, he started to borrow money from the banks to invest in properties. From an initial capital of HK\$5 million, he has turned his business into a property empire of HK\$30 billion. His business

philosophy is, "To have good credibility with banks and treat tenants in a nice way because they are the ones who make our business thrive. I always encourage my staff to help the tenants as much as they can. Once, I offered my assistance by calling the police and arriving at the scene without delay at 4am when there was a burglary in my tenant's flat. The burglars were caught red-handed."

Dr. Tong also treats the estate agents well. He never bargains with them on commission and always gives them a treat. To him, be kind and considerate to others is the first step to success. He advises that it is important to catch the right moment to invest in properties and feels blessed that he has survived a number of financial crises. He shares that due to his good credibility, the banks were more than happy to lend him money during the outbreak of SARS in 2003.

Running a business of real estate, alumna Esther Wong never had a job interview or the experience of being an employee. She shares, "I am the kind of person who does not like routines and that's why it is natural for me to follow my father's steps and run my own business." Therefore, she has learnt that having a good interpersonal relationship with your partners is the key to success in running a business. She works very hard as well. She used to have breakfast meetings at 7am when running her garment factory.



金錢以外 還有其他

打工或創業除了賺取金錢，還會帶來其他的滿足感。王克勤校友分享道，他打工的滿足感除了來自帶領團隊去「衝鋒陷陣」，使消費群擴大，為公司盈利作出貢獻外，還來自能扶植同事發展。他說：「我有位女同事由最初只是向客人推廣啤酒，後來發展至成為中國東北發展區的銷售總監。看見她成長和成功，給我很大的滿足感。」

黃美慧校友說：「創業後，能按自己的生意方針做事，並看見員工很開心地工作，使我十分滿足。而父親看見我的成就並感到驕傲，我又有能力捐獻母校，使我精神上十分滿足。」湯博士則說，自己在行頭的地位逐步上升，多了人認同和認識自己，也感欣慰。

Reward More Than Just Money

Whether you are an employee or an entrepreneur, there must be something more than monetary rewards. Sunny shares that his satisfaction comes from being able to lead his team to expand the market share and generate revenue and to groom colleagues along their career paths. He says, "I had once groomed a colleague from a promotion girl to become the Sales Director of North-eastern China. It is very rewarding to see her grow and succeed."

Esther remarks, "When running my own business, I can do things according to my own principles. My colleagues work happily for me and my dad is so proud of me. And being able to donate to my *alma mater* gives me spiritual satisfaction." Dr. Tong says that seeing himself increasingly recognised and respected in the field makes him feel good.



跨過考驗 願意犧牲

在人生的事業上，不免有困難和犧牲。作為公司的高層領導，王克勤校友經常要應酬。有次在內地傾談生意，先後喝了啤酒、紅酒、茅台和威士忌，結果醉了十個小時才醒。在雲南處理收購時，他又試過有工人拿著菜刀到他的辦公室談判。雖然不免有點恐懼，但這事情使他更了解工人的困難，激勵他去協助他們解決問題。此外2003年因非典型肺炎在港爆發，當時雲南政府不讓在港的人士再回雲南，結果他為了併購的事宜選擇了不回港而留在雲南長達8個月。但併購最終順利完成，所以犧牲也是值得。

對湯博士而言，最大的考驗則是下屬犯錯時，要願意與他們一起承擔後果，這才能體現團隊精神，下屬才會願意為你付出。蔡永忠校友則說，會計師近乎不能犯錯，因為如有專業判斷錯誤，客人是不會原諒的，皆因他們都期待會計師能提供完美無瑕的服務。

Overcome Challenges Make Sacrifices

In the long journey of one's career, there would be difficulties and sacrifices. Sunny shares that he was once invited to drink beer, red wine, maotai and whisky in a business dinner. The result? He passed out for 10 hours. Another time when he was handling an acquisition case in Yunnan, a worker threatened him with a knife in his office. During the SARS outbreak in 2003, he had to stay in Yunnan for 8 months as the local government would prohibit re-entry if he left. The sacrifice was proved worthy as the acquisition was successful at the end.

To Dr. Tong, the biggest challenge is to take up the consequences together with his subordinates if there is a mistake made. He thinks that this is what team work means and by doing this, your subordinates will be more than happy to work for you. Philip says that in accounting, professional misjudgment will never be forgiven as clients expect perfect service from them.





給年青人的建議

當談到現時年青人的向上流動問題時，幾位校友都奉勸年青人在置業和創業都要三思而後行。湯博士認為，年青人無論置業或創業前，一定要問自己是否真的有能力負擔或承擔，最好還是先裝備自己，還要刻苦耐勞。黃美慧校友則說，年青人先去打工學習，吸收足夠經驗才去創業比較實際，否則創業很易變成闖禍。蔡永忠校友建議年青人要先學習接受失敗和認清要付出的代價，因為創業未必人人成功。最後，王克勤校友則建議年輕一代在工作上要有耐性，不要經常轉工，這樣事業發展才會相對穩定。對此，在浸大任職了23年的傅浩堅教授十分同意。

Sound Advice for the Younger Generation

When sharing on the issue of upward mobility of the younger generation, the 4 alumni advise the younger generation to think twice before they go for buying property or starting their own business. Dr. Tong advises that they should ask themselves if they are really capable of taking up the risks and the consequences involved. They should first equip themselves and work hard. Esther shares that it will be more practical to gain some working experience before starting a business or else the results can be detrimental. Philip says that one should first learn to face failure and think clearly how much they are ready to pay as there is no guaranteed success in business. Sunny advises that to develop a steady career, one should be patient and should not change jobs frequently. Prof. Frank Fu who has worked in HKBU for 23 years agrees to this.

重新選擇 依然故我

最後，李惠儀博士問四位若可重新選擇創業或打工，他們的路向會否不同？四位皆說他們十分滿足現狀，因為他們都享受自己的工作。從四位校友的分享得知，只要認清目標，肯去付出，無論你是創業先鋒還是打工皇帝，也可幹得出色，受人賞識，有無限的滿足感。

Choices Remain Unchanged

In the end, Dr. Melanie Lee asked the alumni what their choices would be if they were to choose again? All of them say that their choices would remain unchanged and they are happy with their current status. No matter whether you are an entrepreneur or simply working for others, set a clear goal and go for it. You will be rewarded one day.

