



管理家 2.0

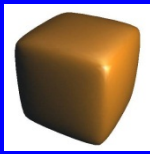


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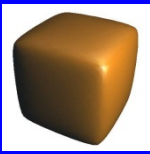


為什麼這麼多免費課程?



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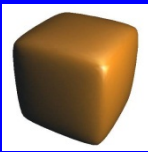


推廣!



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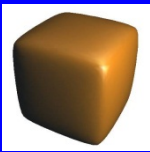


1. 非主流企業發展方法



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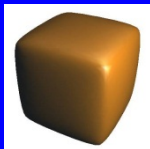


2. 企業教練



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3. 推廣課程



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報名 → 開飯



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領導 / 管理



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An iceberg floating in a dark blue sea under a cloudy sky. The visible tip of the iceberg is covered with a cluster of black, multi-pointed starburst shapes. The much larger, submerged part of the iceberg is visible below the water line.

知識經濟



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管理

管理

勞動工作者 / 知識工作者



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1885-1910

Frederick Taylor



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分工 → 合作



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管理 = 令人們能夠集體表現



強項有效
弱點無礙



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何時出現?

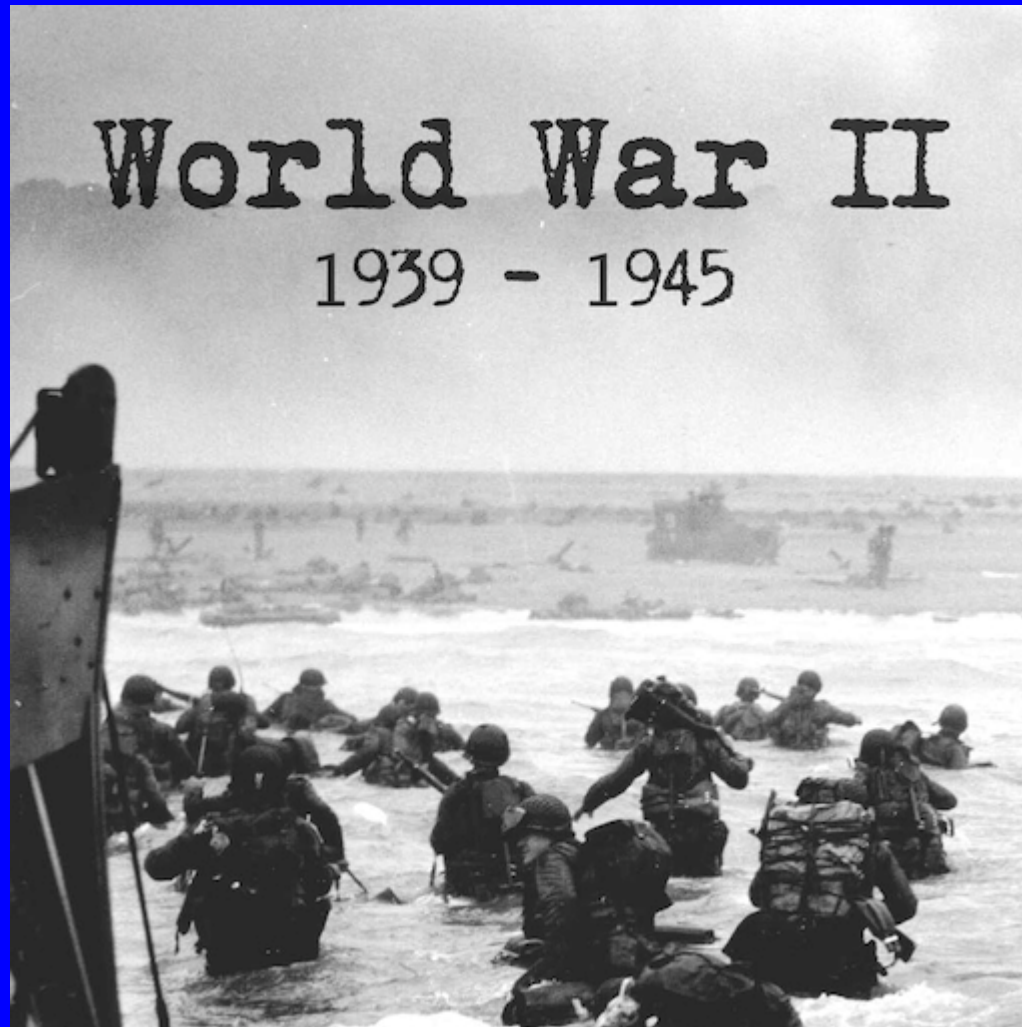


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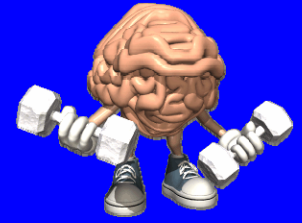


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特徵?

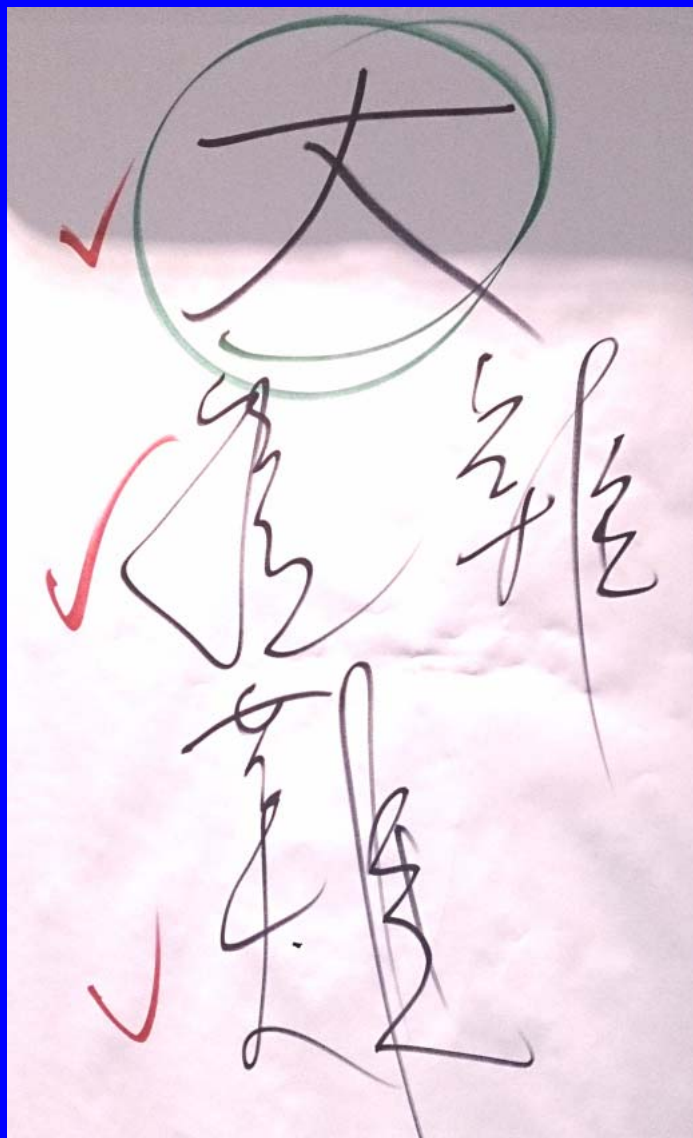


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Control Analysis Automation Accountability Decentralization

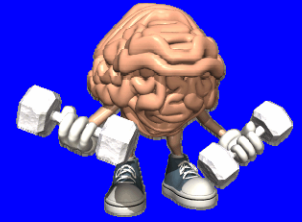


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何時出現?



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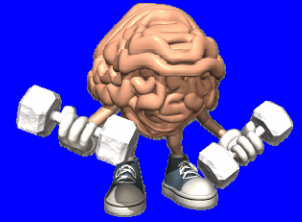


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特徵?



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知識經濟

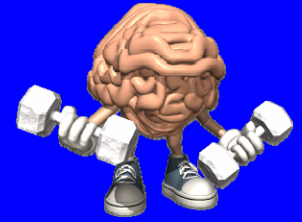


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知識工作者特徵?



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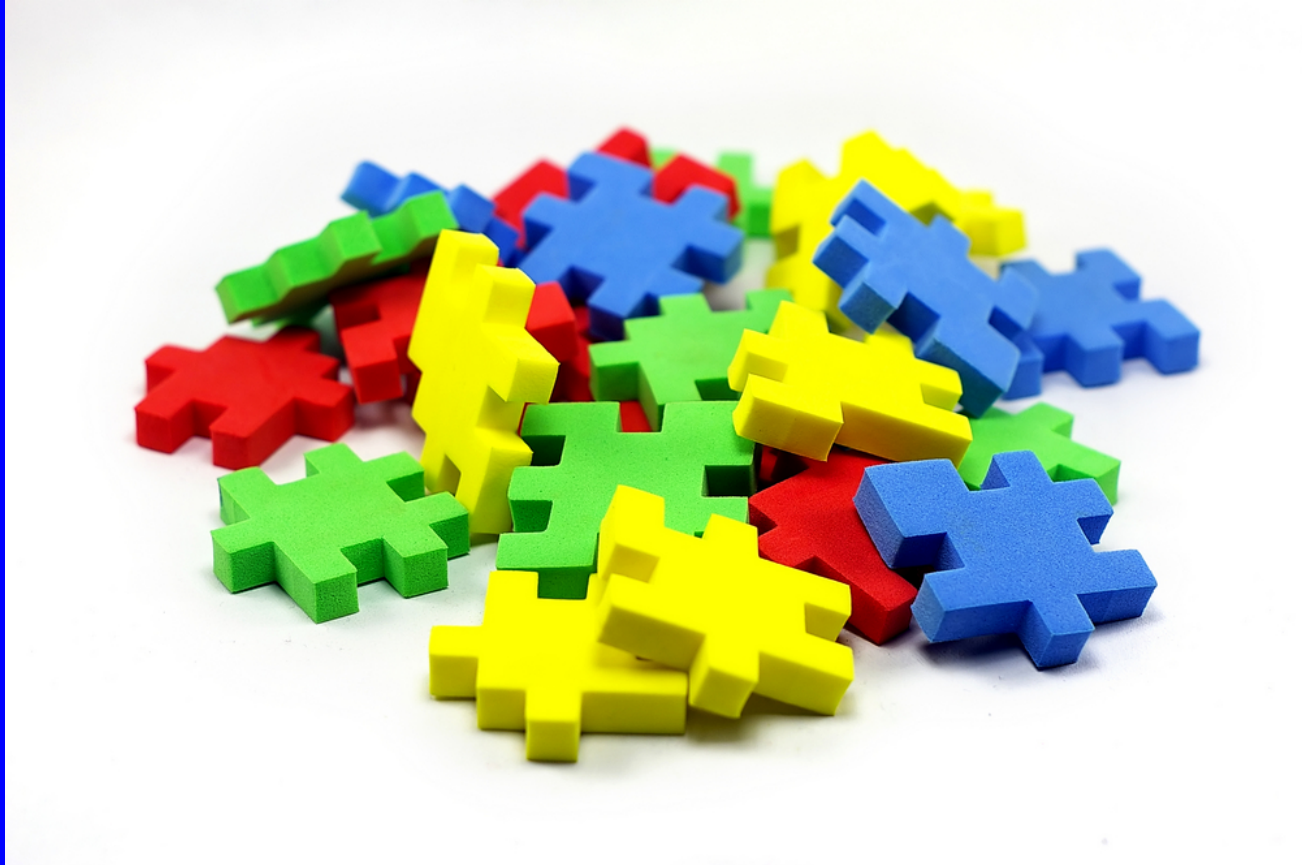


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Vision = 未來?



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What?

For Whom?

For What?

Mission = 如何達成未來?



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Values → Mission → Vision

Values = 重要?



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To make great products

Bringing the best personal computing experience
to students, educators, creative professionals &
consumers around the world

through our innovative hardware, software &
internet offerings

Innovative, Simple, Excellence, Honesty



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To be the earth's most customer centric company
Build a place where people can come to find &
discover anything they might want to buy online
Customer Obsession, Ownership, Invent &
Simplify, Highest Standards, Action, Details,
Results



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遠景 任務 價值



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管理者的三個職責？



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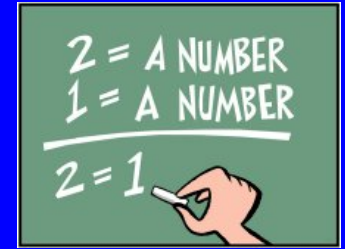
成果



定景任價 → 做什麼? → 整合方向
工作合人 → 如何做? → 僱員效益
責任在外 → 為誰做? → 社會責任



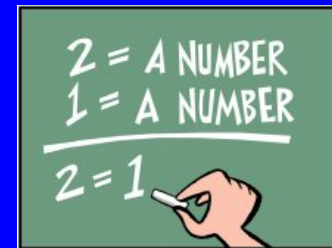
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管理的謬誤!



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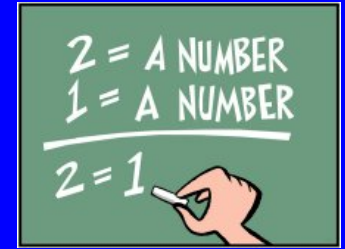


1. 管理是商業管理!

非商業機構更需要管理!



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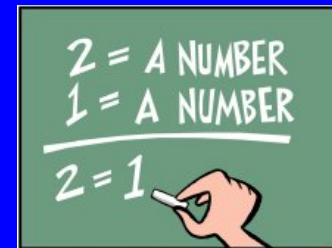


2. 一種正確組織架構!

架構障礙管理!



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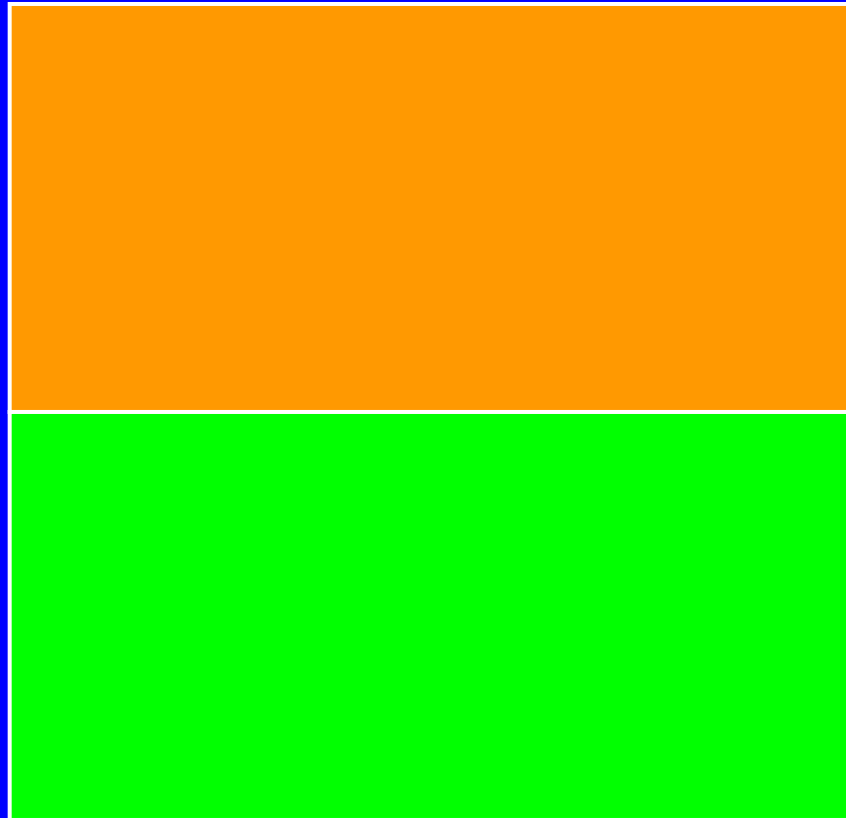


3. 一種正確方法管人!

合作 / 管人

促進生產 / 管人





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I. 化為習慣



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書本裡沒有知識，
只有資訊！



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創造成果是一種習慣!



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II. 工作動機



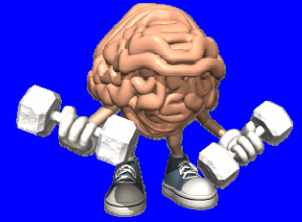
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知識工作者不願意只為
生存而工作！



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你為了什麼而工作？



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III. 應做什麼



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第一個要培養的習慣，
是思考應做什麼，
而不是思考想做什麼！





IV. 破舊迎新



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組織賦予人定位與職責，
個人也該透過組織去找
實現自我與成長



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想法

自我實現
成長



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V. 開發能力



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工作是成長的最佳方法!



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如何令自己表現好？



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VI. 宏觀看己



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自我開發不僅是改進能力，
而是能以宏觀的角度看自己！



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若自己是自己的下屬，
你有什麼意見給你自己？

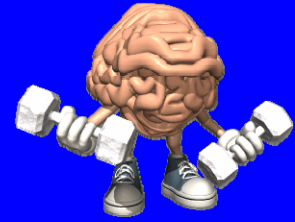


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企業的目的?



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創造顧客!



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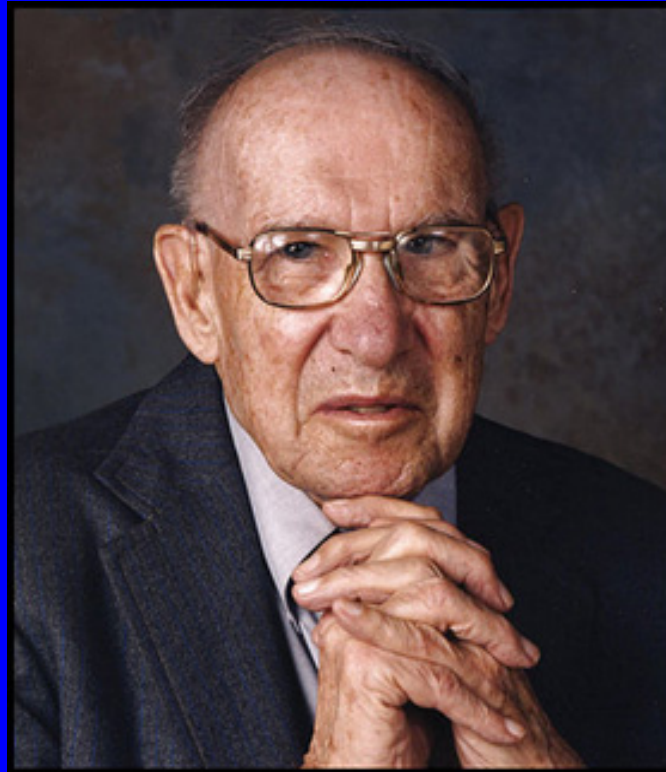
沒有顧客 →



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Peter Drucker, 1909-2005



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註冊企業教練資格課程 再見



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