



# Opportunities in the midst of Crisis

## 危机中的机遇

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# Opportunities in the midst of Crisis

## 危机中的机遇



### “5 Pearls to Re-create your Fortune.”

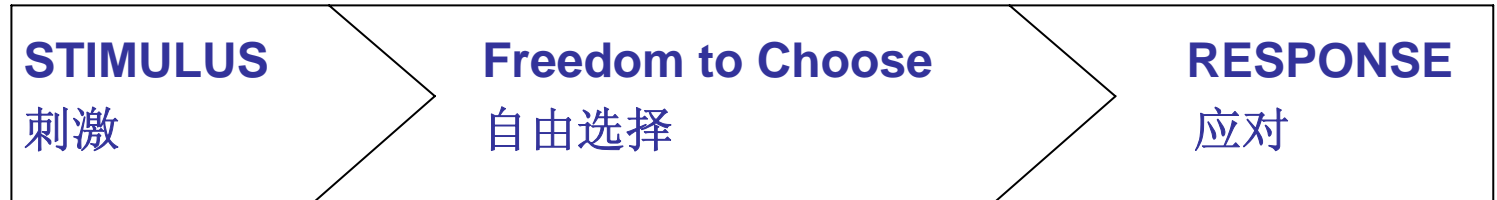
#### “重建你的命运五颗珍珠”

- **Your fate lies in your freedom and power to choose your response** 你的命运在于你如何掌控自己的应对方案
- **Take action by contributing creative ideas towards company success** 采取行动，为公司的成功贡献创造性的点子。
- **Do the things that are important** 做重要的事情。
- **Innovation vs Continuous Improvement** 创新与持续改进。
- **Team Alignment and Focus** 团队齐心协力。



# 1. Your fate lies in your freedom and power to choose your response

你的命运在于你如何掌控自己的应对方案



**Effective Leader – decides what are the right things to do**

有效的领导者—决定什么是要做的正确的事情。

**Efficient Manager – does things right**

高效的经理—正确地完成事情。



## 2. Take action by contributing creative ideas towards company success

采取行动，为公司的成功贡献创造性的点子

### VP's strategy to become better and stronger than his competition during this economic crisis

副总的策略，是通过这次经济危机，变得比其他竞争对手更好，更强大

- **Improve your image to your current Customers to steal your competitors' business**  
在现有的客户群中提升你们的形象，来夺取竞争者的业务。
- 2. **Focus on new Industries, new Customers, and new applications/uses of the products you can produce**  
关注新的产业，新的客户和你所能制造产品的新的应用/使用。
- 3. **Focus the rest of your company to reduce waste, become lean, and more efficient**  
公司其他部门致力于降低浪费，变得更加精益和高效。
- 4. **Motivate all you employees to participate in these initiatives and contribute to the survival and success of your company**  
激励你所有员工主动积极参与，为公司的生存和成功贡献一份力量。



## 2. Take action by contributing creative ideas towards company success

采取行动，为公司的成功贡献创造性的点子

### Motivating your entire workforce to contribute ideas to your re-organization initiative 激励你的所有员工，来为你们的重组贡献点子

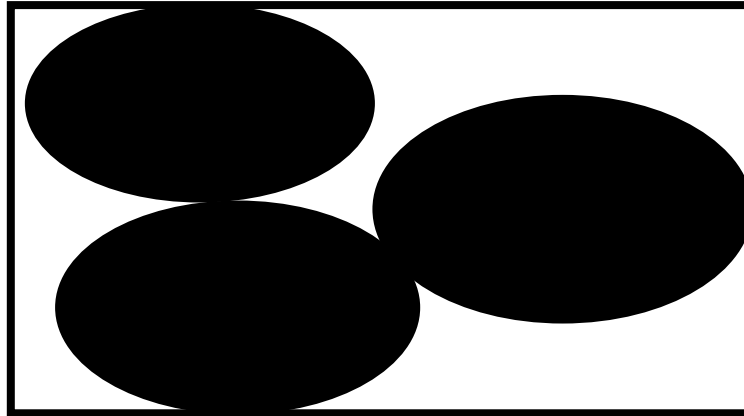
- **Solicit employees to bring in leads that results in new Customers.**  
邀请员工来提供可能招揽新客户的渠道
- **Organize small employee group brainstorming sessions to generate product suggestions as well as cost reduction ideas.**  
组织小型的员工组头脑风暴会议来催生产品改进建议以及成本降低的主意
- **Reward the employees or small groups that contribute good ideas that lead to new business or generate cost savings.**  
对那些带来新业务或者实现成本节省的员工或小组进行奖励
- **Only action results in saving...do something this week!!**  
只有行动才能带来收益。。。这周就开始行动！！



### 3. Do the things that are important

做重要的事情

#### Time Management Demonstration 时间管理示范



**Container with  
large rocks**  
装有大石头的容器

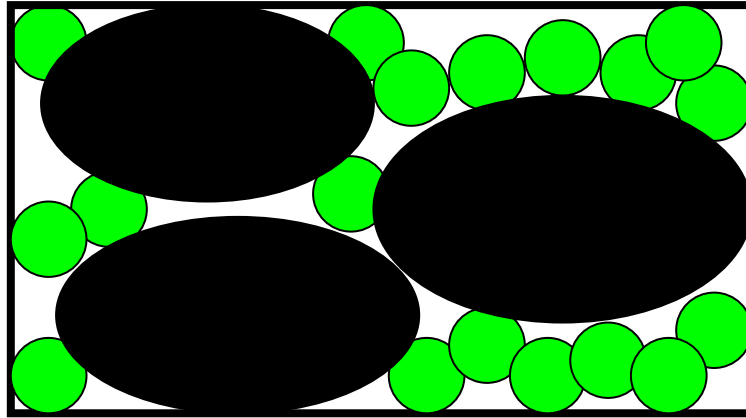
**Is it full?** 你觉得装满了么?



### 3. Do the things that are important

做重要的事情

#### Time Management Demonstration 时间管理示范



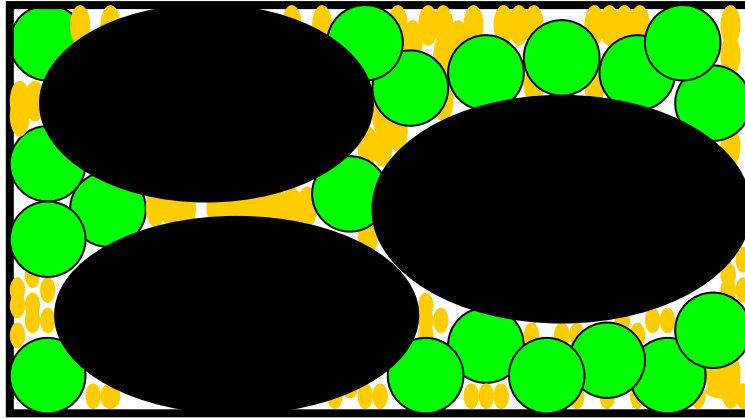
Container with  
large and small rocks  
装有大石头和小石头的容器

Is it full? 你觉得装满了么?



### 3. Do the things that are important 做重要的事情

#### Time Management Demonstration 时间管理示范



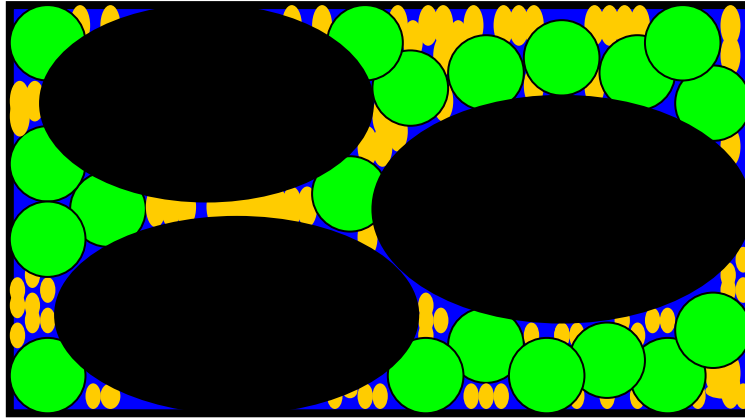
**Container with  
large and small rocks  
and packed sand**  
装着大小石头和沙袋的容器

**Is it full? 你觉得装满了么?**



### 3. Do the things that are important 做重要的事情

#### Time Management Demonstration 时间管理示范



Yes, now it is full. 是的！现在装满了。

**Container – your time** 容器—你的时间

**Large Rocks – very important things** 大石头—很重要的事情

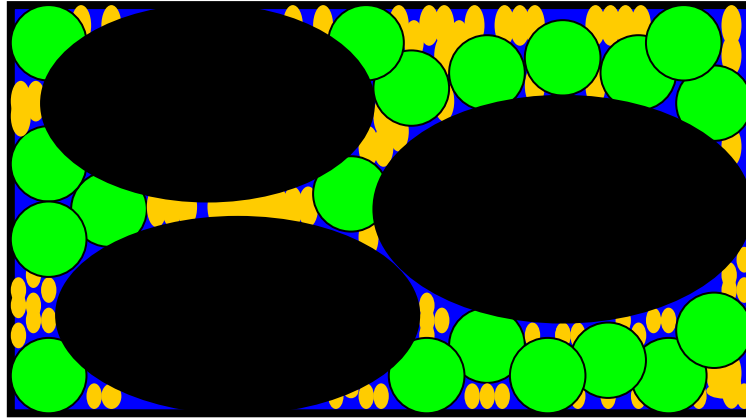
**Small Rocks – relatively important events** 小石头—相对重要的事情

**Sand and water – Trivia** 沙子和水—琐事



### 3. Do the things that are important 做重要的事情

#### Time Management Demonstration 时间管理示范



**Suggestions to help you manage the important things.**  
帮助你管理重要事情的建议：

**5 minute stand-up meetings 5分钟站立会议**

**Do not disturb time 请勿打扰时间**

**Tasks list – Visual management - at home and at work**

**任务清单—可视化管理—在家和在单位**



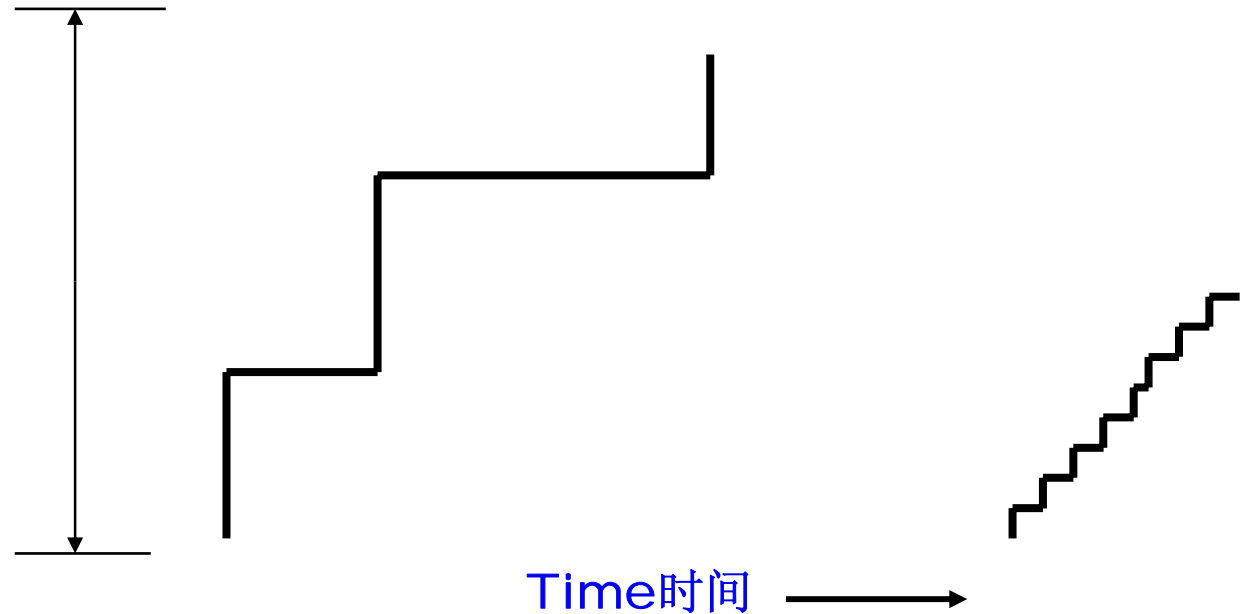
## 4. Innovation Vs Continuous Improvement

创新与持续改进

Innovation 创新

Continuous Improvement  
持续改进

Expected Change  
over time  
这段时间内期望实现的改变



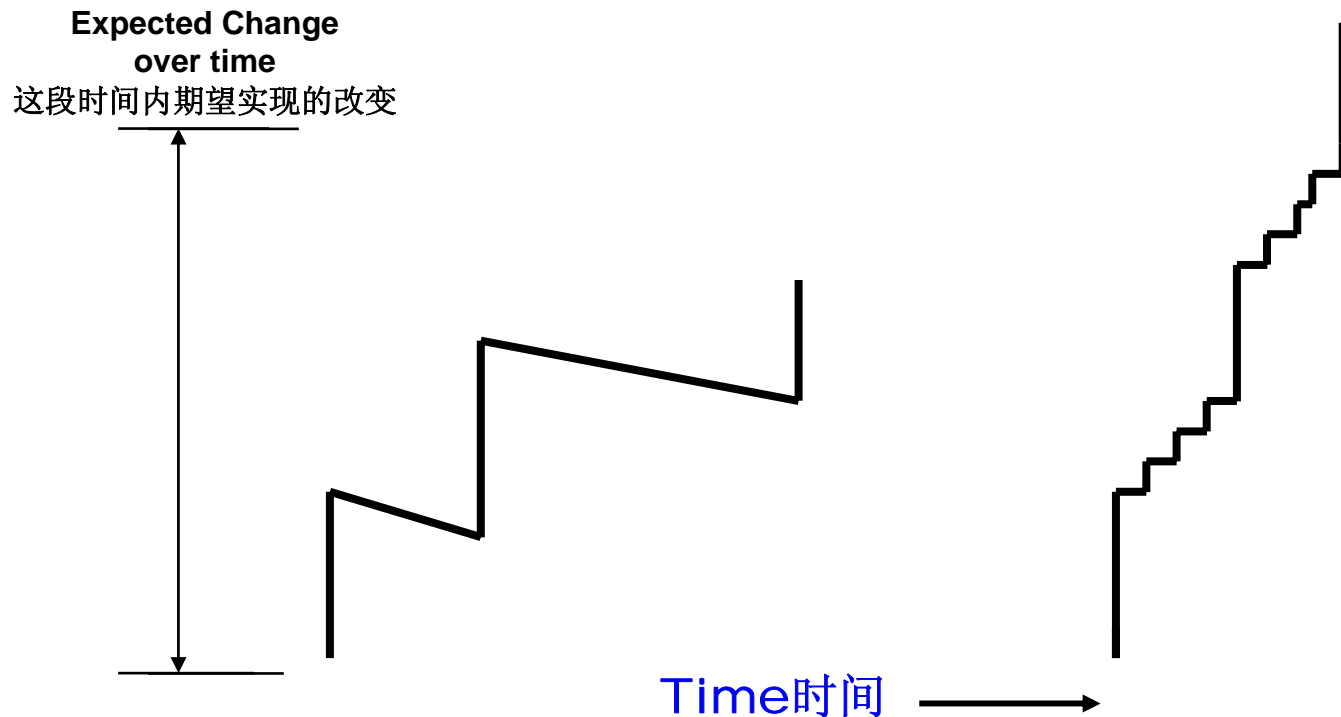


## 4. Innovation Vs Continuous Improvement

创新与持续改进

Innovation  
Reality  
实际创新

Innovation with  
Continuous Improvement  
创新连同持续改进



**Best Practice suggestion:** One company requires that all 6 Sigma and other Improvement Projects performance be re-checked after 6 months to ensure improvement level sustainability.

**最佳实践建议:** 有一家公司要求对所有6西格玛和其它改进项目的业绩每6个月检查一次, 以确保改进成果的稳定性。



## 5. Team Alignment and Focus

团队齐心协力



**Focus your Teams efforts like a flashlight, not a lantern**

把你团队的努力集中起来，就像手电筒而不是灯笼。

- Involve them in strategy development and they will be more committed to execute the Tasks  
让你的团队参与策略的制定，他们会更忠于执行并完成任务。
- A fully engaged Team will utilize all their talents and creative energies to find innovative solutions to whatever Task they face  
拥有一个完全参与的团队，可以充分挖掘他们的才能和创造力，为他们所面对的所有任务，找出创新的解决措施。
  - Talent – natural abilities and strengths 才能 – 天生能力和强项
  - Passion – those things that energize, motivate, inspire and excite you  
热情 – 活跃, 激发, 鼓舞和刺激你的事情
  - Needs – basic salary and benefits 需求 – 基本工资和福利
  - Conscious – inner voice to do what is needed and right 意识 – 内在的呼声，做需要的和正确的事情



## Conclusion 结论

Author John Gardener said 作者 John Gardener说过

***“ Companies are suffering not because they can not resolve their problems, but because they can not even see their problems.”***

***“公司处于困境的原因并不是他们不能解决自己的问题，而是他们无法看到自己的问题。”***

Now is the time to act. It is you choice to choose what to do.

现在是该采取行动的时候了。该做什么由你来决定：

- Re-organize the company or hibernate? 重组公司或是冬眠？
- Contribute ideas and be recognized or remain nameless and unknown? 贡献点子并获得认可，还是继续悄无声息？
- Engage and focus your Management Team to become more creative or follow what you've done in years past and hope it works in the future? 督促和关注你的管理团队，使其变得更富有创造性，或是延续以往的做法，并希望这种老办法在将来也行得通？
- Post your Goals and Tasks on the wall for all to see or keep them hidden in desk drawer? 把目标和任务在墙上贴出，或是仍然把他们藏在办公桌的抽屉里？

**Final Quote: 最后引用:**

***“Only to those, inspired by great purpose, will the windows of opportunity become obvious, that no one else sees or considers”***

***“机遇的窗口仅仅为那些为远大目标所激励的人们打开，其他的人是看不见、也想不到的”***