

全球化趨勢下之跨國企業的發展 以及個人生涯規劃

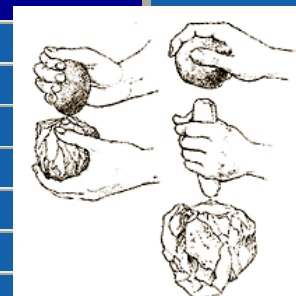
Robert Wang
Director of Sales, MNC
Intel Asia Pacific

美商英特爾亞太業務總監

王定愷

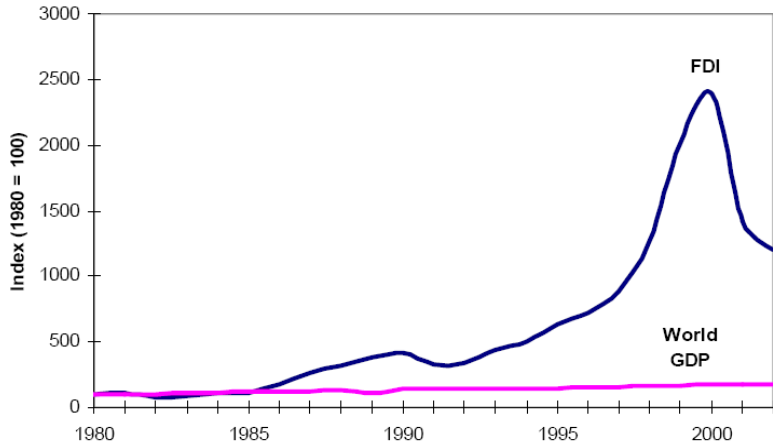
Human mega changes are accelerating

Approximate Date	Invention
50000 BC	Spoon and knife
900 BC	Postal service (China)
776 BC	Use of homing pigeons to send messages
600 BC	Nail polish
600 BC	Cocaine (in Central America)
530 BC	Library (Athens)
400 BC	Ice cream
300 BC	Scissors
221 BC	Magnetic compass
200 BC	Communication by fire messages between relay stations
100	Bound books
105	Modern paper (from textile waste)
300	Algebra
305	Wooden block printing press (China)
600	Windmill (in Persia)
900	Gunpowder
1455	Gutenberg printing press with metal movable type
1550	Railroad (horse-drawn)
1768	Spinning frame, first textile machine
1775	Flush toilet
1776	Turtle submarine
1779	Spinning Mule
1803	Steam locomotive
1824	Steam engine
1830	Sewing machine
1830	Lawn mower
1830	Osteotome chain saw (hand-cranked)
1831	Electric motor
1831	Electric telegraph



Dollars are up in transaction but down in transmission

Figure 3: World Gross FDI and World GDP Growth, 1980-2002



Source: UNCTAD, FDI Database

A trader's era

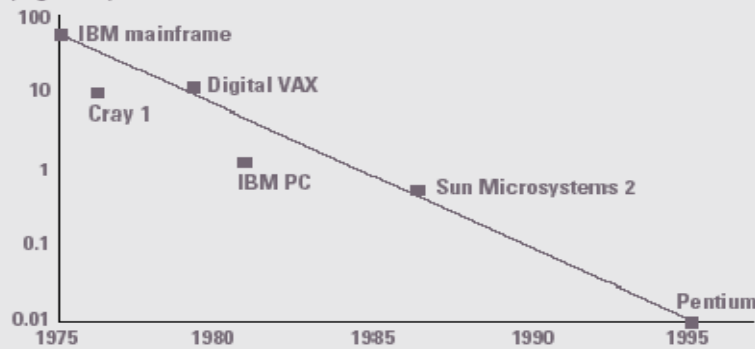
World GDP and trade, 1950-100



Source: World Trade Organisation

FIGURE 2 PRICE TRENDS IN INFORMATION PROCESSING

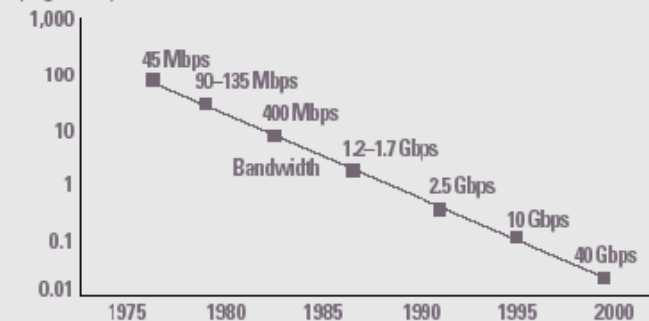
Index of investment cost per instruction per second (log scale)



Source: World Bank compilation based on industry data.

FIGURE 1 COST TRENDS IN OPTICAL FIBER TRANSMISSION

Index of transmission cost per bits per second per kilometer (log scale)

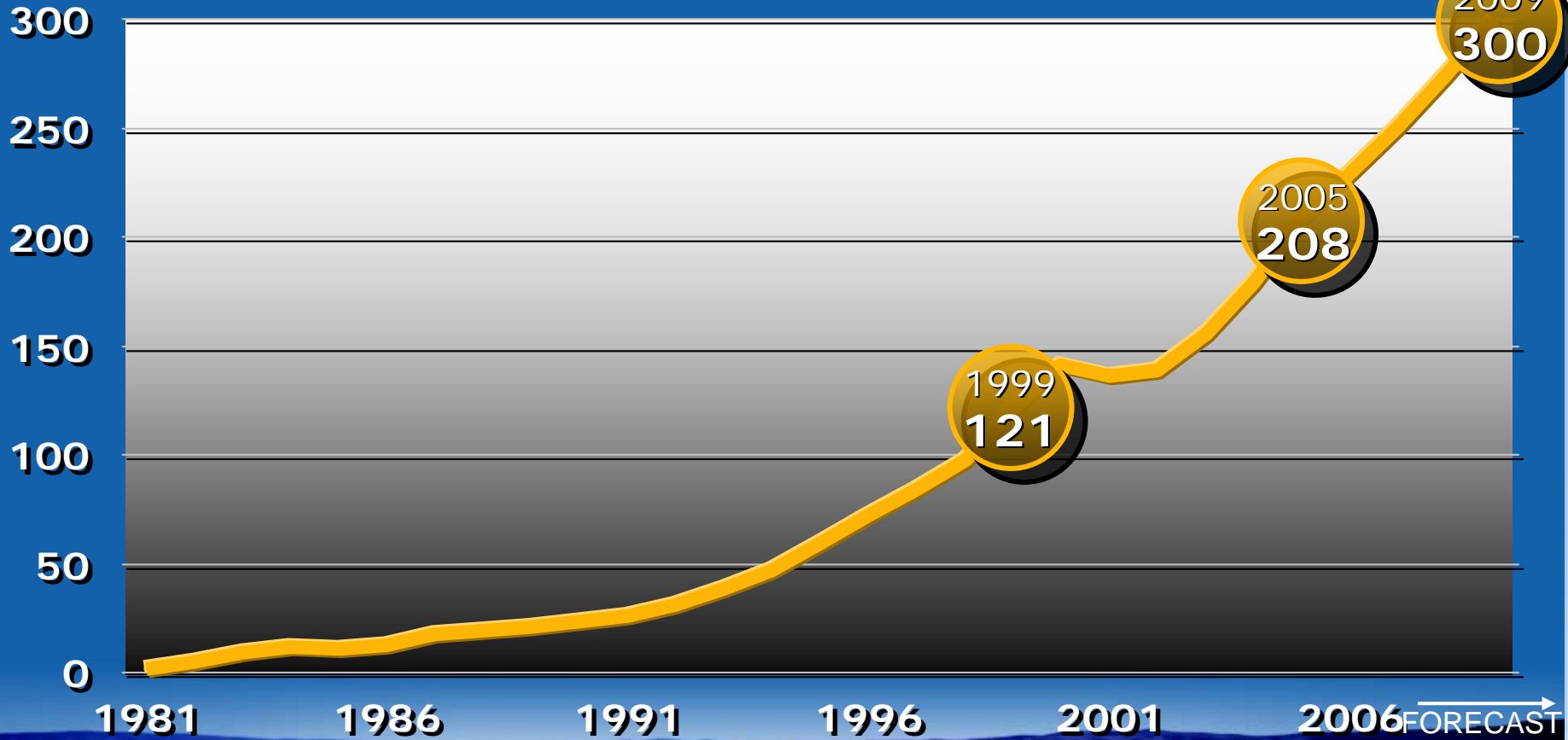


Note: Mbps is megabits per second; Gbps is gigabits per second.
Source: AT&T data.



Hypo-exponential change in the information era

Worldwide PC Shipments (M)



Hypo-exponential change in the information era



FORECAST



An aspect from change management

- Organizations that feel “the needs for speed”
- Organizations that need to integrate change quickly
- Organizations that face significant business disruption if they don’t do something different or better
- Organizations that are constantly changing because of market pressures

Intel's Transformation



a **memory**
company



a product-based
microprocessor
company

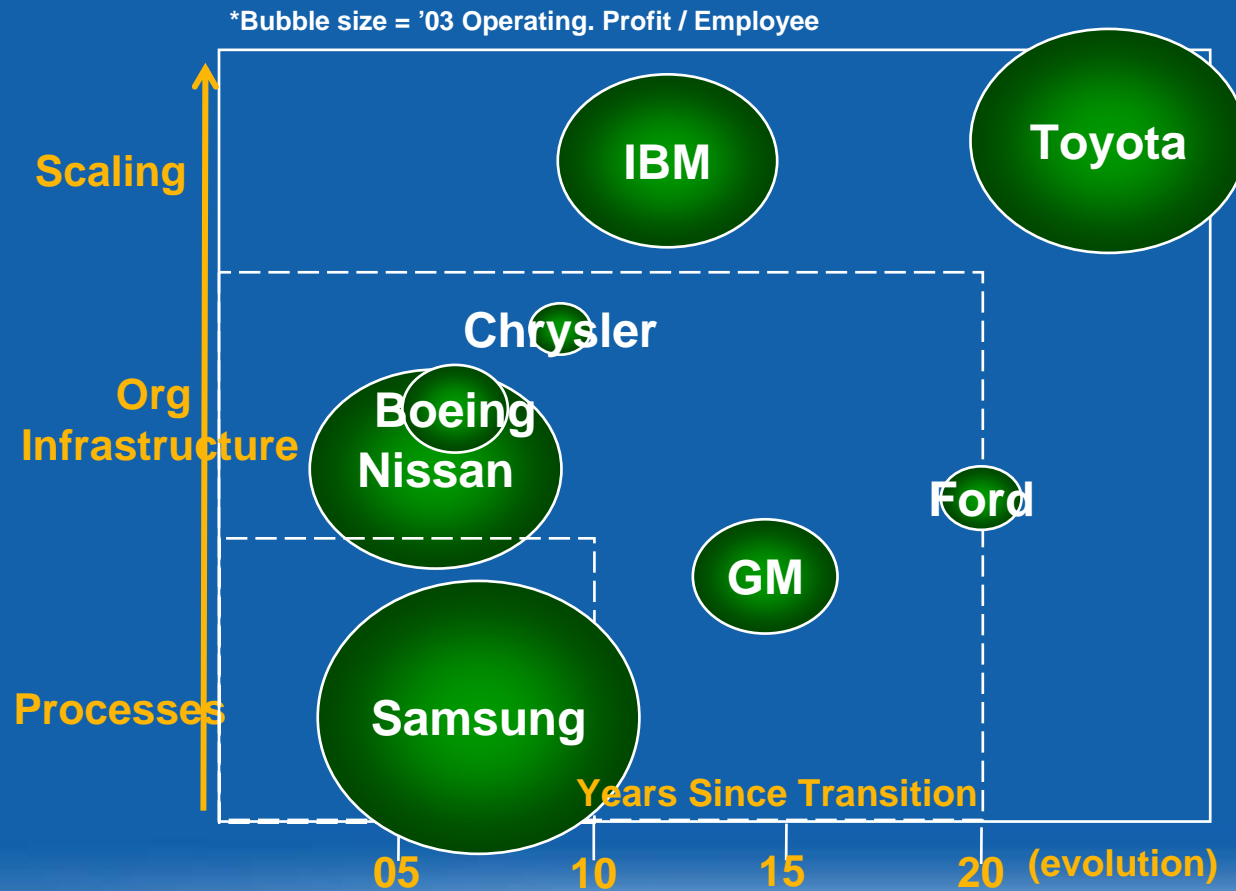


a market-driving
platform
company

Build a strong, distinctively positioned master brand
Establish a stronger emotional connection with our audiences
Rally employees to embrace & evangelize the new vision



Platform Companies that Transitioned



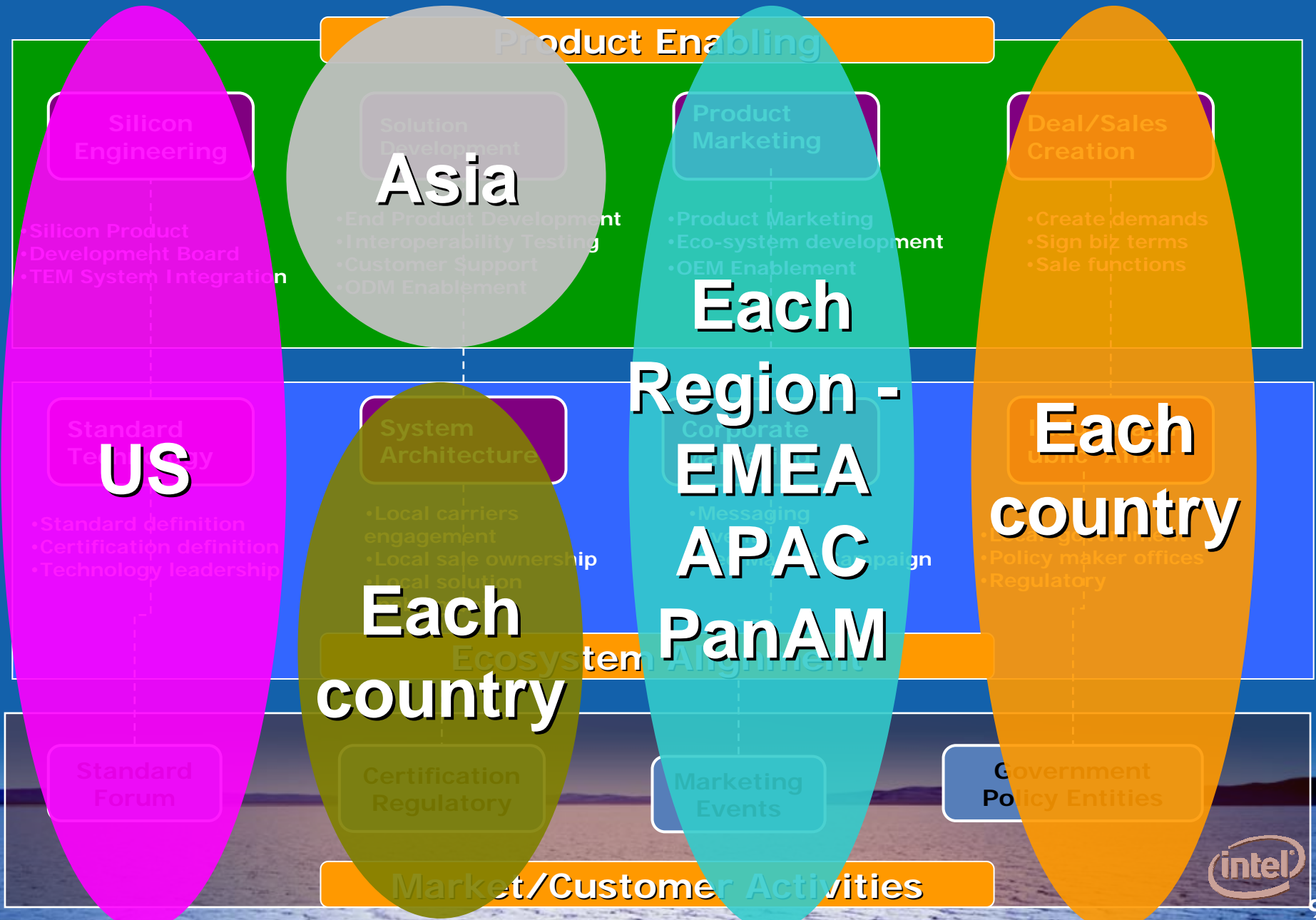
Major tipping points for transition success

- End User (Samsung, Nissan)
- Organizational Capabilities (Toyota)
- Decision Making & Organizational Design (IBM)

All companies :

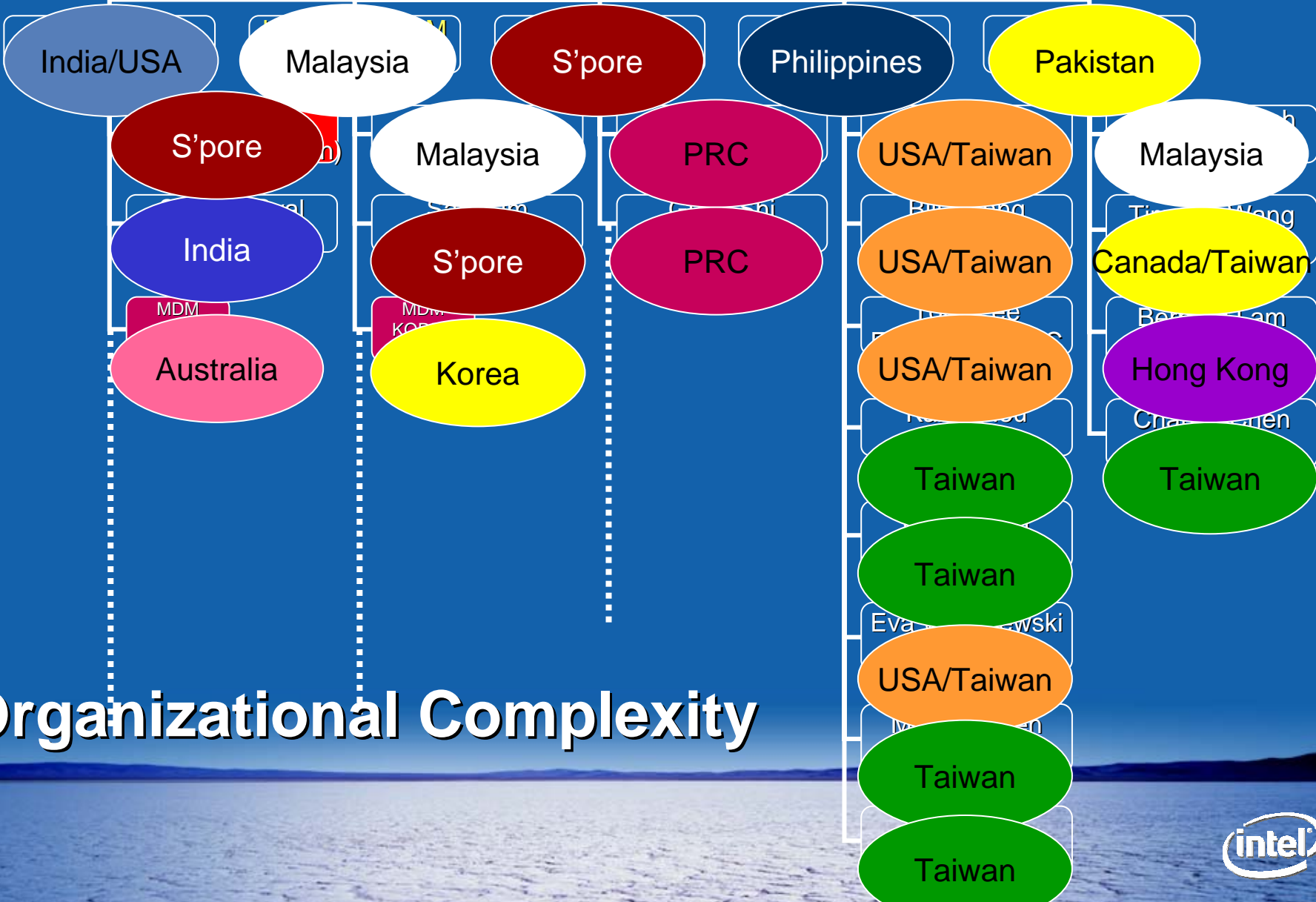
- Formulated long-term platform visions
- Drove cadence based on EU expectations and value
- Engaged 3rd party partners in vision alignment / delivery

Worldwide end-to-end product enabling



Taiwan

Robert Wang
MNC Director



Organizational Complexity

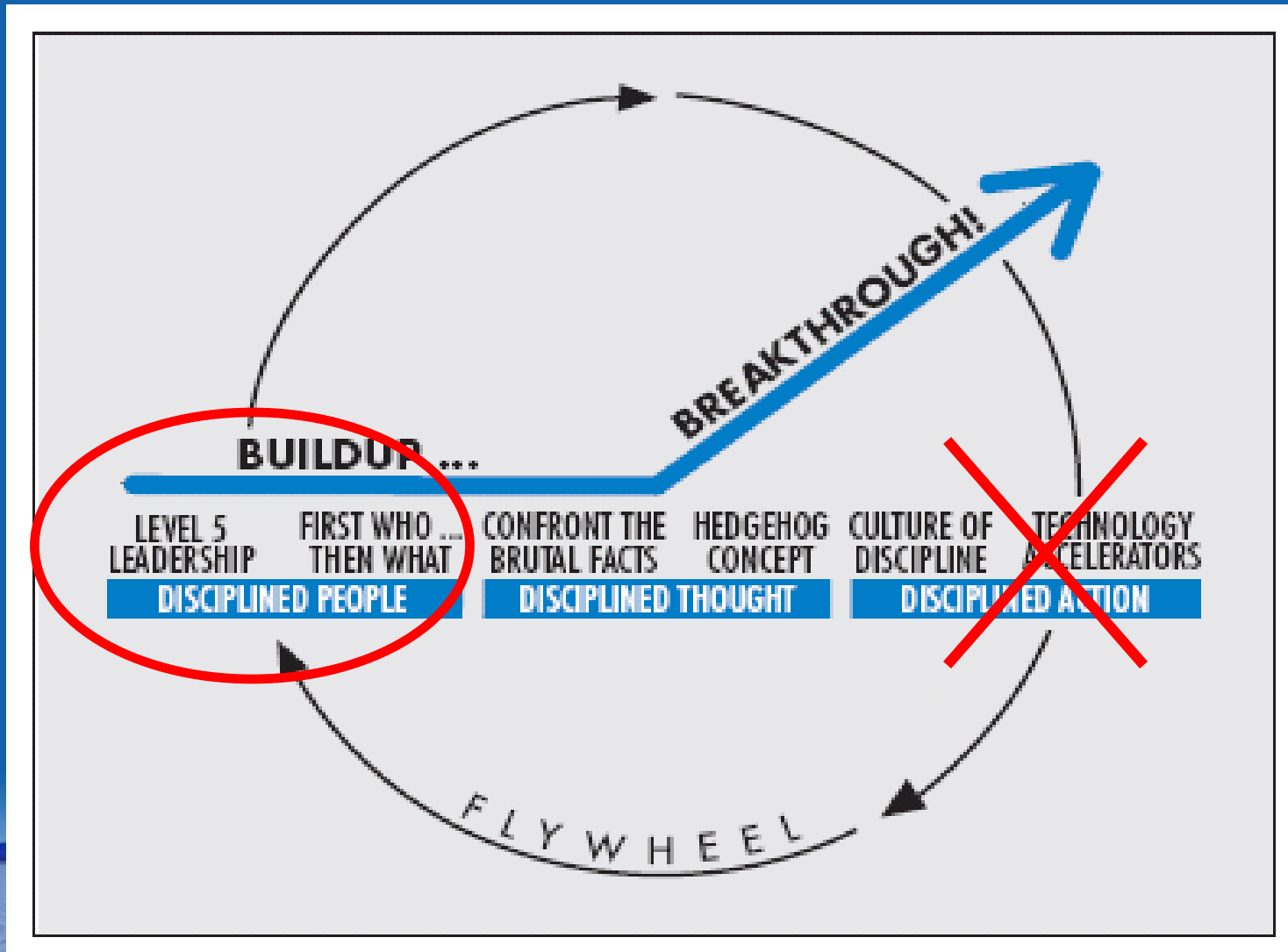


Intel Ways

- iMBO
- Focal – R&R
- Intel Value
- 1x1s
- FTFs
- Open Door Policy
- Constructive Confrontation
- Disagree and Commit
- 2-in-a-box or dual reporting system

From Good to Great - Jim Collins

Top 11 from 1965 to 1995 of 1,435 Fortune 500



Your personal “from good to great”

- 
- 5 Level 5 Executive**
Builds enduring greatness through a paradoxical blend of personal humility and professional will.
 - 4 Effective Leader**
Catalyzes commitment to and vigorous pursuit of a clear and compelling vision, stimulating higher performance standards.
 - 3 Competent Manager**
Organizes people and resources toward the effective and efficient pursuit of predetermined objectives.
 - 2 Contributing Team Member**
Contributes individual capabilities to the achievement of group objectives and works effectively with others in a group setting.
 - 1 Highly Capable Individual**
Makes productive contributions through talent, knowledge, skills, and good work habits.

Level 5 Hierarchy

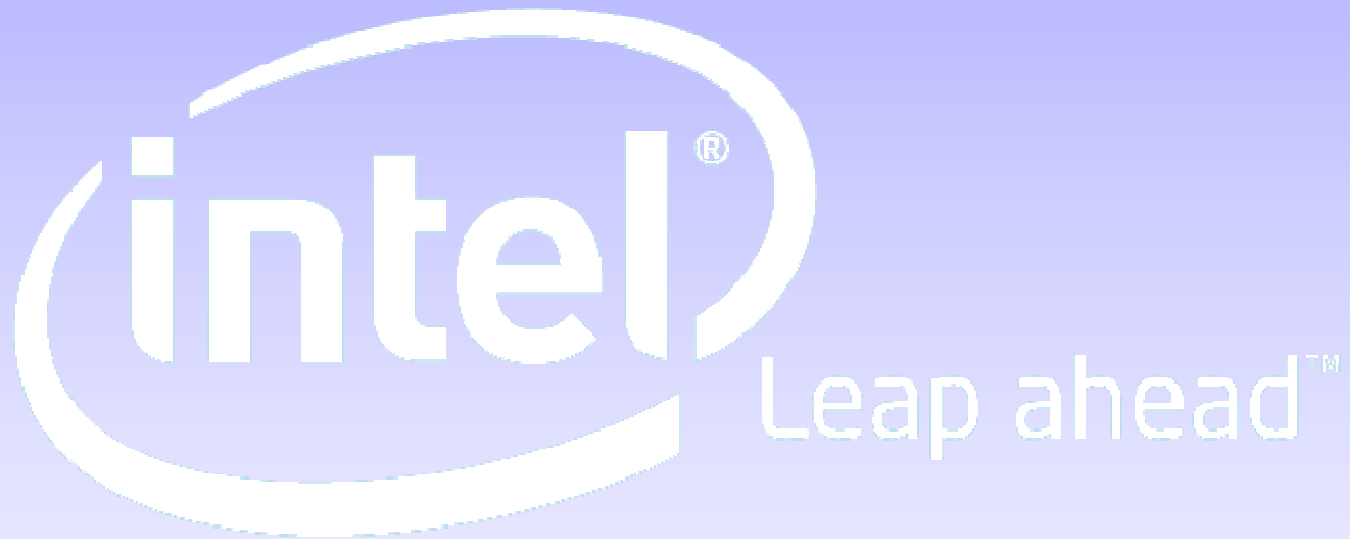
Competition and Suggestions

For “what”

- Everything Global
- Digitalization
- Mobility
- Integration

For “how”

- Be able to identify noise and signals
- SWOT yourself, identify your core competences then differentiate
- Strengthen Articulation and Justification
- Language (English AND others)
- Foster Capability of Integration
- Can-do spirit



Thank You!

Q&A

