

「實力」勝過「學歷」

Ability is the Key to Success

校友專訪 / Alumni Feature

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追求卓越是目標。」

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I aim to strive for excellence."

「自小覺得大學畢業證書，是一張踏入社會工作的入場券，但現在覺得實力比學歷更為重要。」

怎樣才算是有實力？「實力派是懂得將理論運用到現實情況，目標清晰，充滿彈性，並處事嚴謹有要求，否則有一紙證書都只是營役的上班族。」

Elvis是HKUE市場學高級文憑及商業學士的畢業生，現職為一名私人助理，協助老闆經營嬰兒水療公司。職函雖為私人助理，實際上卻是一名大總管，當很多人也拒當「一個人做十個角色」的打工仔時，Elvis卻在累積實力。

"In the past, I thought the academic degree was a VIP entrance ticket to the society. But today I think ability is more important."

What is the meaning of "ability" in Elvis' understanding?

"My understanding is applying the knowledge acquired to current situations, working with a clear goal and a conscientious attitude, and handling different situations flexibly. If a good academic degree holder does not have the mentioned abilities, he/ she can only work in a junior position."

Elvis graduated from HKUE's marketing programme. He is now a personal assistant, whose job duties entail everything related to the baby spa company. But Elvis treats his job seriously in order to train himself up.

做足準備 實踐理論

「我的工作範圍包括制定推廣策略、業務發展、洽談合作計劃、銷售管理.....總之跟公司有關係的都要做。」不要以為工作繁多，Elvis便會「重量不重質」，他才沒有掉以輕心。「每次向老闆提出新想法時，我都會做足Research，從市場需要、對手、老闆、同事、客戶、合作伙伴等不同角度去思考，有足夠理據才向老闆提出。」Elvis深懂實踐知識的重要性，當年他選擇HKUE也是因為這個原因。

「我其實夠分升讀中六，但我覺得傳統的學校只著重理論及背誦。我希望學校所教授的知識能夠跟社會接軌，給予我們啟發。」HKUE也沒讓Elvis失望，課程及老師的教學方法都能設合他的期望。

「HKUE引入澳洲的課程及教學模式，強調創意、理解及實用性，跟傳統學院的死記硬背不一樣。我在HKUE所學的，都能學以致用。除此之外，老師本身經驗豐富，記得有一位擁有多年Marketing及PR工作經驗的老師常常分享自己的見識，我們所學的都是未來會遇見的情況。HKUE的Presentation、Assignment評分基準都是以實用性及可行性為主，照書背就一定『肥佬』。記得有次Present，我們雖然講得眉飛色舞，卻沒有做調查，老師的意見是『實踐出來的效果，比只講道理更重要。』」這種教學模式讓Elvis明白不能閉門造車，所以每次做任何計劃，他都不忘做足分析。

態度決定勝負

「我認為態度定勝負。追求生存是基本，追求卓越是目標。」這是Elvis的格言。這種追求卓越的態度，跟老師們的身教有著密切關係。

「在HKUE不敢偷懶，因為老師要求高，更重要是老師對自己的要求都高。有一位老師是一名會計師，下班來教書，有時間還會進修。他常常改卷到凌晨兩三點，第二天八點又來教書，我真的不敢說自己辛苦。」

「老師的要求也很仔細，記得有次被老師批評只因為PowerPoint不夠『靚仔』。她教導我們，這些小節就是態度的表現。」難怪當問及他對公司的發展方向及市場的狀況等細節，他也瞭如指掌。

「Baby Spa的市場發展迅速，現在香港已經有二十多間，但市面上其他的Baby Spa缺乏醫學專業知識，多以玩樂為賣點，我們的創辦人是兒科醫生，堅持以嬰兒身心發展為大方向.....」我不禁替他老闆高興，有著這一個態度積極的員工。

我是實力派

「回想當日HKUE開學禮，場刊寫著『實力比學歷重要』。我知道自己沒有選擇錯誤，而這句說話亦支持我去完成學士學位的課程。」面對競爭激烈的社會，學歷及實力該如何平衡？「我認為學歷是基本，實力更重要，香港社會競爭激烈，僱主很重視果效。因此我今年訂下的工作目標，是兩年內為公司多開兩間分店。」

對於專業的工作，例如醫生、工程師，學歷知識相信是必然的。但在香港的營商環境下，知識以外，更要有實力。Elvis現於工作內獨當一面，已給很多年青人，立下了一個實力派的好榜樣。



實力派Elvis對公司內每個環節也瞭如指掌。採訪期間，他向我們介紹BB室內每一樣用品的用途及使用方法。這些用品平日都由專業的治療師負責，想不到Elvis也會這樣清楚。Elvis introduced every item in the Baby room to us during the interview. All these items are actually handled by the therapists, but Elvis still understands the usage of each item so well.

Putting Theory into Practice with Good Preparation

"My job duty entails everything related to the company, including planning, event execution, partnership and sales management..... Anything you can think of is part of my job." Elvis still tries his best to maintain good quality of his work, although he always has a lot to do. "When proposing my plan to the boss, I will do sufficient research and analysis to support my idea. I have to make sure that the plan is practical and workable." Elvis understands the importance of application. That was also the reason why he had chosen to study at HKUE.

"My grades in the public examination were good enough to apply for F.6. However, the teaching method in traditional schools, in which only theories and memorizing skills are the only focus, was not what I had expected. Hence, I looked for a school that could inspire me and I could learn something practical." HKUE did not let Elvis down.

"HKUE leads me to the Australian learning-style, in which creativity, applicability and practicality are its focuses. This style is so different from the traditional learning style that always requires students to recite textbooks. What I have learnt in HKUE can all be applied to my current situations. Moreover, teachers are very experienced as well. One of them is an expert in the Marketing and PR field. She always illustrated the concepts with real-life examples, making us well-prepared for our future workplace. And our presentations and assignments were graded according to practicability and applicability. There was a time our group work was criticized because we didn't do any research to back up our idea before the presentation and the teacher's comment was 'Result is more important than theory.' " This idea greatly inspired Elvis. Since then, he knew that he couldn't work behind closed door. Hence, he has never forgotten to do a competitive analysis before working on any plans until today.

Attitude is the Key for Victory

Elvis' motto is "Surviving in a job is just the first step for me. I aim to strive for excellence." This attitude for pursuing excellence was also taught by the teachers.

"I dared not to be lazy, seeing that the teachers are very hardworking. One of my teachers came to teach us after work and he also furthered his education in his spare time. He is a professional accountant! He always marks our papers until 2 to 3 a.m. the night before and comes to school at 8 a.m. sharp."

"Teachers are conscientious, too. They would look into the details of our presentation. I was criticized for the improper layout of my PowerPoint presentation before. The reason given was every little thing that can tell the others if we are serious towards our work."

He applies this good attitude to his current job too. When asking about the company's future and the baby spa market, Elvis explained to us in detail.

"The Baby Spa market is booming. 'Having fun' is the selling point of most of the companies. They don't really have professional knowledge on children development. Until today there are more than twenty baby spa companies around. But our baby spa founder is a pediatrician; hence we are adhering to providing sufficient support for the physical and the mental development of infants." I also feel happy for Elvis' boss that he has such a good employee with a positive attitude.

I am Capable

"At the commencement ceremony, I received a leaflet with a sentence 'Ability is more important than educational background'. This gave me courage to finish my degree programme."

Facing such a competitive environment, how can we reach a balance between academic qualification and ability?

"I think an academic degree is just the foundation of my career, whereas ability is more important. The commercial environment in Hong Kong is extremely competitive, and employers usually put emphasis on results. That's why my target is to help my company to open two more shops in the coming two years."

Good academic degrees are a must for professionals such as doctors and engineers. But in the commercial sector, ability is sometimes more important than the academic degree itself so as to stand out from the crowd. Elvis' boss has entrusted Elvis to be the person in charge of the shop. He has, in fact, set a good example by comprehensively demonstrating the meaning of "Ability is more important than educational background".