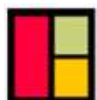


The Official
LES50NS

Fresh insights on using
Fifty Lessons.

50 Lessons User Guide

使用手冊



智泉國際事業有限公司
LIBRARYFORCE

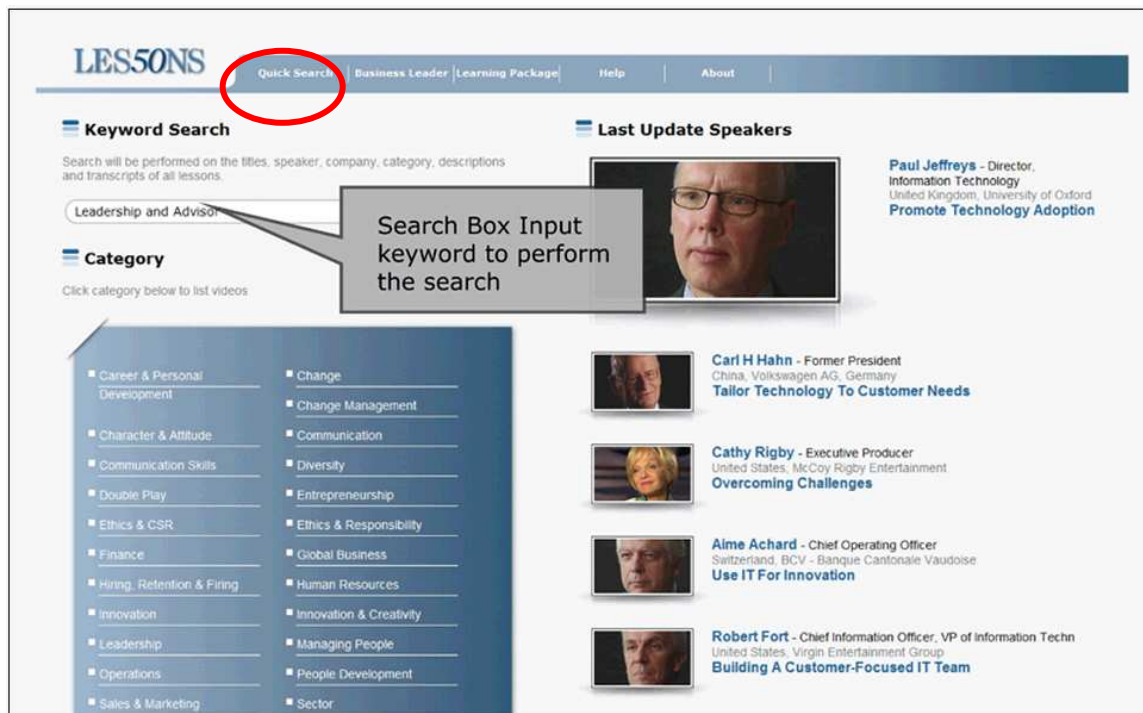
TEL : +886-2-2707 8588 FAX : +886-2-2707-6611
10658 台北市大安區信義路三段 158 號 2 樓

登入網址：<http://fiftylessons.igpublish.com/>

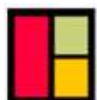
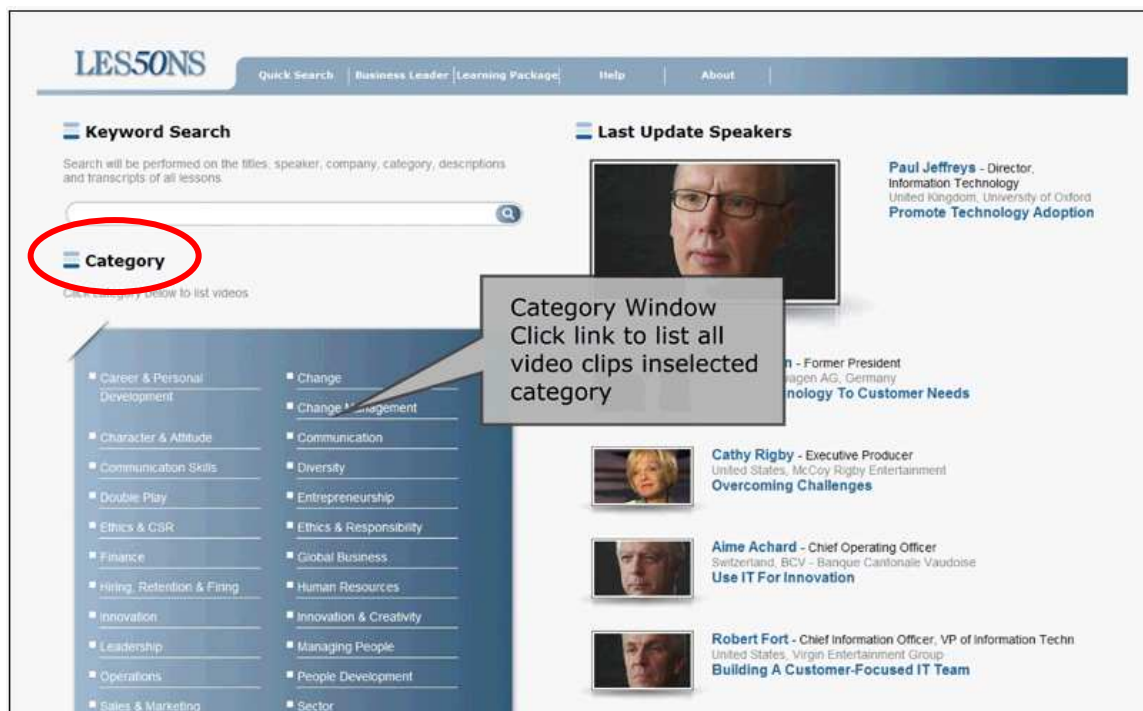
50 Lessons 平台提供了三種檢索方式：

1. Quick Search 快速檢索

在首頁左上方的檢索欄輸入關鍵字句，然後點選  來執行標題、受訪者、企業名稱、分類、描述以及內容介紹的檢索。



點選 分類(Category) 中的各主題來瀏覽所收錄的訪談片段。



2. Business Leader 企業領導人

點選 Business Leader 將列出所有受訪的企業領導人姓氏的字母排序。

LES5ONS Quick Search Business Leader Learning Package Help About

Refine this results 1 - 10 of 200

Navigation Window Click link to filter speaker base on last name.

- Philip Williamson - Former Chief Executive**
United Kingdom, Nationwide Building Society
Executive of Nationwide Building Society. Mr. Williamson spent the first two decades of his career as a graduate management trainee. During his time there he spent three...
entrepreneur, caretaker of the Virgin brand, space tourism expert. Will Whitehorn is a man at the...
Will Whitehorn is the President of Virgin Galactic. Mr. Whitehorn's early career included time as a helicopter crewman in the North Sea for British Airways. He was also a Market Intelligence Officer for the TSB Group flotation and a graduate trainee...
- Mick Desmond - Former Chief Executive**
United Kingdom, ITV Broadcasting
As broadcasting head of ITV, the UK's largest and best-known commercial channel, Mick Desmond built on years of media experience to grow his interest in teams and managing change.
Mick Desmond is Chairman of Avanti Screenmedia and former Chief Executive of ITV Broadcasting. Mr. Desmond first entered the television industry in 1981 when he joined HTV. A year later he went to Anglia and over the next four years rose to become a...
- Jerry Rice - 3-time Super Bowl Champion, Former Wide Receiver**
United States, San Francisco 49ers
NFL legend Jerry Rice, who is widely regarded as the greatest wide receiver ever, demonstrates exceptional performance and leadership skills both on and off the field.
Jerry Rice is a former wide receiver for the San Francisco 49ers. He is considered to be the greatest wide receiver in the history of the NFL, holding records for nearly every career receiving category. After excelling in high school football, Mr. R...
- Nicola Horlick - Founder & CEO**
United Kingdom, Bramdean Asset Management
As a businesswoman whose name is familiar to the general public in the UK, Nicola Horlick is a source of inspiration to young women whose dream it is to conquer the City.
Nicola Horlick began her career at Mercury Asset Management, following a year's graduate trainee program at SG Warburg. After eight years she moved to Morgan Grenfell Asset Management as a Director of the UK pension fund business, and was made Managi...

點選受訪者的名字將會列出受訪者的個人背景介紹以及訪談內容相關的訊息。

LES5ONS Quick Search Business Leader Learning Package Help About

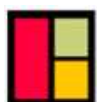
Speaker Profile

Nicola Horlick - Founder & CEO
United Kingdom, Bramdean Asset Management
As a businesswoman whose name is familiar to the general public in the UK, Nicola Horlick is a source of inspiration to young women whose dream it is to conquer the City.

Nicola Horlick began her career at Mercury Asset Management, following a year's graduate trainee program at SG Warburg. After eight years she moved to Morgan Grenfell Asset Management as a Director of the UK pension fund business, and was made Managing Director in 1992. Over the following four years, funds under management quadrupled. She co-founded SG Asset Management in 1997 and was Chief Executive of SQAM Holdings Ltd, and a senior UK equity fund manager until 2003. In 2005 Nicola Horlick founded Bramdean Asset Management. She is currently the Chief Executive Officer.

- 1. Accept New Ideas**
Always listen to the young people within a company and create a structure where their thoughts and ideas can penetrate to senior management. Actively encourage their input as it breeds talent, new ideas, and keeps them personally involved in the business.
(Duration 3:47)
- 2. The Opera Singer**
Fast learners come in all shapes and sizes, so having a diverse attitude to recruiting talent is hugely beneficial to shaping an organization.
(Duration 5:41)
- 3. Professionalism**
High standards of professionalism are paramount in setting the tone of a business. Attention to detail and forward planning are crucial to attracting and retaining clients.
(Duration 4:52)

Site Requirements: Internet Explorer 7.0+ / Mozilla Firefox 2.0+ Screen Resolution: 1024*768+
Copyright (c) iGroup All rights reserved.



3. Learning Package 影片主題列表
點選各主題來瀏覽相關的訪談影片。

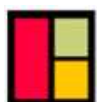
The screenshot shows the LESSONS website interface. At the top, there is a navigation bar with 'Quick Search', 'Business Leader', 'Learning Package', 'Help', and 'About'. Below the navigation bar, there is a search bar and a 'Refine this results' button. The main content area displays a list of video lessons, each with a thumbnail, a title, and a brief description. A callout box titled 'Navigation Window' points to the 'Refine this results' button, with the text 'Click link to filter result list base on subject.' The list of lessons includes:

- 1. **Will Whitehorn - President** (United Kingdom, Virgin Galactic) - **The Importance Of A Visible Leader**. An important way to develop leaders is to give them the freedom to build their profile, both internally and externally. This helps them become strong, responsible leaders with clear direction who accept that the buck stops with them. (Duration 3:47)
- 4. **Julia Cleverdon - Former Chief Executive** (United Kingdom, Business in The Community) - **The Front Line Is The Bottom Line**. Engaging people on the front line, and supporting the management in charge of them, is the most important thing any leader can do. Companies forget the importance of communication and consultation with the front line - which often knows how the business could be improved, but if no-one shows any interest in asking them, the information stays locked away. (Duration 6:25)
- 5. **John Stewart - Former Director** (United States, McKinsey & Company) - **Don't Overdo It**. Avoid making unnecessary changes as they are costly and can reduce the quality of your output. They can also often be part of a fad which ultimately has no positive effect on the bottom line. (Duration 3:47)

可在左上方的檢索欄執行新的檢索。

The screenshot shows the LESSONS website interface. At the top, there is a navigation bar with 'Quick Search', 'Business Leader', 'Learning Package', 'Help', and 'About'. Below the navigation bar, there is a search bar with the text 'Limitation' entered. A callout box titled 'Refine search or create new search' points to the search bar. The main content area displays a list of video lessons, each with a thumbnail, a title, and a brief description. The list of lessons includes:

- 2. **Will Whitehorn - President** (United Kingdom, Virgin Galactic) - **The Importance Of A Visible Leader**. An important way to develop leaders is to give them the freedom to build their profile, both internally and externally. This helps them become strong, responsible leaders with clear direction who accept that the buck stops with them. (Duration 2:21)
- 3. **Mick Desmond - Former Chief Executive** (United Kingdom, ITV Broadcasting) - **The Art Of Subtle Selling**. People are much more receptive to the soft, subtle sell. Thinking about a customer's needs, then bringing in the right team with a different, unexpected type of expertise to sell the proposition, is much more likely to end in its success. (Duration 5:23)
- 4. **Jerry Rice - 3-time Super Bowl Champion, Former Wide Receiver** (United States, San Francisco 49ers) - **Living The Dream**. Living the dream of being a professional football player is why Jerry Rice still pinches himself, as he shares here. (Duration 2:37)
- 5. **Nicola Horlick - Founder & CEO** (United Kingdom, Braimedian Asset Management) - **Accept New Ideas**. Always listen to the young people within a company and create a structure where their thoughts and ideas can penetrate to senior management. Actively encourage their input as it breeds talent, new ideas, and keeps them personally involved in the business. (Duration 3:47)



播放訪談影片內容：

點選檢索結果或清單列表的訪談標題，即可開始播放影片以及閱讀訪談內容的簡介資料。
影片播放頁提供受訪者背景介紹、訪談主題介紹、立即思考性問題以及訪談內容下載的資訊。

影片播放控制：



停止播放



開始播放



重新播放



音量控制

使用者可以點選右上方快速連結切換至其他檢索結果。

The screenshot shows the LESSONS website interface. At the top, there is a navigation bar with 'Quick Search', 'Business Leader', 'Learning Package', 'Help', and 'About'. The main content area is titled 'Accept New Ideas'. A video player is embedded, showing a woman speaking. Callouts point to various features: 'Navigation Area switch to next or previous topic' points to the top navigation bar; 'Video Play Panel' points to the video player controls; 'Download Transcript' points to a link below the video; 'Lesson Summary' points to a text box below the transcript; and 'Other lessons' points to a list of related topics on the right side of the page.

