

Goworld Profile

***50 Years' History Since Goworld was Founded**

***10 Years as a Public Company Listed at Shenzhen**

***Main Products:**

- 1. Ultrasonic Instruments**
- 2. Printed Circuit Boards (PCBs)**
- 3. Liquid Crystal Displays (LCDs)**
- 4. Copper Clad Laminates (CCLs)**

***Honors:**

- 1. In Rank of State-level New Hi-tech Enterprises;**
- 2. China's Key Enterprises;**
- 3. China's Top 100 Best Enterprises, ETC.**

***Certificates: ISO9000, ISO14000, TS16949, ETC.**

Requirements on Qualified Personnel Highly Demanded by Enterprises

Diao Meiping

Director, Vice General Manager
Guangdong Goworld Co., Ltd.

November 8, 2007

Abstract

- **The topic of a qualified personnel demanded by enterprises relates to those requirements set forth by both sides, an enterprise and a person himself (or herself), because an enterprise, whatever industry it is involved, would long for those personnel who can play every individual role in its development, and nearly all of the personnel, no matter male or female, they would strive to realize one's own value through their related working. This topic shall, at the same time, lead us to discuss the considerations for what type of students should be raised in universities, especially in science and technological ones, in other words, what kind of personnel shall be highly demanded by enterprises nowadays in China.**

I. Requirements Set Forth by Enterprises

Science and technology students are featured by advantages as specialized-educated, logic thoughtful and specialty devoted, but these advantages are far from enough for a qualified personnel highly demanded by enterprises.

- **Educated Person—Specialized Educated—Self-studying educated—All-life Educated**
- **Thoughtful Person—Logic Thoughtful—Rational Thoughtful—Creative Thoughtful—Finding Thoughtful—Linking Thoughtful**
- **Communicating Person—Objectives—Framing & Listening Skills—Misunderstandings**
- **Devoted Person—Specialized Devoted—One's Work Devoted—Mission Devoted—All Life's Cause Devoted**

1.1 What is Educated Personnel should be?

- **Working as science & technology personnel in an enterprise, one, of course, must have been educated since he (or she) must be a university graduate, a master degree, a doctor degreed, or even a post-doc degreed. Nevertheless, these may be satisfactory qualification factors for technological personnel, but they are not enough since the development of both an enterprise and a person is, in fact, a process requiring to make progress year by year. So, a qualified personnel highly demanded by enterprises must be those who are ready to become a self-educated learner for all his or her life in addition to those courses received in a university.**

1.2 Why should be a Thought Improved into Thinking in **360°**?

- **University graduates, of course, have their own thoughtful thinking about their life and work, especially those who have major of science and technologies are featured by logic thoughtful thinking. It is seen commonly that science and technology personnel with too logic a thinking shall be somehow too inflexible in life or work because a logic thoughtful person does not equal to a rational thoughtful one. Therefore, such sort of personnel who are featured only by logic thinking would not meet the requirements of an enterprise because related technological projects always need team work which should be composed by personnel with rational, creative and finding or linking thoughtful thinking that would be helpful in the systematic realization of all aspects and what they have done can be meaningful to the sustainable development of the mankind.**

1.3 Why Must Personnel be good at Communicating?

- **Leadership is a language game, so said management scholars Louis Pondy and Jeffrey Pfeffer in the seventies when they asserted that leadership's true impact is on human sentiment and understanding rather than on the bottom line. As it is discussed in 1.2 that technological projects always need team work and technological personnel have their responsibility of such leadership in the project involved.**

Leadership is a language game that many do not know they are playing. Even though most leaders spend nearly 70% of their time communicating, they pay relatively little attention to how they use language as a tool of influence.

Therefore, those technically grounded personnel who are good at expressing themselves, listening to and communicating with others as well as understanding the art of language framing would be highly demanded by enterprises.

1.4 A Specialty Only or A Mission and a Cause for All One's Life?

- Almost all the technological personnel are devoted persons, but it seems that simply working as a specialized devoted or one's work devoted personnel is far from enough to work for an enterprise which would strive for being succeeded in the achievement in the field concerned, not to say for the progress of human being. Only those personnel who can carry on their specialty as a mission into one's all life cause may lead themselves, and meanwhile the enterprise where they work for, to final success which would be a contribution to the global world.

II. Requirements Should be Set Forth by Qualified Personnel

- Because of the pursuit of one's value;
- Because one was born with mission;
- Because no one exists in isolation.

2.1 Because of the Pursuit of One's Value

- Pursuit of What Kind of One's Value=
- How Others Recognize=
- Who you are (numerator)

Where you are (denominator)

The above formula shows a relationship involved in a Chinese saying as “天时、地利、人和”. Then, the formula in Chinese is: 人生价值追求=地利/天时=人和.

Qualified personnel should learn to review the soundness of their own personality, the sublimation of wisdom from their own knowledge, the customary of both perceptual and rational thinking, etc. Only by doing so, one's charisma can infect others around, one's pursuit of his or her value can be objectively recognized and respected and, therefore, affect other people's working enthusiasm as well as arouse the teamwork spirit!

2.2 Because One was Born Passively with Mission

- **No one can land on earth himself or herself. Every one “was born” passively and was raised up and educated to be capable of taking over a certain post, a certain cause or a certain mission. That’s why I call this process as “One was born passively with mission”. Therefore, in order to fulfill one’s unknown mission well, one should set forth one’s own requirements required by the mission to be taken over, including not only knowledge about life, science and technologies, but also the understanding of what one has learned and has been told and establishing the sublimation concept from passive to active awareness of one’s own ideas yielding after learning and thinking, etc.**

2.3 Because No One Exists in Isolation

- **People live in communities. What you have done relates to the environmental status of the society and what you express shall emotionally impact others surrounding you. So, let's try to help others without hurt them. Don't think simply that we help others. Try to know before action that what we can help others. "Help of Others" should be divided into four levels: thoughts, skills, life and mood. Ideological founders help others by arousing their thoughts. Teachers or masters help their students or apprentice by coaching their skills. Riches or kind-hearted ones help others by assisting their life or giving financial aids. And in case when you have nothing to help others, no matter in thoughts, skills or life, one can still help others by framing their different feeling about things. In one word, qualified personnel, especially science and technological personnel should set forth requirements on themselves so that he might not harm others or the living environment when using their knowledge during their work.**

III. Conclusion

- **Knowledge Grounded Personnel \neq Qualified Wisdom People?**
- **Both Perceptual and Rational Thinking Ways should be integrated.**
- **One's Charisma = One's Value is Objectively Recognized and Respected.**

3.1 Knowledge Grounded Personnel ≠ Qualified Wisdom People?

- **The Chinese meaning of "knowledge" refers merely to the learning and knowing of something. A person grounded on "knowledge" is still far from sufficient to become a wisdom one. Wisdom people should experience the sublimation of wisdom from their own knowledge, the establishment of one's concept from passive to active awareness and the customary of both perceptual and rational thinking. Even when a person who has a wealth of knowledge, we can only say that he may have a lot of information in his professional field or rich practical experience in his business range. However, it is particularly important that qualified personnel, based on their solid grasping of knowledge and superb operational capacity, should have reasonable understanding and proper use of their duties and power! Post positions or terms are acceptable in a passive way and only when one is conscious of his own post positions, jobs and terms applying clear understanding and accurate positioning, qualified personnel can work something into driving source and sense of responsibility so that effective implementation of the day-to-day work can be taken by taking the initiative to better perform their duties!**

3.2 Both Perceptual and Rational Thinking Ways should be integrated.

- Wisdom personnel having both essential moral and talent abilities are still far less than career people with both perceptual and rational thinking logic that can better perform their duties and realize their own value. In fact, the Chinese-style management has embraced China's profound philosophical wisdom accumulated in the process of civilization of 5,000 years, which, in essence, is the circumferential art of working and life performing. This has a similar and beautiful meaning as discussed that career people should realize both perceptual and rational thinking logic. A rational person should be able to be “Square (adhere to principles)” and not to be controlled by others easily while a perceptual person should be able to be “Round (emphasize skills)” and can perform in life and work with facility. The combination of circumferential factors with a square principle can lead people to an invincible life and achievement and thus an ingenious integration of both perceptual and rational thinking logic would lead professional talents to be invincible in their workplace!**

3.1.3 One's Charisma = One's Value is Objectively Recognized and Respected.

- **One who has rich professional knowledge and superb operational capacity with positioning accuracy may be able to convince people with reasoning, moreover, an outstanding talent should also be able to, using his “deep-sea like love” to persuade his superiors, colleagues and subordinates and his personal charm to infect every one around!**
- **On the one hand, qualified personnel must constantly upgrade their internal training and temperament and strive to achieve the distillation of wisdom from the extent of knowledge since one’s charisma leads one’s value to be recognized and respected objectively. On the other, qualified personnel must learn how to communicate, how to frame one’s language, how to stay away from errors in thinking for exchanges (e.g., insisting to present what you are does not equate really to a sincere and serious attitude), how to discover others’ advantages, how to make better use of one’s knowledge and learn to think over in a transposition way as well as work together with the team members to solve problems.**

IV. Recommendations

- Qualified personnel highly demanded by enterprises should be those who're not only knowledge educated, but are also all life learners who are self-studying educated to become a 360⁰ thoughtful person with communication capability and mission sentiment.
- Students should not be limited to be taught in science and technological knowledge in universities, but should also be coached in psychology and philosophy courses so that every one studying in the university can learn to build or to perfect one's disposition or to adjust one's thinking attitude towards the objective world consciously so that human being can be pushed forward healthily by all people who are aware of striving for one's own outstanding to complete every mission encountered in one's life.
- In fact, science and technology personnel are a kind of people who would be responsible for an enterprise's research and development of projects. The nature of their work has determined that these people shall lead a team, a project team or even an enterprise and, even if a subject needs to be completed by only one professional person, such professionals should also know how to manage themselves! Therefore, science and technology students should be cultivated towards an orientation as "Specialized Grounded, Management Versed and Personal Charisma Enriched Managers for Enterprises" that should be realized by both the related university and science and technology students.