



# 執行者意識 是決勝關鍵

第十三組

失敗與成功之探索\_期末報告

課程名稱：失敗與成功之探索

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組別：第十三組

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簡報內容：4A5K0066 多樂一乙 楊承翰

簡報美編：4A5K0066 多樂一乙 楊承翰

上台報告：4A5K0066 多樂一乙 楊承翰





「比起創意與計畫，  
執行階段將決定企業  
最後走向成功或失敗。」

The image features teal-colored decorative elements in the corners. In the top-left, there is a cluster of rounded, leaf-like shapes. In the top-right, there is a stylized, muscular figure of a person in a dynamic pose. In the bottom-right, there is another cluster of rounded, leaf-like shapes. The background is a light, neutral color.

ONE

西麥斯集團



西麥斯集團 C E M E X

全球前三大水泥公司



The image features a white background with abstract, teal-colored shapes in the corners. These shapes resemble stylized, overlapping petals or leaves, with a soft, painterly texture. They are positioned in the top-right and bottom-left corners, framing the central text.

# 極佔體積

The image features a white background with teal-colored decorative elements in the corners, resembling stylized flowers or leaves. A central rectangular box is divided into two horizontal sections. The top section is a solid teal color with the white text '價格低' (Low Price). The bottom section is white with the teal text '極佔體積' (Extremely Large Volume).

價格低

極佔體積

The background is a light teal color with abstract, organic shapes in a darker teal shade, resembling watercolor or ink splatters. A central white rectangular box with a thin teal border contains the text.

附加價值不高

價格低

極佔體積





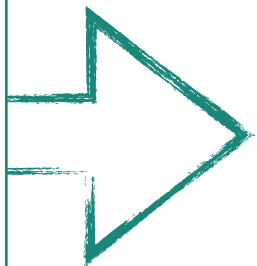
附加價值不高

價格低

極佔體積



經濟成長中  
的國家





經濟成長中  
的國家

人口密集  
遷往都市





經濟成長中  
的國家

人口密集  
遷往都市

需要更多  
建設



MEXICO





MEXICO

SOUTH AMERICA



MEXICO

SOUTH AFRICA

SOUTH AMERICA



MEXICO

SOUTH AMERICA

SOUTH AFRICA

SOUTH EAST ASIA





MEXICO

SOUTH AMERICA

SOUTH AFRICA

CHINA

SOUTH EAST ASIA



MEXICO

SOUTH AMERICA

SOUTH AFRICA

RUSSIA

CHINA

SOUTH EAST ASIA

The image features teal-colored floral decorations in the corners. In the top-left corner, there is a cluster of teal flowers. In the bottom-right corner, there is a larger, more detailed teal floral arrangement. The background is a light, pale teal color.

邁開腳步走向國際，  
進軍全世界的市場。

A large pile of crumpled, translucent blue plastic bags, filling the background of the image. The bags are piled together, creating a textured, chaotic appearance. The lighting is bright, highlighting the folds and creases of the plastic.

問題？


● 全球化

GLOBALIZATION

● 運送

TRANSPORT





只要徹底執行  
依舊能奪下  
勝利的旗幟

TWO

缺乏原動力  
還沒執行就已  
露敗象






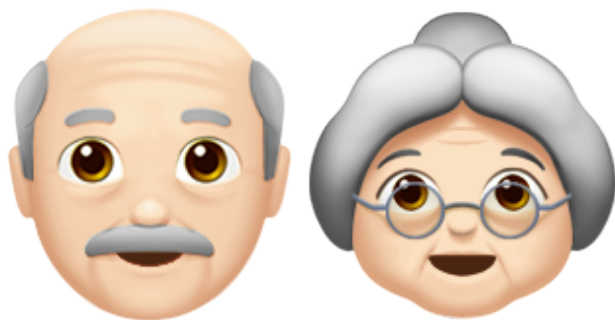
日本

JAPAN





高齡化  
社會



看護事業  
的成長

# 倍樂生照護



**Benesse®**

# 居酒屋連鎖店

## 「和民」

Japanese Casual Restaurant



WATAMI Malaysia



新事業體負責人  
必勝決心、誠心  
以及執行動力不足

The background features a teal-tinted image of a horse sculpture, possibly a bronze or stone piece, showing the horse's head and neck in profile. The sculpture is set against a white background, and the teal color is applied as a semi-transparent overlay.

# 精神層面

# 言語鼓勵





言語鼓勵


提供金錢



言語鼓勵



提供金錢



精神酬勞





絕對要做到底



THREE

改變人類行為的三大困難點

波士頓企業集團

B C G



A teal, abstract, organic shape resembling a flower or a cluster of leaves, located in the top-left corner of the page.

**BCG**

A decorative graphic in the top-left corner consisting of overlapping, layered teal and light blue shapes that resemble crumpled paper or fabric.

**BCG**

**READY**

A decorative teal-colored element, possibly a flower or fabric, is located in the top-left corner of the page.

**BCG**

**READY**

**WILLING**



**BCG**

**READY**

**WILLING**

**ABLE**



**BCG**

**READY**

**WILLING**

**ABLE**

**WRITER**



**BCG**

**READY**

**WILLING**

**ABLE**



**WRITER**

**頭腦**

**BCG**

**READY**

**WILLING**

**ABLE**



**WRITER**

**頭腦**

**心理**

**BCG**

**READY**

**WILLING**

**ABLE**



**WRITER**

**頭腦**


**心理**

**身體**



頭腦

READY



共享情報

READY



心理  
WILLING

給予動力

The image features a teal background with a semi-transparent overlay of a muscular man's torso. The man's muscles are highly defined, and the image is tinted with a teal color. The text is overlaid on this background.

身體

B O D Y

提升組織能力

FOUR

「公文式」的成功全球化

The background is a teal color with a reflection of a horse sculpture. The sculpture is a dark teal color and is positioned in the upper half of the image. The reflection is a lighter teal color and is positioned in the lower half of the image.

公文式集團

KUMON






• 1958創立於大阪

- 
- 1958創立於大阪
  - 日本超過21萬家分校

- 
- 1958創立於大阪
  - 日本超過21萬家分校
  - 推廣超過40餘國家

- 
- 1958創立於大阪
  - 日本超過21萬家分校
  - 推廣超過40餘國家
  - 擁有超過五百萬的學生

# 公文式學習法



The image features teal-colored floral or leaf-like decorations in the top-left and bottom-right corners. The central text is rendered in a teal color that matches the decorations. The background is a light, neutral tone.

「配合孩子的淺能

給每個孩子適當的課程」



1958 - 2017

59年，不敗的原因



延續創辦人的觀念

KUMONWAY





一個價值觀能否實現，  
最重要的關鍵在於當事人的  
靈魂是否帶入其中。

# 星巴克 的復活之戰

F I V E



The image features teal-colored decorative elements in the corners. In the top-left, there is a stylized, rounded shape resembling a flower or a cloud. In the bottom-right, there is a more complex, layered shape that looks like a stylized animal head or a decorative sculpture. The background is a light, pale teal color.

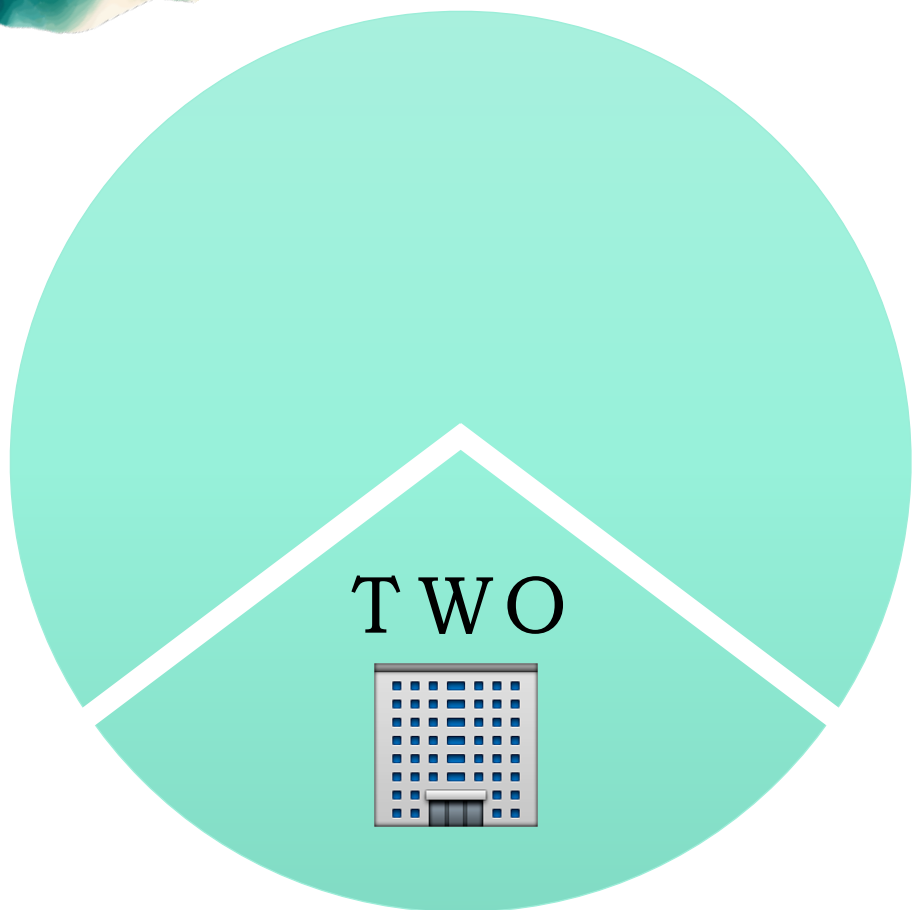
# 星巴克 所謂的「第三空間」



ONE



# 第一空間：家



# 第二空間：公司

THREE



# 第三空間：星巴克



# 星巴克創始人

# 霍華德 · 福爾茨





The image features teal hydrangea flowers in the top-right and bottom-left corners, framing the central text. The background is a light, pale teal color.

徹底的將觀念宣傳給每一個人

不追求效率性

品質為優先。





價值觀開始崩壞

# 說「不」的勇氣






# 總結

A group of people, likely a team, are shown from the chest up, wearing teal-colored clothing. They are positioned in a way that suggests they are working together or in a competitive environment. The background is a light, bright color, possibly white or light blue, which makes the teal clothing stand out. The text '執行者意識是決勝關鍵' is overlaid in the center of the image in a white, serif font. The text is arranged in two lines: '執行者意識' on the top line and '是決勝關鍵' on the bottom line. The overall composition is clean and professional, with a focus on the team and the message of the text.

執行者意識  
是決勝關鍵



要記得，你是你人生的執行者，你的意識是決勝的關鍵喔！



THANKS