



新世界，

新人才



馬而利

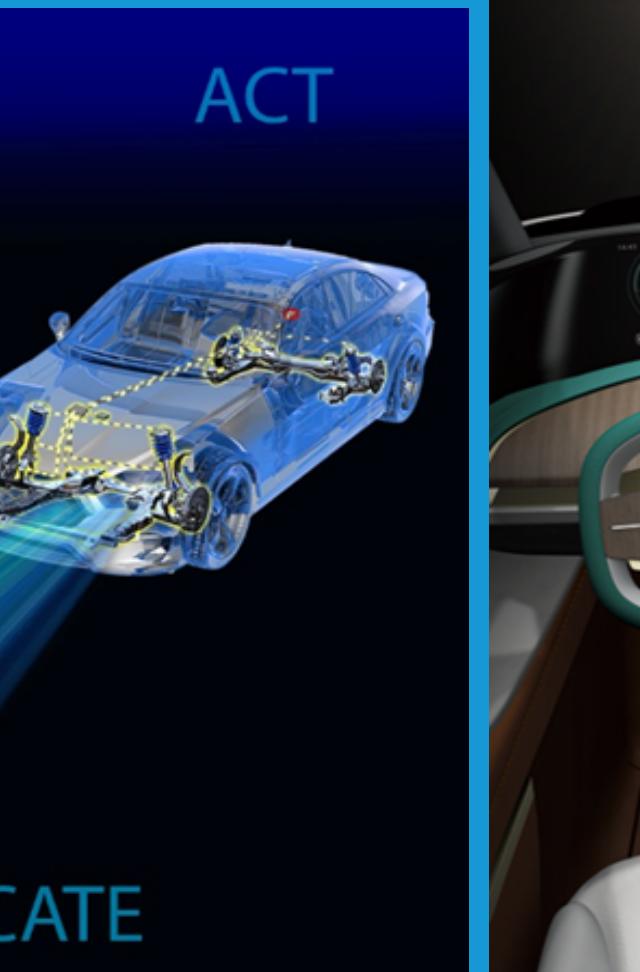


汽车新四化

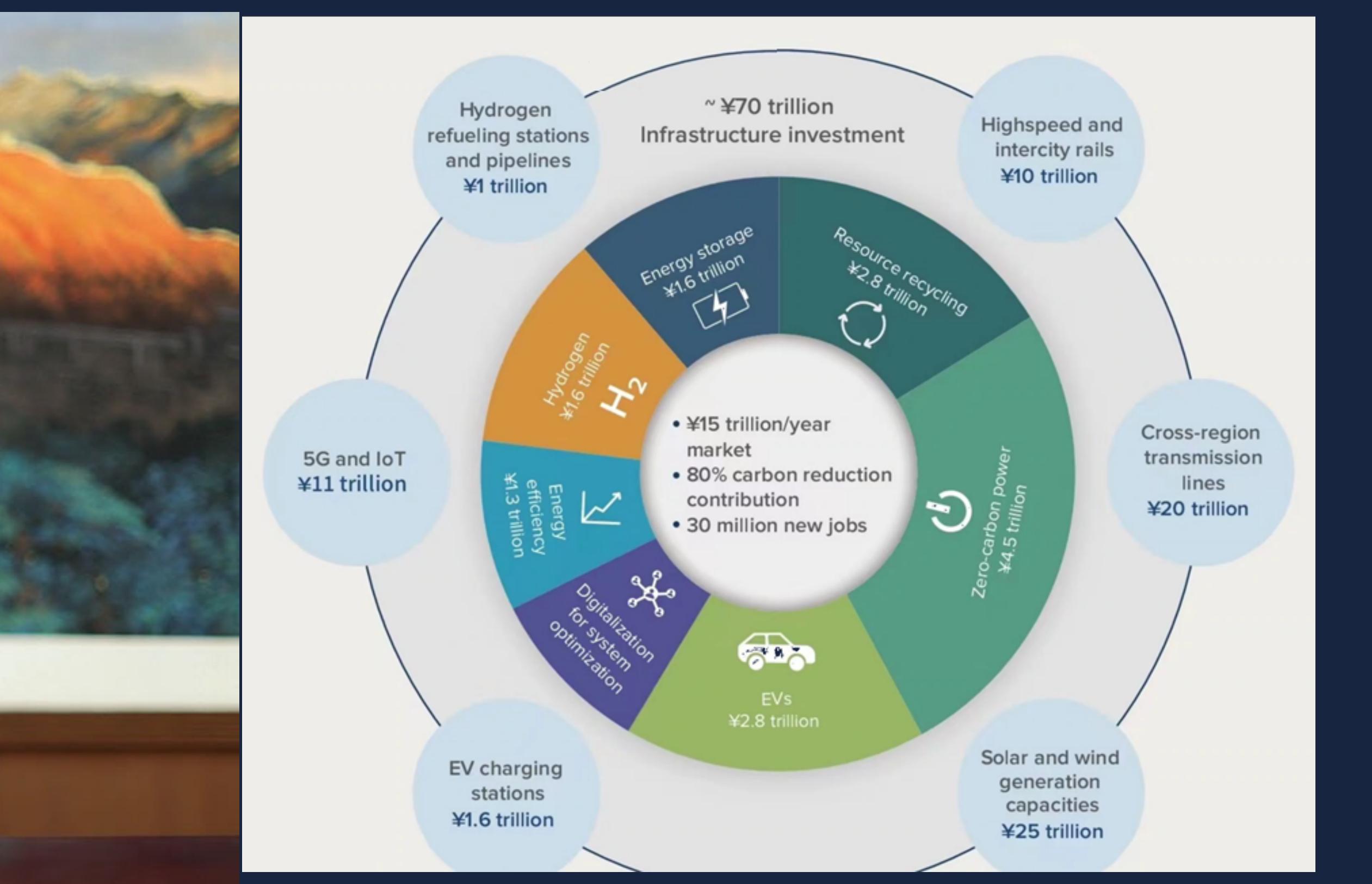
汽车产业大趋势



马瑞利的技术领域



低碳化 - “双碳” 国策



Design for Environment (DfE)

Product Life cycle



汽车行业 百年不遇之大变局

全球主机厂格
局将发生变化

2022年8月全球电动车销量TOP20榜单
(单位: 辆)

No.1特斯拉ModelY
中国汽车 -- 风暴的中心





全新人才观

改变思维方式

汽车战国时代 —— 新世界

思路决定出路——思维造就习惯

习惯形成性格，性格决定命运



思考和认知——寻找蓝海

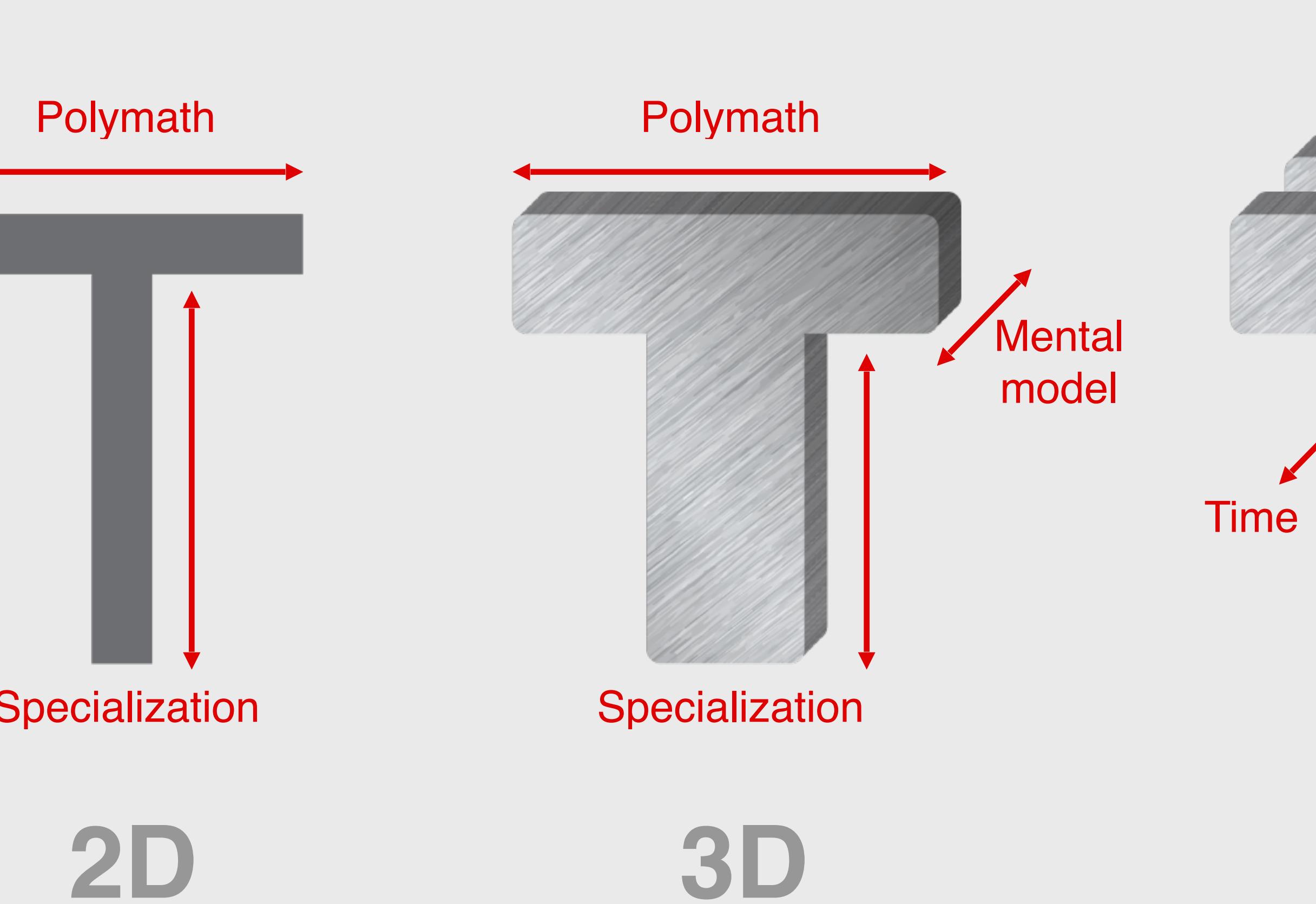


思考和认知——寻找蓝海



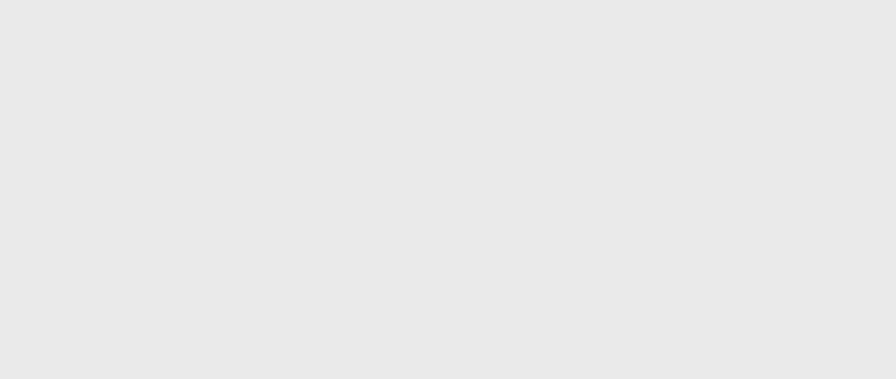
思考和认知——寻找蓝海

— 陈春花



“ Bezos, Musk & Buffett
see the world differently,
because they see time
differently”

— — Michael Simmons



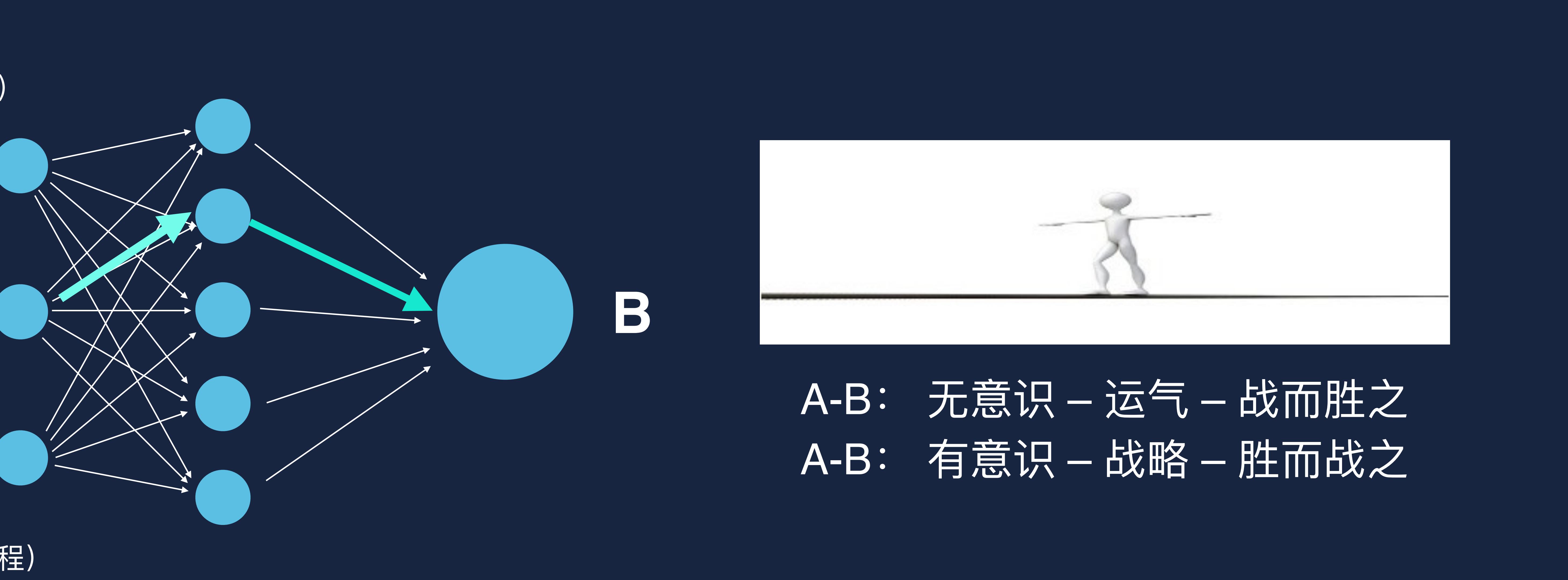
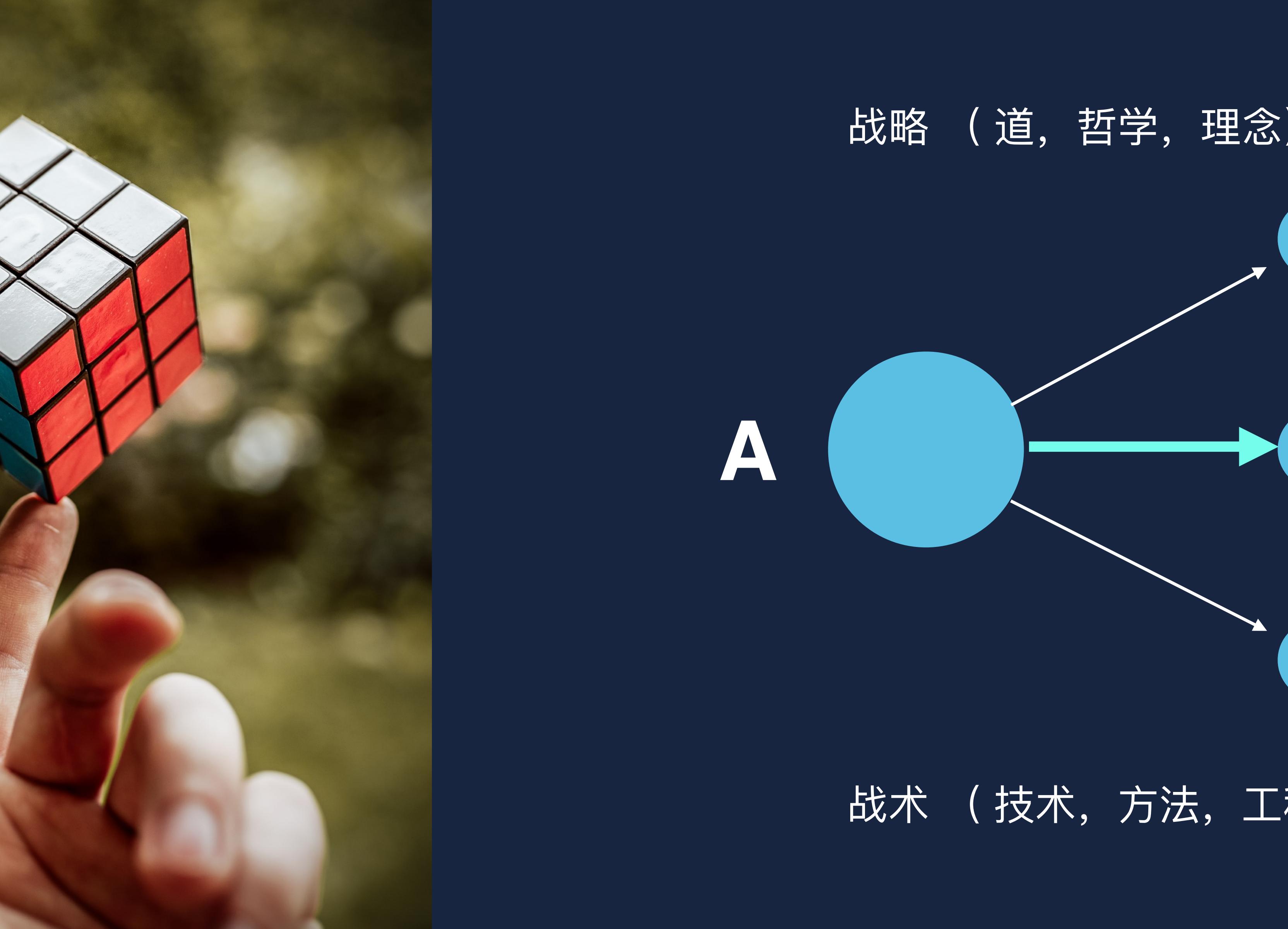
思考和认知——现象与本质

万物有成理而不说 天地有大美而不言 四时有明法而不议

——庄子



战略与战术





战略思维：
一览众山小？

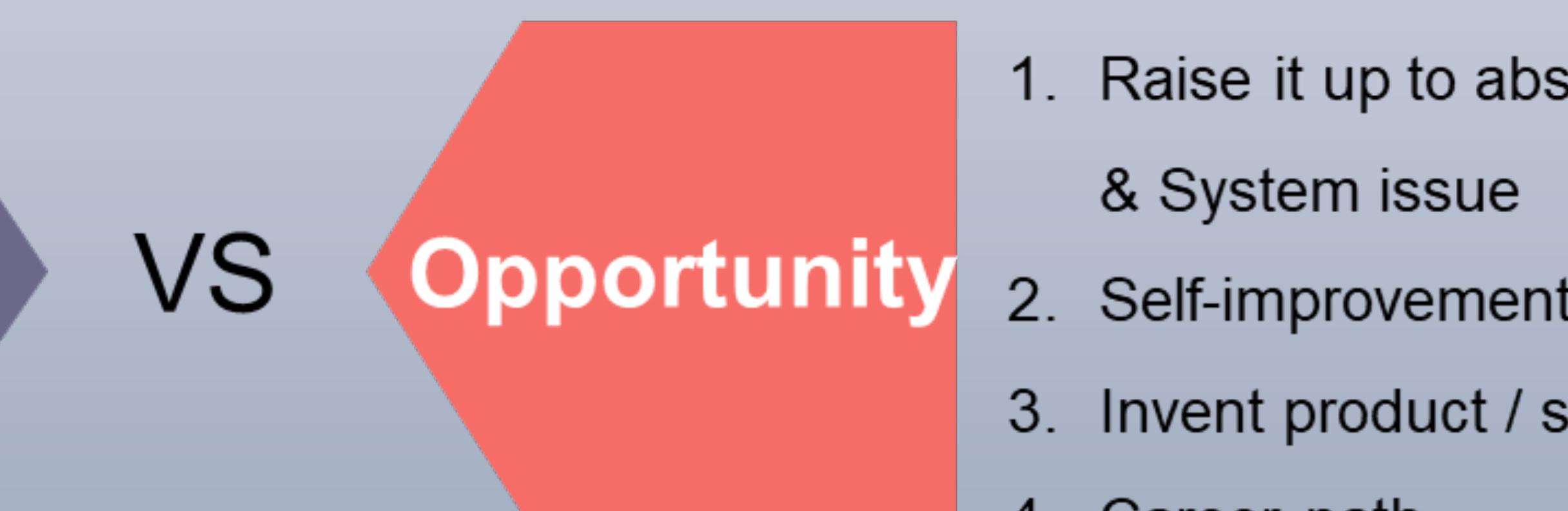
如何把事情做好?
如何领导好团队?
如何提高自己?
什么是我的最好职业发展方向?
如何把竞争对手打败?
如何管理好我的部门?
如何赢?

作为人，何为正确?
作为事，何为正确?



事事洞明皆学问
人情练达即文章

战略落地 解决问题（理念/态度）



- 1. Raise it up to abstract level & System issue
- 2. Self-improvement
- 3. Invent product / system
- 4. Career path

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

Big Oppor

Big Prob

Problem

Opportunity

Self-improvement

Advance faster

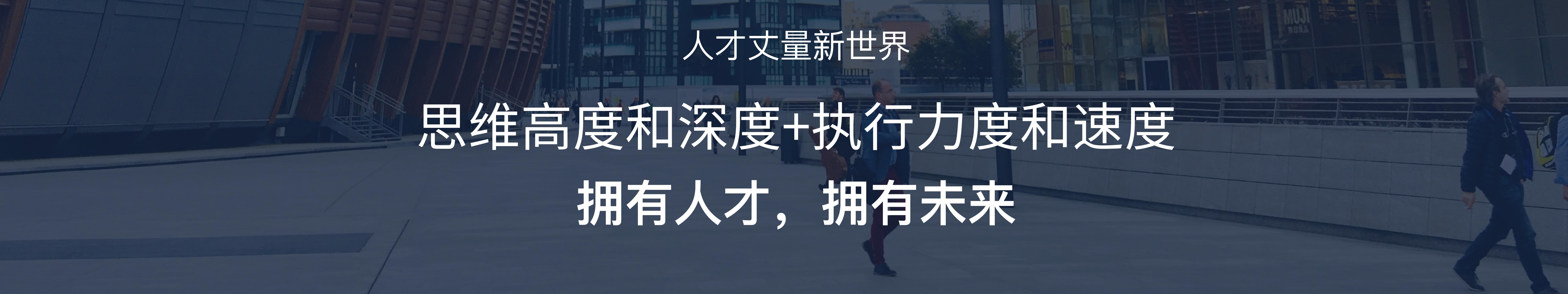
Big Oppor

Big Prob

Problem

Opportunity

Self-improvement



人才丈量新世界

思维高度和深度+执行力度和速度

拥有人才，拥有未来



謝 謝