

良师益友 十年相伴



10 Years of Mentoring

近十年来，800名中欧国际工商学院MBA学生在500位由经验丰富的专业人士担任的导师们的悉心指导下，构建了清晰的职业规划。通过这一在2004年启动的中欧“良师益友”项目，这些导师无私地奉献着自己的时间和精力，帮助中欧MBA学生们在毕业后顺利进入商界，大展宏图。

多年来，中欧“良师益友”项目已经发展为一个包括研讨会和社交活动在内的综合性平台。参与者从中得以开阔视野，并拓展关系网络。导师与学生之间的沟通与合作更是达到了双赢的效果——学生们能从导师那里获得有益的职业生涯指导，而导师们则能藉此与新一代的商业菁英互动交流；双方由此建立起深刻而持久的友谊。

在该项目迎来十周年之际，《TheLINK》邀请了数位导师和学生代表撰稿分享他们参与“良师益友”的经历和收获。（投稿经节选刊登。欲览全文，请访问<http://www.ceibs.edu/mba/mbastudents/mentoringssystem/index.shtml>）

2013年度MBA导师招募行动已于6月15日启动，欢迎加入！请发送电子邮件至mentoringprogram@ceibs.edu垂询详情。

Over the past decade, 800 CEIBS MBA students have had their careers shaped by 500 mentors who have generously dedicated their time to CEIBS Mentoring Programme. Launched in 2004, the programme helps MBAs make a smooth transition to the business world after they graduate.

CEIBS Mentoring Programme has grown, over the years, to include workshops and networking events that broaden the scope of participants' knowledge and strengthen their contact base. The collaboration between mentor and mentee is mutually beneficial. Students receive career guidance from seasoned professionals who, in turn, get plugged in to the younger generation of business executives. Both sides also benefit from forming deep and lasting friendships.

The latest round of recruiting for the popular programme began on June 15 and new mentors are always welcome. To participate, email mentoringprogram@ceibs.edu.

Read on as participants share how CEIBS Mentoring Programme has changed their lives. (For more stories, visit <http://www.ceibs.edu/mba/mbastudents/mentoringssystem/index.shtml>).

01

学生：张宇 (MBA 2012)

导师：周瑞敏，张家港孚宝仓储有限公司总经理

我的导师周瑞敏先生是一位彬彬有礼的谦谦君子。他经常从百忙中抽出时间来安排与我的会面，而且每一次都是有备而来，与我开展生动有趣的话题讨论。周先生循循善诱，帮助我发掘内心，根据自己的特点制定行为改变的方案；并在职业和生活上引导我打开视野，增加见闻。目前我参加的良好益友项目还没有完全结束，但是我已经从中收获良多。

Mentor: Anthony Zhou, Managing Director of Vopak Terminal Zhangjiagang Company Limited

Mentee: Charles Zhang (MBA 2012)

My mentor, Anthony Zhou, is a true gentleman. He always makes the time to meet with me and always arrives prepared to discuss an interesting topic. He has guided me in formulating a clear understanding of my capabilities and areas in which improvement is needed. He has helped broaden my horizons and though the mentoring programme is not yet over I have already gained so much from the experience. My advice to fresh mentees: having clearly defined goals will help you leverage this opportunity.

学生：恩里科·蒂尔谢 (Enrico Turchet, MBA 2012)

导师：汉斯-皮特·布瓦尔 (Hans-Peter Bouvard)，大型钟表制造企业运营经理

我申请成为汉斯指导的学生，是因为看到我和他有许多共同点，包括教育背景、职业经历等（当然，他的经验比我丰富得多），而且我们都来自欧洲、并在中国生活了许多年。更重要的是，他还如此年轻，就已在世界知名企业担任管理职务。因此，我相信在毕业后应如何抉择职业发展道路的问题上，他能够给我很好的建议。

我认为中欧的良好益友项目很有价值。我会向所有学生推荐良好益友项目。我认为学生应该选择和自己个人或职业背景相似的导师，这样的导师将更容易理解你的需求和期望，并指导你未来的职业发展。

Mentor: Hans-Peter Bouvard, Operations Manager of a Watch Manufacturer

Mentee: Enrico Turchet (MBA 2012)

I applied to be Hans-Peter's mentee because his profile showed that we had many things in common, from our educational background to some aspects of our professional experience (although he is obviously much more experienced than I am). Plus we are both Europeans who have lived in China for some years. So, I thought he would be the best person to give me advice on how to choose my next move after the end of my MBA journey. After all he had, starting from a similar background to mine, managed to reach, at a rather young age, a top management position in one of the most famous companies in the world.

So far the mentoring programme has been very valuable to me and I believe it will give me an edge once I actively start looking for a job. I would certainly recommend that other students join this programme. I would suggest that they select a mentor with a similar personal or professional background. It will be much easier for him/her to put himself/herself in your shoes, understand your needs and aspirations, and guide you through your next career steps.

02

学生：伍俊（MBA 2012）

导师：邓三红（MBA 1999），中欧国际工商学院校友关系事务部高级经理

我的导师邓三红是一位拥有深厚咨询业经验的女士。从第一次见面时起，她就给我留下了细致入微、追求卓越的印象。她给我和另一名学生布置了作业，让我们以“如何进入咨询公司”为主题，拟制一份为期一年的“良师益友”项目实施计划。在这个计划的制定和实施过程中，我们通过与导师之间不断的商讨和沟通，对咨询行业有了系统的了解，对其工作方法也有了较为深刻的认识。

如果要选一位在中欧课堂之外对我帮助最大的人，我一定会选择邓三红导师。如果要选择一个最有意义的课外活动或项目，无疑我会选择“良师益友”。

03

Mentor: DENG Sanhong (MBA 1999), Senior Manager, CEIBS Alumni Relations Office

Mentee: Edmond Wu (MBA 2012)

My mentor Deng Sanhong is a typical consultant with rich experienced in her field. Even the smallest detail doesn't escape her in her pursuit of excellence. She also gives homework! I was tasked with drafting a one-year mentorship plan based on consulting standards. The plan centred on how to transition into the consulting industry and was finalised after a lot of serious deliberation. It was tremendously helpful and gradually provided a comprehensive understanding of the consulting industry. Even if I do not end up in that field, I am sure that this exercise will help my future career development.

If I were asked to choose one person that has helped me most outside of the classroom, I would undoubtedly say my mentor Deng Sanhong. If I were asked to choose the most valuable programme at CEIBS, I would definitely say the mentoring programme.

04

导师：张琳（GEMBA 2001），开疆企业管理咨询（上海）有限公司合伙人

学生：张淑艳（MBA 2011）

今年是我从母校中欧毕业11周年，我参加“良师益友”的经历也一晃进入了第五个年头。作为“良师益友”的四年级导师（意为已担任过该项目四届导师），我先后结识并陪伴17名MBA学生（12名中国学生和5名外籍学生）度过了他们紧张充实的学习阶段，并一直与他们保持联系，持续关注他们的成长。

这些年的导师经历让我从中获得了源源不断的激情和创造力。我要感谢学生们对我的信任，感谢他们全身心地投入、坦诚地反思并积极地做出改变。我们之间和谐的共同成长关系将历久弥坚，使我们终身获益。我衷心地希望“良师益友”项目能够成为更多校友投入爱心、汲取养分、互助成长的快乐家园。

Mentor: Linda Zhang Lin (GEMBA 2001) Partner and Corporate Coach, Keystone Group (Shanghai) Ltd

Mentee: Susie Zhang (MBA 2011)

This year marks the tenth anniversary of my graduation from the CEIBS EMBA Programme and the fifth year since I began participating in the mentoring programme. I have provided guidance for 17 MBA students (12 from China and 5 from overseas) during their arduous learning journey. I've also kept in touch with them and stayed up to date on their career progress after they graduated.

My mentoring experience has provided me with a source of passion and creativity. I would like to thank my mentees for their trust, dedication, candid reflection, and all the hard work they have put into making our relationship work. As mentees and mentors work together, we gain lifelong benefits from the commitment we have made to excel together. It is my sincere hope that the CEIBS MBA Mentoring Programme will evolve into a happy home, where more alumni can show their devotion, take the time for self-reflection, reap many benefits and grow along with their mentees.

导师：邓三红（MBA 1999），中欧国际工商学院校友关系事务部高级经理

学生：伍俊（MBA 2012），张哲华（MBA 2012）

投资银行和咨询业（B&C, Investment Banking and Consulting）一直是MBA学生们积极投身的热门行业，因此我在导师栏发布信息后，收到了不少同学递交的申请。我很快就选中了第一个学生——从国防科学技术大学毕业的伍俊，我希望能帮助他通过MBA课程的学习实现转型。之后，当我在学院主持一场活动时，张哲华径直找到我，做了自我介绍并且希望我能成为他的导师。我一是为他的勇气、自信和真诚所打动，二来觉得他和伍俊应该能成为很好的组合，他们拥有迥异的经历和特质，会在今后的交流中碰撞出许多火花，相得益彰；因此便选择他作为第二个学生。后来的实践过程也证明了我当初的判断。

随后半年多的时间里，我就咨询领域与他们进行了全面的沟通。从了解咨询行业运作机制、常用的咨询工具、咨询公司的面试技巧等，到如何结识业内人士和其他有趣的人、待人接物的注意事项等方面，我们都做了系统化的梳理和学习。他们展现出的超强学习能力和快速成长让我倍感欣慰和自豪。同时，我们的学习也是双向的：他们耐心地指点我如何使用微博、微信，与我交流社交网络如脸书（Facebook）和其他移动互联平台对年轻一代生活方式的改变；而他们的爱好，如跑马拉松、玩电子竞技和攀岩等也让我大开眼界。与张哲华和伍俊的相处是一段愉快的旅程，我要感谢他们对“良师益友”项目的认真投入。

Mentor: Deng Sanhong (MBA 1999), Senior Manager, CEIBS Alumni Relations Department

Mentees: Edmond Wu (MBA 2012), Michael Zhang (MBA 2012)

After my bio was provided and students learned about my consulting background, there was a lot of interest from many who wanted me to mentor them. I picked Wu Jun as my first mentee. It was my hope that under my guidance, he would be able to establish himself as a professional manager using the skills and knowledge gained from the MBA Programme. My second mentee, however, was selected by chance. I was chairing an event on campus when Zhang Zhehua introduced himself and asked if I could be his mentor. I was deeply impressed by his courage, confidence and sincerity. I also thought that, complementary in character and experiences, he and Wu Jun would likely strike sparks off each other during my mentoring. I wasn't wrong.

Their remarkable capacity to learn and rapid progress have filled me with comfort and pride. My mentoring, however, was not a one-way street. They taught me how to use micro blogging and WeChat, and compared notes with me on how social networks such as Facebook and mobile internet platforms have transformed the younger generation's lifestyle. Besides, their hobbies – marathon running, electronic sports and rock-climbing – opened up entirely new horizons for me. I would like to thank my mentees for their dedication to the mentoring programme; it's been quite a memorable journey.



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