



Connecting.TW

放大台灣經濟

CTW Training Team

Steve Hwang

David Kuo

Eric Chang

Frank Chang

Shifu Lee

Communication (I)

January 6 – February 3, 2018

What do These People Have in Common?



曾仁和 (23)
高雄市
三民高中



林子偉 (23)
高雄市
高苑工商



陳偉殷 (32)
高雄市
高苑工商



胡智為 (24)
台中市
西苑高中



王維中 (25)
高雄市
華德高工

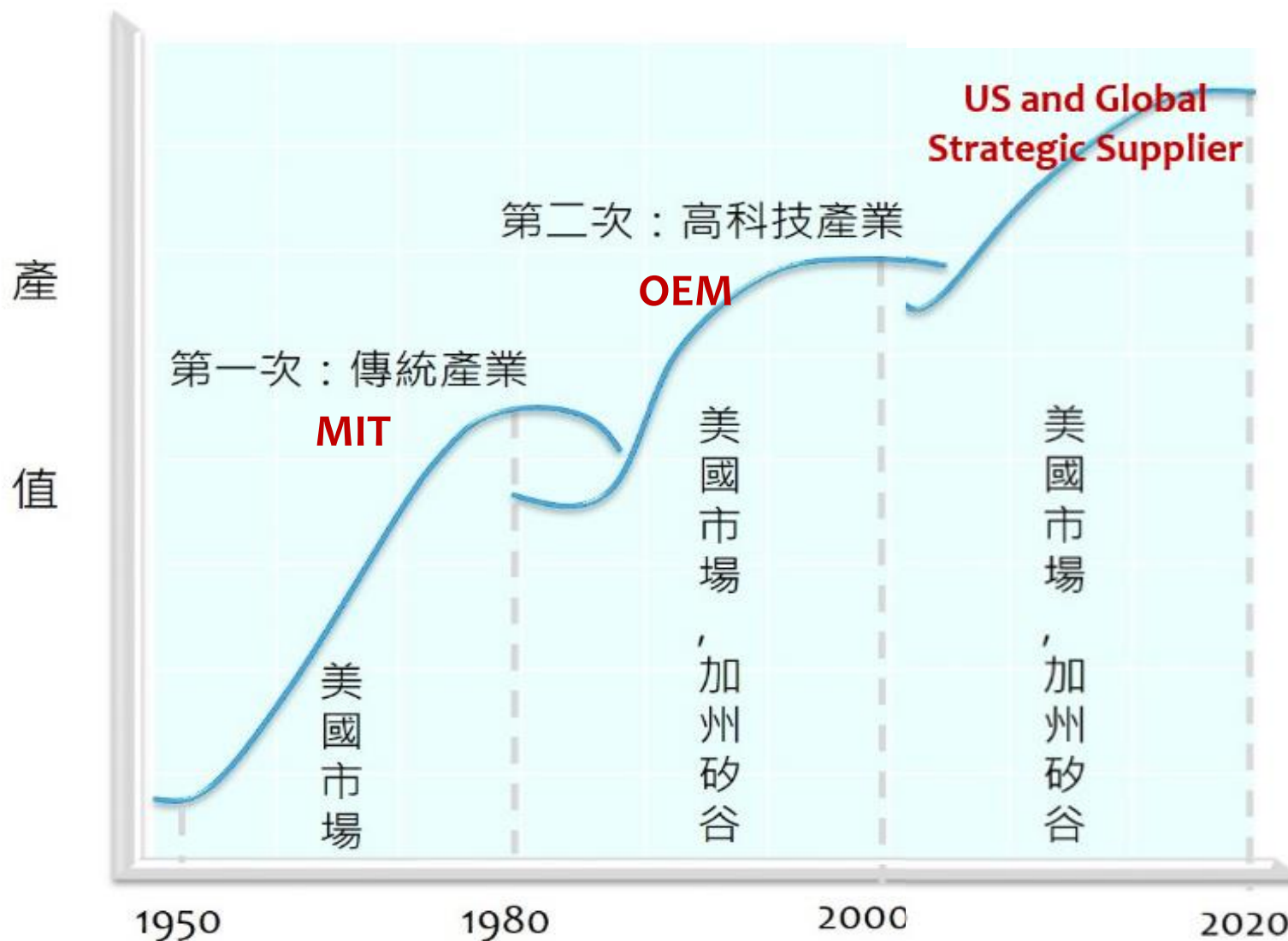
***Come From Taiwan,
Learnt Baseball Skills in Taiwan
Compete in US Big League***

Who are These People ?



***YOU - Leaders of Taiwan Next
Economic Boom***

共創台灣第三次經濟奇蹟



Join CTW

Be Ambassador and Trainer



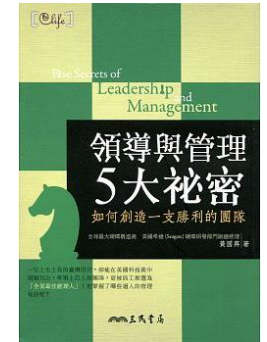
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(non-Profit)

Train Taiwan elites to succeed in the major league

訓練台灣菁英來打美國的”大聯盟”

LEAP Workshop Program

Topic	Date
Effective Communication, Session 1	1/6/18
Effective Communication, Session 2	2/3/18
Secret of Innovation: Disruptive Products	3/3/18
Secret of Innovation: Core Competency	3/31/18
Secret of Innovation: Continuing Experimentation	4/28/18
Secret of Innovation: Secrecy, Paranoids, Protection	6/2/18
Passion for Work & Life	6/30/18
Higher Vision & Goals	7/28/18
World Class Team	8/25/18



Road to Success

Personal Value

Personal Value = (Hard skills + Soft skills) x AMP (Attitude, Mindset, Passion)



Entry level professionals

Hard skills (90%) + Soft skills (10%)

Hard skill = degree + professional/school knowledge + languages

Career development & growth

Hard skills (20%) + Soft skills (80%)

Soft skill = **C**ommunication + **E**xecution +
Strategic thinking + **L**eadership & management

AMP = **A**ttitude + **M**indset + **P**assion

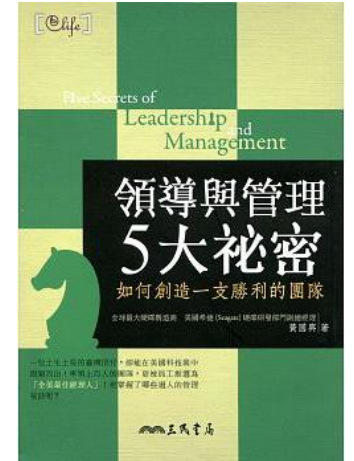
Communication – Detailed Curriculum

1/6/2018

1. Successful KPIVs- 4E +1P
2. Communication barriers
3. Why communication is so important?
4. Stair step chart
5. Exercise: prepare and present a 3 minutes communication – lead a team
6. Effective communication – driving results (customers / boss)
7. Homework: prepare a 3 minutes communication – talk to boss/customers

2/3/2018

1. Hand on communication- talk to boss/customers
2. Effective Communication - Presentation : beginning, main body, closing
3. Jump over the wall exercise: prepare and present a 15 minutes presentation- public speech



Communication – How to Develop Your Own Needs?

Company

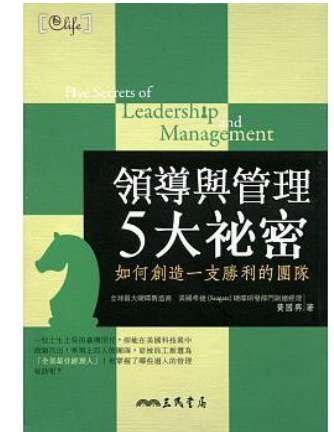
1. Corporation
2. Start up and VCs

Position

1. Engineer
2. Management
3. Executives
4. Founders

Communication

1. Lead a team
2. Talk to boss and customer
3. Presentation



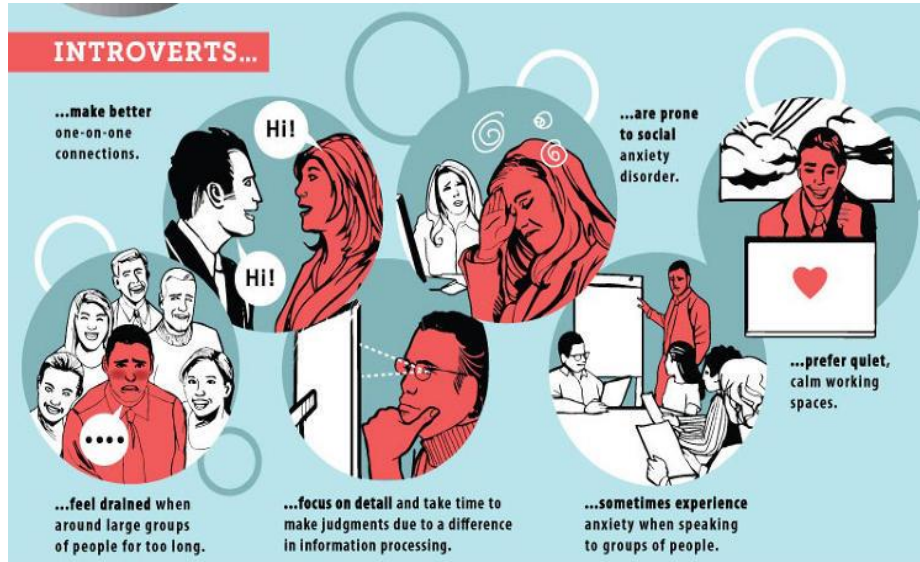
KPIVs for Success in Today's Environment

- * 4 "E" are
 - * (Energy) - AMP
 - * (Energize) - Communication
 - * (Execution) - Communication & Execution
 - * (Edge) - Communication, Leadership, Strategic thinking & AMP
- * 1 "P" (Passion) - AMP

Jack Welch, former GE CEO

Early Communication Barriers

■ Introvert



Good kids –
have ears,
not mouths

■ Mom's advice



New Found Barriers

University of Utah, Salt Lake City, Utah



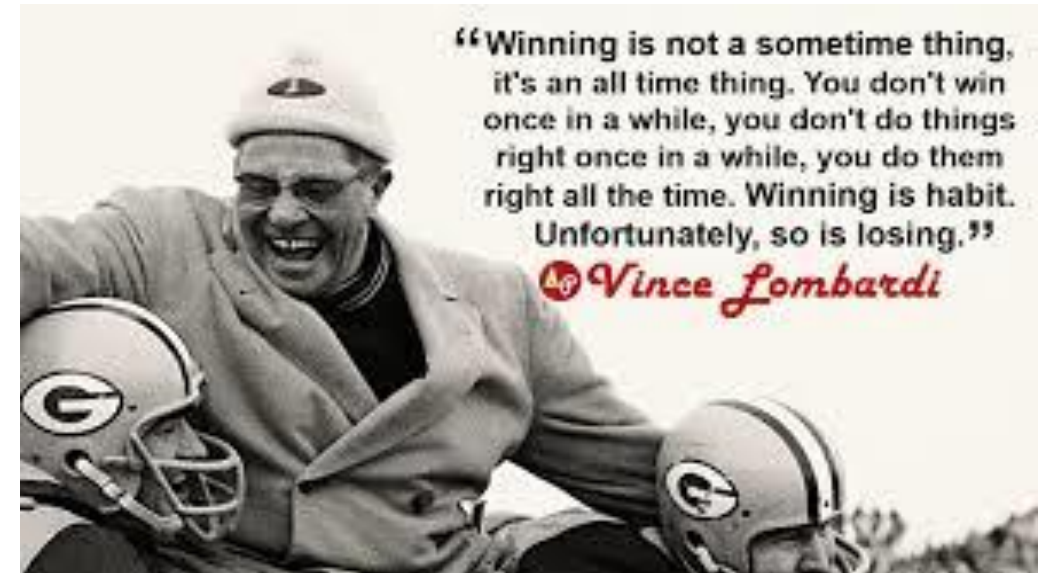
Why Effective Communication is so Important in Career Development ?



Dragon Boat

Edge/Competitiveness

Motivation/Inspiration



Communication “Stair Step” Improvements



Phase 1: Phone & E-mail

Take advantage of electronic tools

1. one minute and less than 100 words
2. Auto- list
3. 20/80 rule

Phase 2: Presentation

Deliver your messages

1. Know your audience
2. Make it simple

Phase 3: Customer & Boss

Driving result & career

Phase 4: Leading a team

Motivation & Inspiration

An Effective Communicator

Becoming an effective communicator

1. Energy & Passion
2. Easy to approach & good personality
3. Respect & Trust
4. Confidence and Integrity

Improve self confidence

1. Focus on one's strengths
2. Everyone has communication barriers
3. Be yourself and don't be too self conscious



Lead & Inspire a Team

1. Be the 1% and carry the rest 99%
2. Make a difference for 1,800 people
3. A place where everyone can unleash their potential



Exercise

Prepare and present a 3 minutes communication talk – lead a team

Driving Results – Customer Visit

Train yourself

1. Focus on message to be delivered
2. Expect criticism but think win-win
3. Be yourself. Focus on your strength, not barrier
4. Practice, practice and practice

**DON'T PRACTICE
UNTIL YOU GET IT
RIGHT. PRACTICE
UNTIL YOU CAN'T
GET IT WRONG.**



Driving Results – Talk to Bosses

Train yourself

1. Clear on what are your career goals
2. Focus on message to be delivered
3. Ask for inputs and support
4. Fulfill your career goals



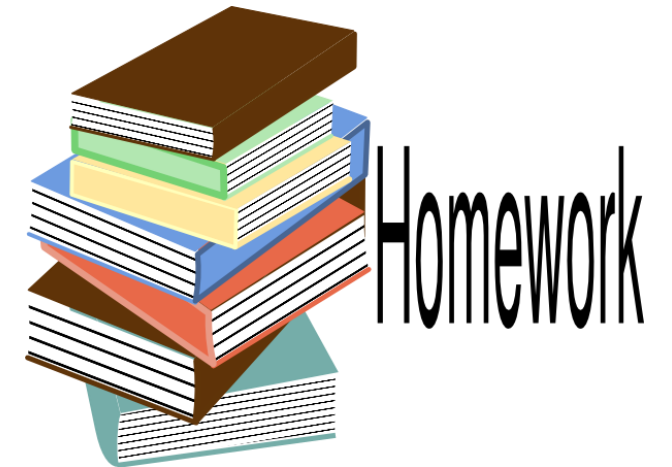
ASK

FOR WHAT YOU
WANT – BELIEVE
YOU ARE
WORTHY
TO RECEIVE IT



Homework

Prepare a 3 minutes communication talk – boss/customer



Week 2

1. **Hand on communication- talking to boss/customer**
2. **Effective Communication -Presentation: beginning, main body, closing**
3. **Jump over the wall exercise: prepare a 15 minutes presentation- public speech**

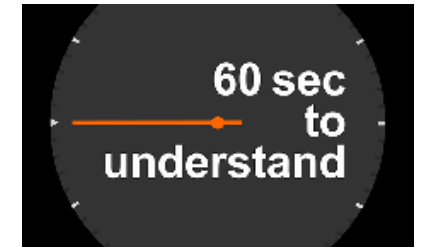
Practice

3 minutes communication talk – boss/customer



Presentation – Beginning Introduction

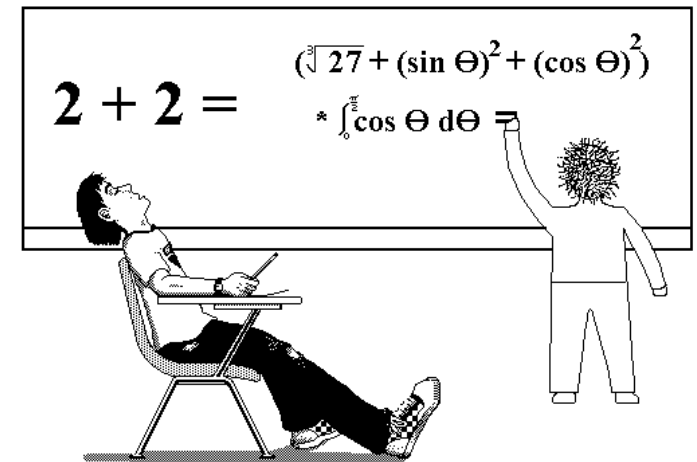
- Get attention in the 1st 60 seconds
- Develop story inventories – relevant, metaphor, comparison
 - Hard Drive, Gen 1 strategy, innovation, communication
 - Video – know your audiences / Introduction



Presentation – Main Body

- Simple & easy to understand
 - Ask: does your high school daughter understand?
- Focus on what the audience wants, not what you think they want
- Presentation to
 - President
 - University
 - Inside company
 - Public speech

Contrast & Compare



Presentation - Closing

- Summary of main points
- Link back to your introduction
 - AI vs. Glass, Gen1 system, Innovation, Communication
 - Ask for actions



Effective Communicator - Deliver

Jump over the wall – listen and watch own video

- Gesture
- Smile
- Friendliness
- Eye contact
- Be yourself
- Time management



Gesture

- Gesture is movement made by hands, arms, shoulders, head and torso.
- It should be quite natural and spontaneous.
- Beware of irritating gestures like:
 - × Playing with a ring
 - × Twisting a key chain
 - × Clasping the hands tightly
 - × Cracking knuckles



Topic: Presentation Skills

Exercise

15 minutes communication presentation – public speech



Thank You!!!!

Characteristics of Vision & Goals (Execution)

Vision is the ultimate goal for an individual & group, serves as a compass for guiding daily work activities in the right path

Vision needs to exhibit

- Idealism & Superiority
- Uniqueness
- Futuristic



Steve Jobs: "Want to make a dent in the universe"

Effective goals must be

- Measureable
- Realistic & Accomplishable
- Challenging



and leadership skills to accomplish considered

Steve Hwang's "My Management & Leadership Experience at Seagate Technology", 2009



Execution : Two Methods to Effectively Accomplish Goals

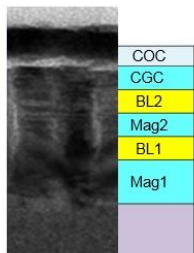
- Stair-steps
 1. List goals
 2. Development timeline & milestones
 3. Focus on result metrics
- Dolphin training
 1. Celebrate milestones
 2. Move onto next higher goal



Steve Hwang's "Vision & Goals", 2016

PMR Media Development – 2014 ECC Becoming Real.

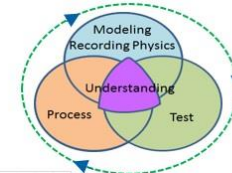
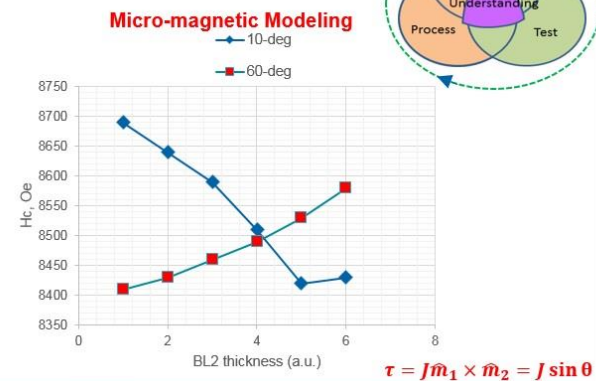
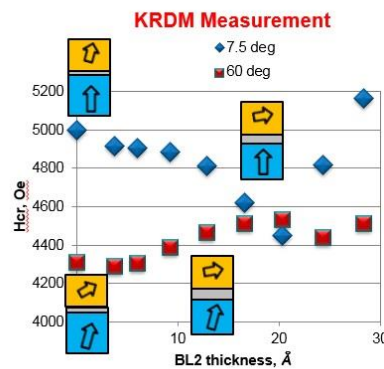
Development Focus	Description for building media architecture	Used to be	Today
Decoupling	physical & chemical segregation, different oxides, pressure profile, MO...	Key factor	Less potential
Film Growth	grow mag layers better microstructure over ILs to reduce distributions and grain-to-grain variations	Key factor	Less potential
Scaling	smaller grain size, thinner film stack, good SFD, meanwhile fully writable & thermally stable	Factor, not key.	Potential smaller grain size with ECC
Switching with ECCness	layer Hk/Ms/Ku, numbers of BL & locations → enhance ECC switching from top	ROW and BPI/TPI Trade-off	Higher bpi & less loss at wide WPE, more potential.



Strong ECC Design for KTPI/KBPI/ADC

- Strong ECC media improves writability/narrows WPE; improves both KBPI & KTPI
- The key enablers: (1) high Ms M2/CGC1 alloy; (2) proper Hk gradient; (3) proper thickness; (4) good interface between M2/CGC1
- build strong ECC soft block to enhance the ECC switching

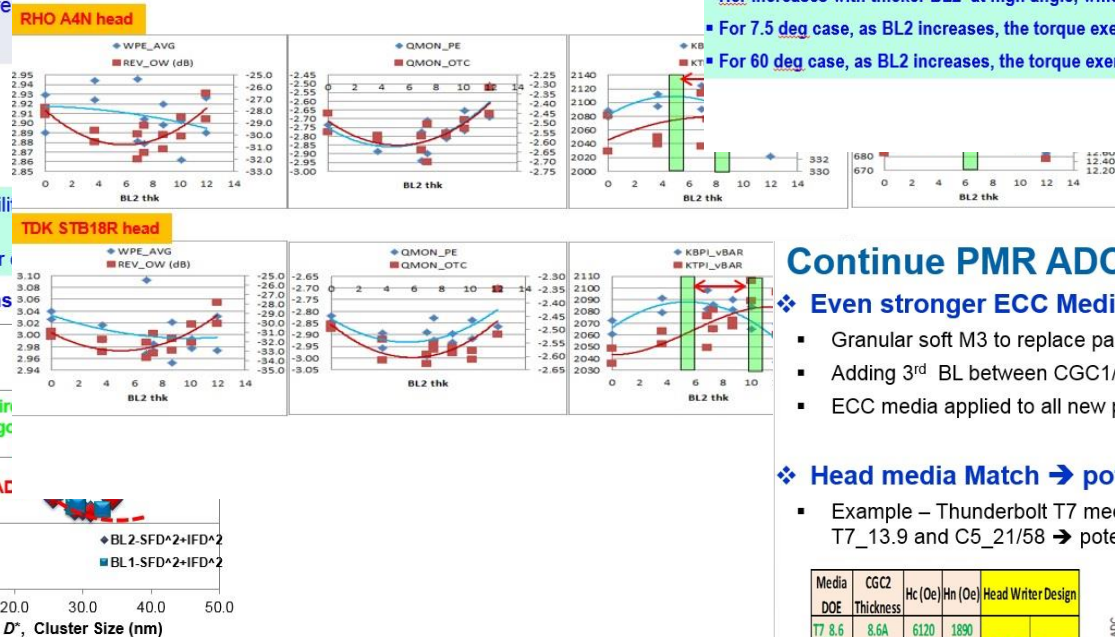
Understand the KTPI Improvement from Strong ECC...



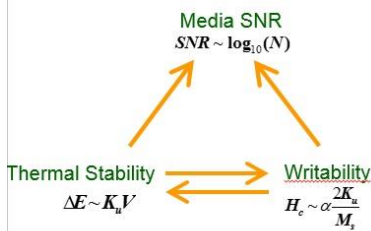
- Hcr increases with thicker BL2 at high angle, which helps to gain KTPI
- For 7.5 deg case, as BL2 increases, the torque exerted from soft layer is increased gradually → more assistance
- For 60 deg case, as BL2 increases, the torque exerted from the soft layer is less than 7.5 deg case → less assistance

Early ECC Media Design for KBPI/ADC

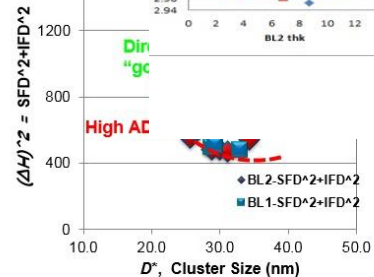
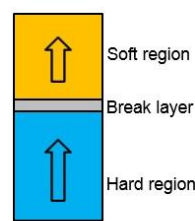
- Original ECC media is proposed to break the "trilemma": maintain the thermal stability meanwhile make the media fully writable
- ECCness improves KBPI/ADC through jitter reduction (better SFD & IFD, & smaller D*)



Media Design "Trilemma"



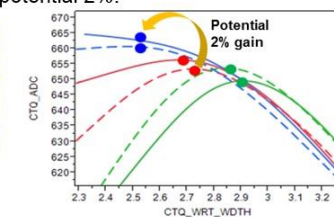
ECC Switching



Continue PMR ADC Growth

- Even stronger ECC Media (Intrinsic ADC gain)
 - Granular soft M3 to replace part of CGC for SFD & cluster size reduction → KBPI/ADC
 - Adding 3rd BL between CGC1/M3 → KTPI/ADC
 - ECC media applied to all new products, Mukara+, M9T, Rosewood and Thunderbolt, etc.
- Head media Match → potential ADC and for "Internal First"
 - Example – Thunderbolt T7 media DOE with two EXC5 C5 writer Designs: The combination of T7_13.9 and C5_21/58 → potential 2%.

Media DOE	CGC2 Thickness	Hc (Oe)	Hn (Oe)	Head Writer Design
T7_8.6	8.6A	6120	1890	
T7_10.7	10.7A	5892	2063	C5_25/68 C5_21/58
T7_13.9	13.9A	5620	2200	

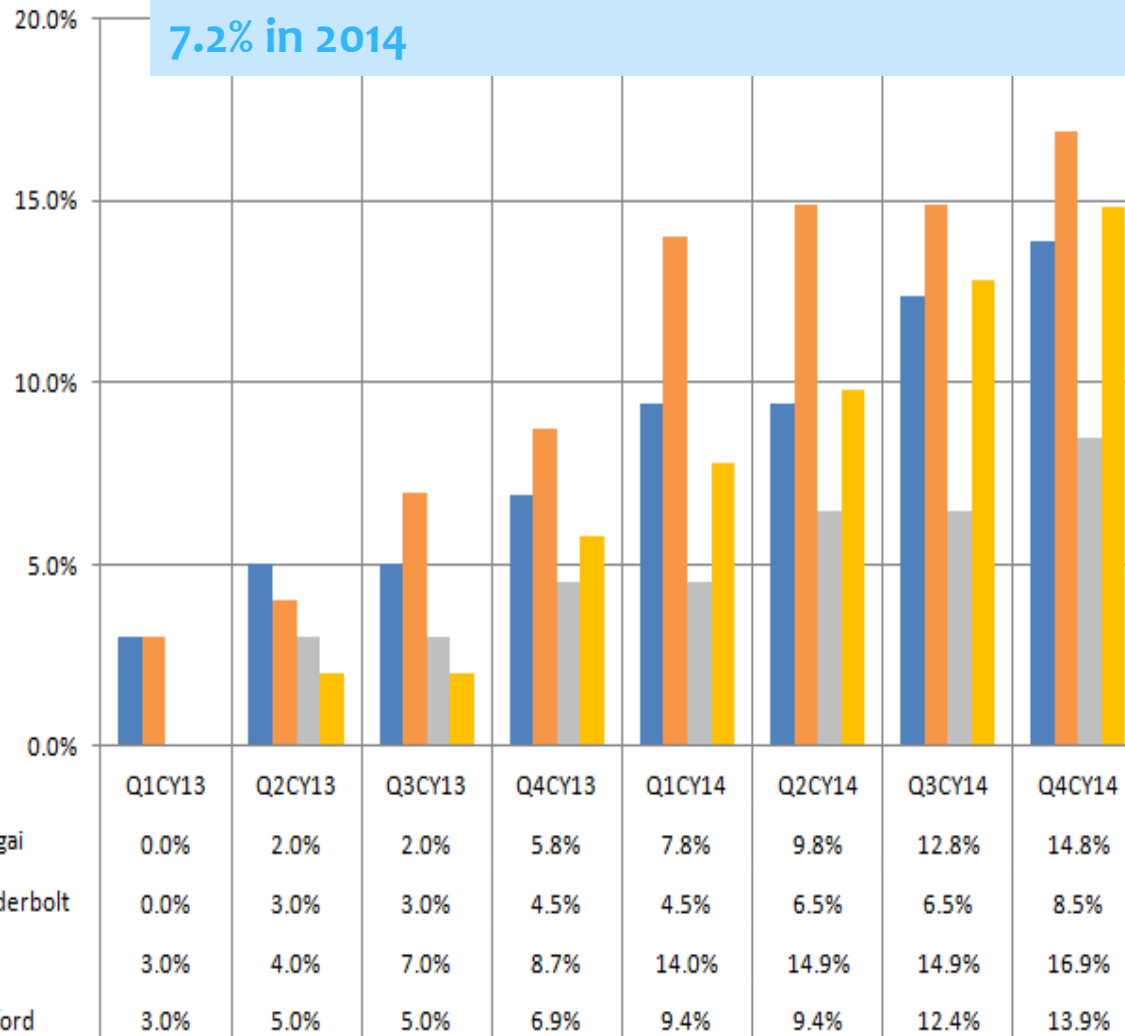


	CTQ_ADC	
	Opti. ADC	Opti. WPE
2168_T7_8.6	649.5	2.92
2568_T7_8.6	653.8	2.85
2168_T7_10.7	666.2	2.67
2568_T7_10.7	663.3	2.73
2168_T7_13.9	662.7	2.51
2568_T7_13.9	660.5	2.51

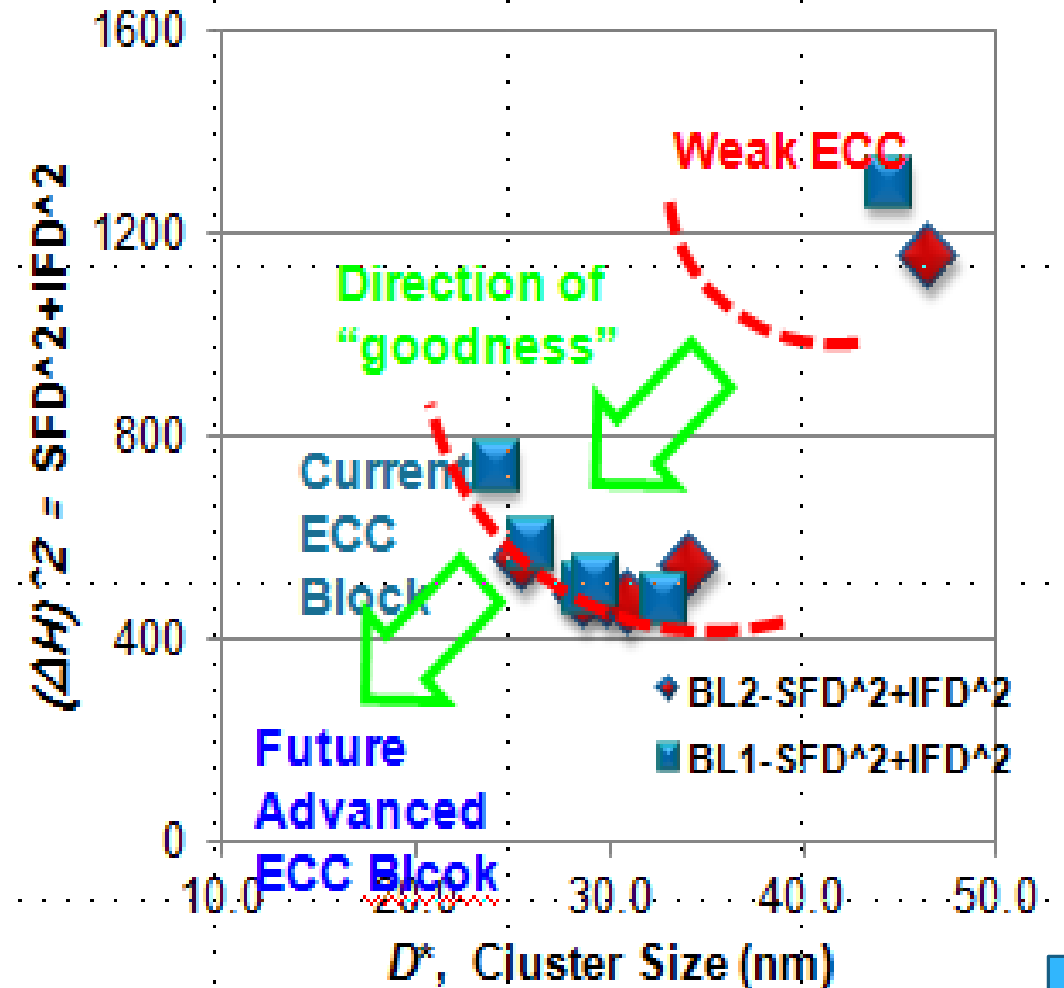
Original Version to Explain ECCness

Use Animation

Accumulated ADC Growth
7.2% in 2014



Transition Jitter Contour



Communication – Detailed Curriculum

Week 1

1. Successful KPIVs- 4E +1P
2. Barriers of communication
3. Why communication is so important?
4. Communication stair step chart
5. Homework: prepare a 3 minutes communication – lead a team

Week 2

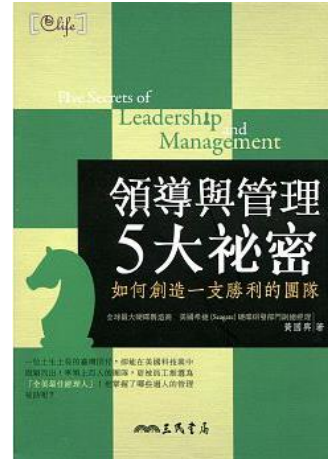
1. Effective communication- lead a team
2. Hand on practice – lead a team
3. Effective communication – driving results (customer & boss)
4. Homework: prepare a 3 minutes communication – boss/customer

Week 3

1. Hand on communication- talk to boss/customer
2. Effective Communication - Presentation : beginning, main body, closing
3. Homework: prepare a 15 minutes presentation- public speech

Week 4

1. Jump over the wall presentation
2. Break into groups
3. 15 minutes / per person
4. Video recording



Connecting.TW (Non-Profit)

Connecting.TW Website: <http://connecting.TW> – Providing a resource repository and a communication/education platform between Taiwan and overseas Taiwanese professionals with emphasis in the areas of leadership & career development

Innovation and Softskill Workshop:

2014, 2015, 2016 Interdisciplinary of MOT Training Program Executive Yuan / Innovation

2016-2018 Taiwan Medium & Small Enterprises / Leadership & Innovation

2017 Young TAITA/STB Fellows / Innovation

2018 Taiwan Ministry of Science and Technology LEAP Program / Leadership & Innovation

eLecture (2015, 2016, 2017, 2018):

Program for overseas Taiwanese professionals to share their personal & career experiences with students at Taiwan universities (Tatung, Shih Chien, Dayeh, Chinese Culture)



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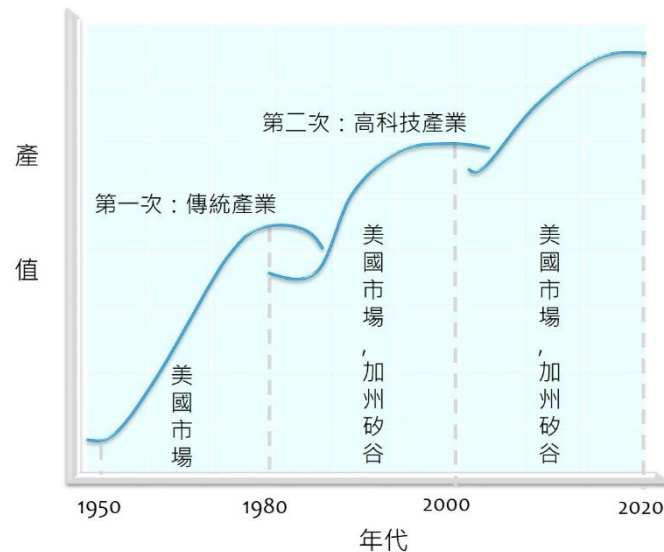
Goals:

- * Train Taiwan elites to succeed in the major league

訓練台灣菁英來打美國的”大聯盟“

- * Join and be part of CTW. Deliver next Taiwan economic miracle

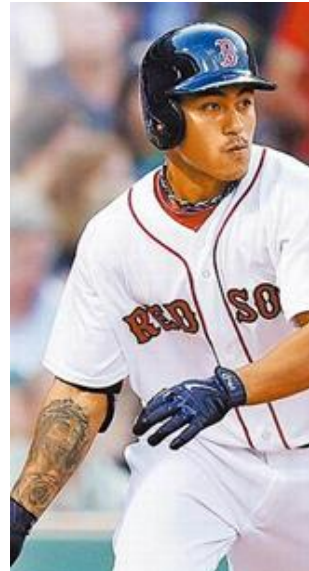
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