

# 改變 · 超越

## Making a Difference

要展現男士魅力，並不是以年齡來區分；年輕的男性，也可具備成熟的特質。他們有的經過社會歷練的洗禮，做事沉穩有序；有的本著探索和冒險精神，保持強大的好奇心，令生活充滿活力及樂趣。安利的事業平台讓令他們經歷蛻變，賦予他們更多使命，肩負各自的責任，學懂承擔。他們敢想敢做，堅持到底；每一個歷程的小進步，源於他們勇於求變，超越自己。

Age is not the only factor that defines a person's maturity. Some of the younger generation have displayed wisdom beyond their years in pursuing their dream and contributing to society, while others show great curiosity, exploring the world and creating new adventures in the pursuit of an energetic and fun-filled life.

The Amway platform enables members of the younger generation to experience transformation, take on new challenges and shoulder more responsibility. These young people display a willingness to think and act for themselves, showing persistence and perseverance along the way. Every small step in their progress is a result of a desire to make changes in life and the courage to exceed their own expectations.



創業者直系直銷商  
Founders Platinum  
Direct Distributor

黎俊文

Sonic Lai

現時職業：營養及體重管理顧問 Current Occupation: Nutrition and Weight Management Consultant

## 高山低谷 創業挑戰

Sonic很早已踏入社會，汲取不同的工作經驗。初出茅廬的他默默耕耘，「我曾經以為做到自己喜歡的工作，遇上好的上司，更一步步協助他成功創業。但是後來卻發現付出與收穫不成正比，令我身心疲憊，從而萌生自己創業的念頭。」凡事親力親為的Sonic坦言，做生意的過程令他有一番深刻的體會，「我要面對創業成本、市場競爭、潮流轉變、人才流失及大環境影響等問題，亦曾經歷投資失利，生意難以經營。」為了成功，他更不惜遠赴日本、澳洲工作；他感慨：「明明很努力，還是不能把『財』累積成『富』。」創業過程中的困難遠比想像中多，但是Sonic面對高山低谷卻從不氣餒。

## 決心成功 享受全方位人生

「我曾經沒有穩定的工作及收入，身兼數職，由早上六點開始工作至晚上，當時我問自己：未來的生活就要這樣嗎？」不久，Sonic的妹妹組織了家庭並成功置業，這讓他發現這便是他一直嚮往的幸福生活。同時，他不禁感到迷惘：自己一直以來的努力是否白費？直至Sonic開始了解安利事業，其低風險及高自由度的特性吸引了他，「最打動我的就是一次參加安利大會，聽到台上幾位嘉賓的分享，他們的生活正是我一直所憧憬的全方位人生。當時我下定決心，一定要取得成功。」高低起伏的創業經歷並沒有磨滅Sonic想改變及突破的決心，他鎖定目標，為他的安利事業增添更多助力。

## 調整身心狀態 成就他人

在發展安利的過程中，Sonic不斷培養更多興趣及習慣，「我鑽研營養學，每天早起閱讀，然後做兩小時運動；最重要是調整身心狀態，才能做出好成績。」Sonic亦慢慢學習不刻意討好別人，誠實面對自己及他人，提升自己的言談舉止，做好並相信自己。「正視自己的缺點，接受從前的挫折失敗，活出更好的自己。」Sonic的努力，源於夥伴對他的信任，「希望每年都可以帶領信任我的夥伴一同成長，走向更高階。」他相信透過增強自己的影響力，能讓更多人把握安利的事業機會，實現夢想，「只要目標清晰，全力以赴，你一定可以超越自己，成就他人。」

## Facing Ups and Downs

Sonic entered the workforce at an early age and has gained experience in a variety of jobs. He worked hard right from the start and at one point believed he'd found the perfect job and ideal boss. "I helped him to establish a successful business, but I was left feeling exhausted, both mentally and physically, and I found that the effort was not always equal to the reward. It was at that point that I came up with the idea of establishing my own business," he recalled.

Sonic is always happy to handle things by himself, which helped him to gain experience in every aspect of developing a business. "I needed to face different problems, from finding the set-up capital to market competition, trend changes, talent loss and the impact of the broader business environment. I have also experienced investment failure and the painful process of closing a business," he said.

At one point Sonic even flew overseas to Japan and Australia to find work as he was so eager to succeed. "I worked so hard, but sadly I wasn't able to build more wealth," he said, but he wasn't discouraged. In fact, it made him even more determined to keep his faith.

## Determined to Succeed

"I used to live a life without a stable job and income. I held several jobs and was working from 6am until late at night. I questioned myself at that time: was this the life I wanted in the future?" When his little sister got married and purchased a home, he had a better understanding of what he wanted his dream life to be, but at the same time felt frustration that all his hard work might be in vain. He couldn't find the answer to his dilemma – until he encountered the Amway business.

"I was immediately attracted by its low-risk characteristics and the freedom the business offered," he explained. "What moved me the most was when I participated in an Amway rally and discovered that the people speaking on stage were living the kind of well-rounded life that I had dreamed of for so long. I became determined to succeed in the business." His up-and-down experience as an entrepreneur didn't swerve Sonic from his commitment to making a breakthrough. He set a clear goal from the start, which helped him achieve success in an effective way.

## A Healthy Body and Mind

Sonic has cultivated many new interests and life skills since joining Amway. "I studied nutrition, read every single morning, then exercised for two hours every day. I thought the most important thing was to adjust my physical and mental state and maintaining good health has certainly helped me to achieve good results," he smiled. Sonic is now learning not to "please others" intentionally; instead, his focus is on being true to himself as well as constantly working to improve his behaviour and manner. "I need to do well and believe in myself. Facing up to your own shortcomings and accepting the setbacks and failures in your past will all help you to be a better self!"

The trust between partners has driven Sonic to work hard in his Amway business. "I wish to be able to lead the partners who place their trust in me to grow and reach a higher goal together every year," he said. He believes he can introduce the Amway business opportunity to more people by enhancing his influence and helping them realize their dreams together. "As long as you have a clear goal and are devoted to the business, you will surely be able to exceed your limits and create value for others!" Sonic smiled.

直系直銷商  
Platinum Distributor

彭俊昇

Leon Pang

現時職業：全職直銷商 Current Occupation: Full-time Distributor

## 磨練心智 創造價值

曾任職廣告公關及物理治療用品銷售的Leon，在工作上，對外要處理不同客戶的需求、出席頻繁的商務應酬；對內則要達到上司的嚴苛要求、肩負「跑業績」的重任。回想當時的工作情況，Leon無奈分享道：「每天工作不分晝夜，以應對沒完沒了的人和事；上司只看業績，用數字衡量員工的價值。那數年的工作固然艱辛，卻也是磨練心智的一段旅程。」這些經歷令Leon明白到他需要創造自我價值，重拾人生的選擇權，他因此開始思索自己的人生。

## 穩健中求突破

作為一名果敢進取的年輕人，Leon保持開放的態度，抓緊不同的機會。當時Leon正尋求工作保障，並想再作個人突破，他本著學習和嘗試的心態開始了解安利事業。「我認為安利是一門穩健中求突破的事業，其公平制度、自由及良好的企業文化正是我發展的原因。大家不分彼此，沒有職位高低，互相學習。」Leon形容從前的他鋒芒畢露，不懂謙遜；在安利的環境卻令他發現「天外有天，人外有人」，「有很多比我學歷、能力高的領袖，他們仍虛心學習，自我增值，帶領團隊不斷成長。安利舞台不在於你個人的能力有多強，而是你怎樣協助別人成長。」現在的他學會欣賞別人的優點，同時發掘他人長處。

## 生命就是不斷超越自己

願意改變，是因為接納當下的自己。Leon笑言：「從前沒有強大的目標感，周而復始的工作，猶如虛度光陰。」但是他被安利的氛圍所帶動，慢慢探索自我，用心了解並重新檢視自己，突破既有思維，讓現在活得更好。「我透過不斷設立小目標，不論在學習上、團隊架構上，還是業績上，都想看看自己可以有多拼搏，同時提升個人能力。」他希望讓父母過更優質的生活，為他們帶來榮耀和驕傲，讓自己的人生有更多選擇權。哪怕每天踏出一小步，Leon不為自己設限，因為生命就是不斷超越自己。

## Sharpen Your Mind and Create Value

Leon understands the demands of a traditional business, having previously worked in businesses as diverse as advertising and the physio supply field. He had to meet the needs of different clients and take part in various business activities, and at the same time meet the stringent requirements of his boss and shoulder the major responsibility of meeting targets.

"I needed to work all day to deal with an endless array of tasks. Sadly, my supervisor only focused on the sales performance, and we were all given a grade based on the sales volume we contributed. It was a really tough experience, but it was also a journey that helped to sharpen my mind," Leon shared, recalling his "unforgettable" experience. However, everything he had been through made Leon think more about his life. He realized that he needed to create his own value and regain the right to choose his own direction, so he began to think more seriously about what he wanted in the future.

## Achieving Breakthroughs, Building Stability

As a bold member of the younger generation who is eager to make progress in life, Leon has always kept an open mind and a willingness to seize different opportunities. He was looking for job security and wanted to create a personal breakthrough, and after discovering Amway he began to find out more about the business in a diligent way. "I saw that Amway was a stable business that could enable me to create the breakthrough I was looking for. I was attracted by Amway's fair system, freedom and great company culture, so I decided to start the business. My partners in the team, who came from

very different backgrounds, were all eager to help and learn from each other," he shared.

Leon describes himself as someone who was always willing to showcase his talents, but he discovered that "there are always people better than you" in the Amway environment. "In Amway, there are many leaders who have good academic backgrounds and great business skills, but they are still willing to keep on learning with a humble heart. They still strive for self-enhancement and lead the team to grow. The Amway platform is not just about your own abilities but also how you help others to grow and learn," Leon shared, adding that he now learns to appreciate others' strengths while developing his own strengths at the same time.

## Finding a True Purpose in Life

Leon said that he didn't have a strong sense of purpose in the past. "I continued to work hard every day and didn't really make time for the things in life that matter," he recalled, sharing that the atmosphere he experienced in Amway spurred him to explore new things and begin listening to his inner self. He began to re-examine his life and start exploring things from a new perspective, aiming to find greater fulfilment.

"By constantly setting small goals in terms of study, team structure or business performance, I want to see how I can work effectively and improve my personal abilities at the same time," the determined Leon shared. At the same time, he hopes to provide a better quality of life for his parents and make them feel proud of what he is achieving. Even if he just takes one small step every day, Leon has not set any limits and strongly believes that the true purpose of life lies beyond the individual.

直系直銷商  
Platinum Distributor

札斯廷

Justin

現時職業：醫療器材銷售 Current Occupation: Medical Device Sales Representative

## 外向好動 幫助別人

Justin去年於香港大學畢業，修讀工程科學 — 主修生物醫學工程。剛成為職場新鮮人的Justin，從事醫療器材銷售的工作；他的選擇，大概可以從他的性格參透一二。「大部分畢業的同學都會投身生物醫學工程或相關的調研工作。但是我卻喜歡擔任前線崗位，與人互動交流，不想每天上班也只與機器為伴。」Justin補充，他的決定也是受到安利文化的影響，「我想找一份對外接觸不同客戶、多勞多得、幫助別人的職業，醫療行業是我的首選。」於大學時期便開始發展安利的Justin，希望透過安利平台，發掘自己更多的可能性。

## 探索精神 放膽嘗試

熱愛運動、開朗活潑、興趣廣泛的Justin喜歡探索新事物 — 攀石、登山、潛水、戶外攝影亦是他的愛好。他對新事物充滿好奇，更有不同的抱負，「我希望成為一名旅遊攝影師，遊歷世界並發掘奇特的景點；登上世界七大高峰，挑戰極限，感受大自然的震撼。」然而，要實踐夢想，並非輕易，Justin分享道：「年輕人確實有很多不同的機遇，安利事業也並非唯一的選擇。我希望有一個讓我發掘潛能、發揮所長、賺取額外收入的平台，安利的事業平台正正讓我可以早點達到財務自由，實現夢想。」Justin是個不輕易動搖的人，他亦聽過不少反對聲音，「雖然看似與一般年青人走不同的路，但是這是一門成就他人的事業，何樂而不為？」而Justin的父母亦受到兒子的影響，開始關注健康，並透過體重管理產品改善體重。「我與家人的關係愈來愈好，擁有更多共同話題，更會一起討論有什麼方法可幫助希望改善健康的朋友。」

## 學習才有成長

現在，Justin不斷學習，在成長的路上，對自己憧憬的未來越趨堅定。「我是個率性的人，有時想做就做，沒有太多計劃。我希望變成有規劃的人，一步一步規劃我的路向和將來。」Justin興趣繁多，不過他現在變得更專注，因為他認為安利事業值得用心經營，「要成功，更要懂得規劃時間。」最後Justin分享道：「我原是一個不善於表達的人，現在個人能力慢慢提升，演講技巧及自我激勵能力都比以前更強。」一顆堅定、勇於學習和成長的心，才會不斷追求突破。

## Outgoing, Active and Helpful

Justin graduated from the University of Hong Kong last year with a degree in Engineering Science, majoring in Biomedical Engineering. As a newcomer to the workplace, he is now working as a sales representative for a medical equipment supplier – a career choice that can probably be understood by examining his personality.

"Most of my fellow graduates chose to work in the biomedical engineering field or related research work but I prefer to be on the frontline and interact with people. I don't want to work with all those machines every day," Justin shared, adding that his decision was also influenced by the Amway culture. "I want to have a career where I can get in touch with different customers, get more rewards through hard work, and have the opportunity to help others. Having started developing Amway when he was still a university student, Justin now hopes to discover more possibilities for himself through the platform.

## Willing to Explore

Justin is a sports lover; he is also a cheerful and active member of the young generation with a range of interests – his hobbies include rock climbing, mountaineering, diving and outdoor photography. He is full of curiosity about new things and has several ambitions.

"I hope to become a travel photographer. I want to explore the world and see its wonderful attractions. And I'd also like to climb the world's Seven Summits to feel the true power of nature," Justin said, acknowledging that it won't be easy to realize all his dreams. "Frankly, young people have many different opportunities open to them and Amway is not their only choice.

For me, I want to find a platform that would enable me to explore my potential, develop my strengths and earn extra income. Amway is the platform that could help me achieve financial freedom at an early stage and realize my dream," Justin said.

Justin is a person who holds strong beliefs. Although he encountered many objections along the way as he developed Amway, "I believe I have made the right choice, because Amway helps people succeed. It doesn't concern me that I chose a different path compared to my peers." Influenced by Justin, his parents started to take better care of their health and began using weight management products. "My relationship with my family is getting better now and I feel happy that we have a lot more in common to share. We will discuss ways to help friends who also want to improve their health."

## Learning to Grow

Justin continues to keep learning and has become more determined about what kind of future he wants. "I'm a straightforward person. I like to follow my heart and don't make too many plans – I now want to be a focused person who is able to map out a path for my future," Justin shared. Although he has many interests, he has started to become more focused on his work, as he believes that Amway is a business worth developing. "You need to manage your time well if you want to succeed," he explained.

As someone who previously had difficulty expressing himself, Justin is now enjoying improved personal capabilities, new-found public speaking skills and the ability to motivate himself. Only a determined individual who is eager to learn and grow is able to achieve continuous breakthroughs in life.