

# VUCA: Opportunity favors the prepared minds

*Bo Le observations on the COVID-19 epidemic  
2020 March*

**Bó Lè Associates** 伯乐

Globally known as **RGF** Executive Search

## ***VUCA is the new normal***

*Volatility · Uncertainty · Complexity · Ambiguity*

### **Challenges brought by the crisis**

In 2019, China achieved per capita GDP of USD 10,000 and there were expectations in the decade beginning 2020 this key indicator of wealth would continue. However, the impact of the COVID-19 virus since the beginning of the year has delivered a severe "test" to the Chinese economy and its short term economic growth aspirations. This is compounded by the fact that a large proportion of the service industry in China's economic structure has now overtaken its traditional manufacturing industries. With a significant portion of the Chinese population directly or indirectly affected by COVID-19 — corporates and individuals will need to quickly adjust to the new normal in order to cope with the immediate impacts and prepare for the expected future recovery.



It would be fair to say that the new decade has not started the way many had hoped. With the backdrop of the US-Sino trade dispute and slowing economic growth in China, many had hoped 2020 would be a turning point for economic recovery. However, the outbreak of the COVID-19 virus has further dampened the confidence across the global economy. The markets continued to operate in a VUCA (Volatile, Uncertain, Complex and Ambiguous) environment with supply chain disruptions impacting short term economic growth.

We expect to see many corporates remaining cautious in terms of their expansion plans for 2020. However, China remains an engine for global growth for both MNCs and the fast growing local enterprises. Given one of the biggest challenges for corporates in the past few years have been trying to win the war for talent, this could be the opportunity for corporates to take advantage of the current situation.



*David CHAN,  
CEO of Bo Le Associates*

### **Battles with Uncertainties: Best Practices**

"In the past 40 plus days, our client companies have out-stood themselves with strong sense of social responsibility and quick reaction. In Wuhan, we've seen two clients playing active roles in virus testing or treatment.



*Ellen LIN  
Greater China Practice Head  
of Healthcare*

Out of Wuhan, some leading players from internet health segment have supported online diagnosis as well as the R&D of vaccines and medicine. This cannot happen overnight, though. All the healthcare companies have been investing years of restless efforts in innovation and upgrading, so as to tackle with the unknown with the best known whenever needed."

## Bo Le observations

In our recent survey for more than 130 companies in early February 2020, data showed that 37.5% of mainland China companies were optimistic about China's overall economy in 2020 and 45% of employers believe that the overall economy will be relatively stable this year. Only 17.5% expressed pessimism about the economic outlook. Over 51% companies said they will not stop expanding in the rest of the year, while only 8.4% will downsize their recruitment. This show of confidence about the long term growth provides support for a stronger and faster recovery following business disruptions in Q1.

We see Technology, Healthcare & Education sectors and the digitalization of traditional industries driving talent demand laying a strong foundation for the next phase of China's economic growth. In the five major industries we focus on, we also have the following observations:

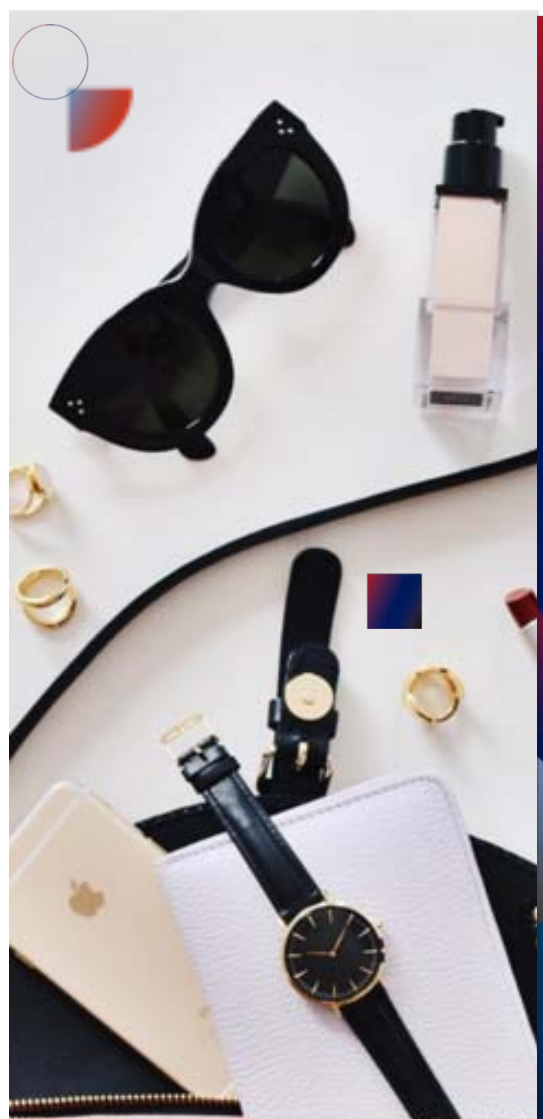
## Consumer & Retail

The COVID-19 outbreak in China has forced the consumer sector to face tremendous challenges and uncertainties, the biggest "victims" of the crisis being offline retail, F&B, entertainment venues and hospitality industry. But at the same time, consumer demand has triggered many traditional offline businesses moving towards O2O and delivery services for orders placed via online channel.

There are significant increase in sales in categories such as daily essentials and instant food and drinks and home hygiene products. The sales for spirits, beer and dairy products as part of discretionary purchases remained about the same, but the business for non-essential categories such as luxury products and cosmetics declined. While no one knows when the crisis will eventually end, China has been doing a great job controlling the epidemic, some business executives are optimistic and foresee a gradual return to normal consumption for food, luxury goods and cosmetics in Q3 or Q4 but a sales decline for medicine and home hygiene products.

When asked to name the key short term challenges due to the crisis, many of the business leaders commented on the logistical difficulties of security supplies and delivering products. Many companies have cut their marketing budget and started to freeze hiring but not laying people off. In anticipation of potential come back in Q3 or Q4, some of the leading companies have started to put focus on strategic talent scouting exercise instead of traditional transactional hiring in order to secure a strong talent pipeline in mid-to-long term.

In addition to quality products, the most important elements of sustainable businesses are people and innovation. During the crisis period, one of the key priorities for most of the leading companies is to do their best to support their employees during their own virus-related difficulties, it is just a perfect time to show sense of caring and commitment to their people. And the prevalence of remote working during the crisis could point the way to a cost-efficient digital reinvention.



Michael ZHU,  
Greater China Practice Head  
of Consumer & Retail

# Financial Services



Wendy WANG  
Greater China Practice Head  
of Financial Services

The direct impact of the COVID-19 is self-evident and it may lead more challenges in a middle long term perspective for financial services market such as, fund raising, emerging bad debts, equity capital market etc. However, opportunity lies with risk and it may give significant privileges to the leading market players and those healthy organizations with long-term, "hedging" mind-set development plan. In such circumstance chances may leave the top buyout funds with solid funding, DCM markets, those investment institutions focusing on hard-tech, automation, health care, multi-asset allocation and so on.

From recruitment perspectives, in the past month, most of the clients continue to carry on their strategic hiring by utilizing technology such as Zoom, Webex, WeChat and online testing tools, but have put on hold the final round of F2F until April or May. Some proactive employers have started to conduct market intelligent surveys to reshape their responsive talent strategy. Meanwhile we are witnessing and foreseeing that quite some FDIs especially in Asset Management/Wealth Management industry are coming soon. They have strong commitment to China markets and started to pave the way for Greater China strategy many years ago just to let themselves get ready for China PRC market. Besides they expect the Chinese government and local regulators will be more welcoming to their market presence in the current situation. So this market will still favor those active players with good funding, healthy organization and sensitive risk management skills.

# Industrial



As "World's Factory", the shortage of products and parts from China is affecting companies not just in China but around the world across all sectors in Industrial. Some international carmakers temporarily closed factories outside China because they failed to get parts on time. Senior management of most companies are busy dealing with the impact, the original yearly business strategy and plan need to be adjusted, trade events and meetings were cancelled, business trip is also suspended by many companies, all of those dramatically slow down the normal business pace.



Sophia YAO  
Greater China Practice Head  
of Industrial

Meanwhile, we see changes and opportunities in this industry: Risk management will be re-evaluated. Multiple sources of suppliers, income and customers need to be identified. More attention will be directed to HSE by both enterprises and individuals. PPE (Personal Protective Equipment), Cleaning & Hygiene industries will perform much better in 2020.

More importantly, digitalization will be reshaped. People already realized the great contribution from ABCDE (AI, Block, Cloud, Data, Edge), IOT and 5G. For example, Big data can predict population moves to identify high-risk areas and optimize allocation of public resources. And the outbreak has accelerated the application of new technologies in industrial, specifically in the following aspects:

- More technology will be introduced to labor-intensive industry to enhance Intelligent manufacturing and SCM Platform, meanwhile minimize risks caused by human factors;
- Smart City Project will be accelerated since it can systematically improve public management by integrating supply chains, traffic, emergency and disaster warning. Big data will be more widely used for public wellbeing, especially for tracking, analyzing, and supporting timely public decision-making;
- New business models will be emerged faster than before, especially in sectors such as health, logistics, automation, online office, retail, education and etc.
- Traditional offline-driven businesses begin to shift online, including industrial products, although not as quick as consumer products.





# Real Estate



COVID-19 has already impacted real estate market from every aspects, from construction and sales of residential products to marketing and leasing of shopping malls and office buildings, from demand in logistic warehousing to turnover rate of capital funds. Hospitality related real estate would take a hit as travel is globally depressed and it will be so for the rest of the year. The property sector was already at the turning point before the coronavirus hit. It will not be a big surprise to see those who are under-capitalized and over-leveraged face capital chain rupture.

Real estate funds are more optimistic. Real estate investment has long holding periods, usually from five to ten years. Short-term market shocks usually won't impact too much on overall investment return. Most of our clients have experienced and survived through crisis before. They stay optimistic. Despite of the temporary challenges, they are more focusing on the opportunities. Some are investing into "Intelligent building" and "digitizing construction".

Some see the decline of interest rates and are ambitious about taking advantage of the historically low rate environment to acquire more quality assets. Some are exploring the perfect balance between "building quality of life and artistry taste" and "shareholder returns". Some are taking this opportunity to training and building culture.



Linda Li  
Greater China Practice Head of  
Real Estate, Corporate &  
Professional Services

# Healthcare

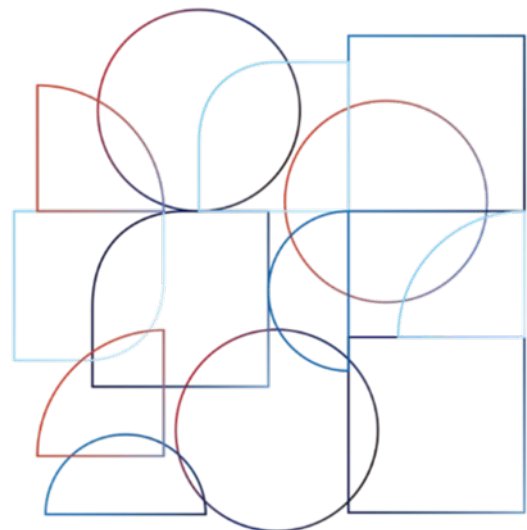
COVID-19 has aroused the public awareness to health care, which will be boosting the growth of pharmaceutical and life science industry. Internet Health has also been valued for providing a total solution from distant diagnosis, online payment to offline delivery.

Recently, the industry has witnessed the increased investment from many healthcare companies and financial institutions and it's continuing. This will create the need for talents in the whole value chain, from discovery to clinical, from supply chain to commercial.

High-tech talents will be in high demand, too, such as Architect, Big Data, AI, to fully equip the traditional industry for a wider and deeper coverage.



Ellen LIN  
Greater China Practice Head  
of Healthcare



## What is changing?

"Cautious" might be the common attitude in most industries in employment at this moment, employers have stricter standards on hiring talents, but this sudden emergency also brings higher expectation on senior and top management candidates' soft skills: agility, adaptability, resilience and future-vision.

"Those who are always well prepared themselves for changes and challenges. Especially under the emergent and difficult circumstances, they can generate innovative ideas and solutions. For example, provide either unique product applications or better services to customers beyond their expectations, helping the companies build up positive brand and company image to differentiate themselves from other competitors. Those talents become very valuable and will dramatically impress employers." Sophia Yao, Practice head of Industrial, mentioned that one of her candidates creatively promote their new products application by using animation on video app, not just attract and education customers, but also generate much more business opportunities.

As to the employees' perspective, ideal employers would be open-minded for the changes rather than staying in the comfort zone, "Healthcare is turning into one the of preferred industries in job market. When approached by new opportunities, Industry Trend, People Caring Culture and Job Security have been taken into serious consideration, on top of compensation and career advancement. " Healthcare practice head, Ellen Lin says.





# Hints from the epidemic

The COVID-19 may not be totally bad – it hints organizations to evolve internally for adapting the ever-changing world, here we sort out 7 beneficial take-aways from the good side of this coin:



## 1: Always be "people-caring"

By making systematically employee-caring policies and executing them timely whenever needed, (can be work-from-home regulations, flexible working policies, preparing sufficient health-care stuff etc. ) to enhance the employee's sense of belonging, and to help maintaining the core talents as well as strengthening employer branding image



## 2: Transparent communication with employees

Trust is the foundation of success, it's important to get employees' understanding and support to the organization, the more challenging situation requires more frequent communication than normal



## 3: More than recruiting, but up-skilling your employees

To change "training" into help employees "re-shape professional skills" adapting to the fast-pace world as well as to strengthen company's competitiveness



## 4: Risk management & crisis awareness

Never be satisfied with the current situation, contingency plans and fast response speed will be the universal demands of future organizations



## 5: Embrace digitalization

The future has already been in an easy reach, just embrace it and fully utilize those tools



## 6: Provide corporate social responsibility value

It is a long-term mission of the company, not only for the company itself, but more for giving back to the society



## 7: If possible, seek opportunity to work closely with the government

For beneficial policy favor, as well as for timely managing your business with the updated local regulatory and support actions

## Seizing the opportunities



Managing your business during the period will require much resilience and innovation. The markets will continue to evolve and those corporates who are bold enough to change the way they work and adjust their strategies to cope with the new normal will end up winning market share and war for talent. COVID-19 may have been the biggest crisis for more than a decade, but boldness in managing in a crisis may be the best corporate cure of all.



- David CHAN, CEO of Bo Le Associates



*Disclaimer:*

*This article is intended to share our observations on the ever-changing situation to business leaders and recruitment professionals. The outbreak is moving quickly and some of the data and perspectives in this article may fall rapidly out of date, so this article reflects our observations as of March 12th.*

Bó Lè Associates was established in 1996, globally known as RGF Executive Search, wholly owned by Recruit Holdings, the global fourth largest human resources service provider.

Bó Lè, drawing the inspiration from a famous proverb during the Tang Dynasty, a legend who possessed the unique ability to identify horses of exceptional strength and stamina from among herds of great horses. Translating into our business, we help clients to attract outstanding talents with the best fit.

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# VUCA时代: 适应变化 迎接机遇

新冠疫情下的伯乐洞察 · 2020年3月

Bó Lè Associates

伯乐

Globally known as RGF Executive Search

VUCA已是新常态

Volatility易变性 · Uncertainty不确定性 · Complexity复杂性 · Ambiguity模糊性

## 新冠病毒带来的挑战

2019年，中国人均国内生产总值达到10000美元，预计从2020年开始的十年内，这一关键财富指标将继续保持下去。然而，今年年初以来，新冠病毒COVID-19的影响给中国经济及其短期经济增长期待带来了严峻的“考验”。中国经济结构中，服务业如今已经超过了传统的制造业，加之有相当一部分中国人口直接或间接受到新冠病毒的影响，企业和个人需要迅速适应新的常态，以应对眼前的困境，并为未来的复苏做好准备。



2020年并没有像人们期待的那样有一个美好的开始。在中美贸易争端和中国经济增长放缓的背景下，许多人曾希望2020年将成为经济复苏的转折点。然而，COVID-19病毒的爆发进一步打击了全球经济的信心。市场继续在VUCA（易变、不确定、复杂和模糊）的环境中运行，供应链中断明显影响短期经济增长。

预计许多企业将对2020年的扩张计划持谨慎态度。然而，对于跨国公司和快速增长的本土企业来说，中国仍然是全球增长的引擎。过去几年中，企业面临的最大挑战之一是试图赢得人才争夺战，从积极的层面来说，这可能是企业可以利用当前形势来审视人才战略的机会。



陈日明  
伯乐管理有限公司  
首席执行官



## 与不确定性作战：最佳实践分享

“在过去的40多天里，我们的一些客户公司以强烈的社会责任感和快速的反应在同行中脱颖而出。

在武汉，我们的两家客户在病毒检测和治疗中扮演着积极的角色。在武汉之外，互联网健康领域的一些主要参与者已经支持在线诊断以及疫苗和药物的研发。



林颖妮  
大中华区医疗健康行业  
业务负责人

这些都不可能于一夜之间发生。所有的医疗保健公司多年来都在不停地投入精力进行创新和升级，以便在需要的时候应对未知的挑战。”



在我们最近于2020年2月初对130多家公司进行的调查中，数据显示37.5%的中国大陆公司对2020年中国整体经济持乐观态度，45%的雇主认为今年中国整体经济将相对稳定。只有17.5%的人对经济前景表示悲观。超过51%的公司表示，他们不会在今年余下的时间里停止扩大规模，仅8.4%的公司会缩减招聘规模。这表明了企业对经济长期增长的信心，为第一季度业务中断后的复苏提供了支持。

我们看到，高科技、医疗、教育和传统产业的数字化正带动人才需求，为下一阶段中国经济增长奠定坚实的基础。在伯乐专注的五大行业中，我们也有以下发现：

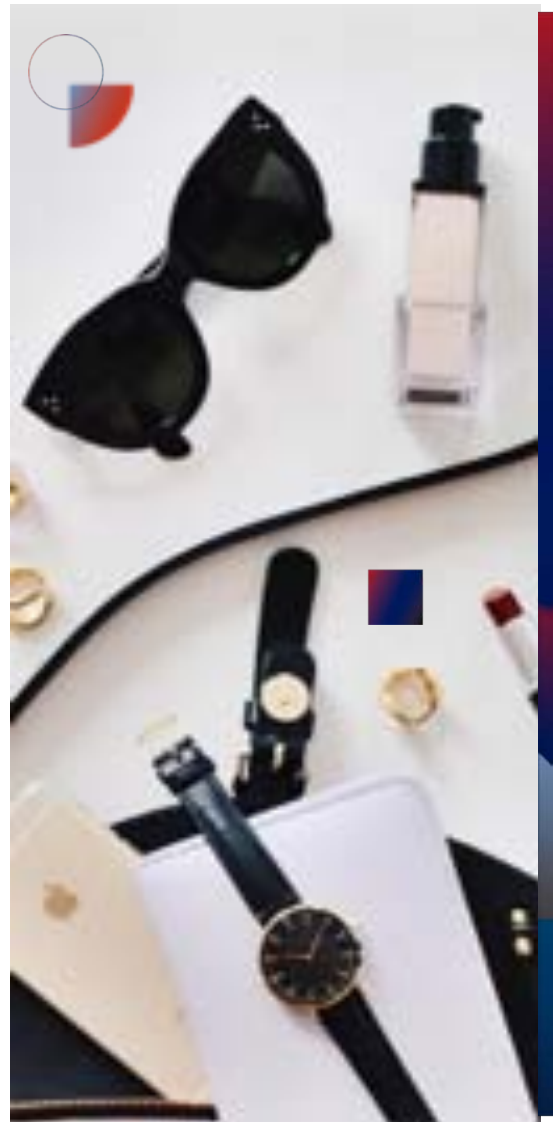
## 消费品及零售

COVID-19在中国的爆发迫使消费行业面临巨大的挑战和不确定性，危机的最大“受害者”是线下零售业、餐饮业、娱乐业和酒店业。但与此同时，消费者的需求也引发了许多传统业务转型O2O，并通过在线渠道为订单提供送货服务。日化用品、速食饮料、家庭卫生用品等品类销量大幅增长。酒类和乳制品销售额保持稳定，但奢侈品和化妆品等非刚需品类的销量下降。

虽然现在的疫情还没有得到完全控制，但中国在控制疫情方面做得很出色，一些企业高管对此持乐观态度，并预计第三季度或第四季度食品、奢侈品和化妆品的消费将陆续恢复正常，但普通医药和家庭卫生产品的销量届时将有所下降。

当被问及危机主要带来了什么样的短期挑战时，许多企业管理者表示较为担忧物流供应延迟或中断所带来的产品交付困难及安全困扰。也有许多公司削减了营销预算，开始冻结招聘，但并未裁员。由于预计第三季度或第四季度可能会出现反弹，一些领先公司已开始将重点放在战略人才部署及甄选上，而不是传统的替补性招聘，以确保在中长期内拥有强大的人才储备。

除了高质量的产品外，可持续经营的最关键要素是人才和创新。在新冠病毒爆发期间，大多数领先公司的一个优先事项是在员工遭遇病毒相关的困难时尽最大努力支持他们，这正是对员工表示关爱和承诺的最佳时机。在非常时期，远程办公的普及可能会加速企业成本效益的数字化革新。



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王海燕  
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业务负责人

COVID-19的直接影响是不言而喻的，从中长期的角度来看，它可能会对金融服务市场带来更多的挑战，如融资、新增不良贷款、股票资本市场等，然而，风险中往往也孕育着新机遇。行业头部机构、长期健康稳健运营、且拥有“对冲”思维发展计划的机构将获得不错的发力优势。在这种情况下，资金充裕的并购基金、债券资本市场，以及聚焦硬件、自动化、大健康、新基建、大类资产配置等板块的投资机构或者产业会迎来长足发展。

从招聘的角度来看，在过去的一个月里，大多数客户继续利用Zoom、Webex、微信和在线测试工具等技术进行面试招聘，但最后面对面的沟通基本会推迟至4月或5月。一些主动应对疫情的雇主已经开始进行市场、竞品公司的调查摸排，以期重塑其相应的人才战略计划。我们也观察到，许多海外投资机构，特别是资产管理/财富管理行业的知名机构，在积极布局大陆市场。他们对中国市场有着坚定的信心，并且多年前就开始制定大中华区的战略，就是为下一步进军中国大陆市场做好充分准备。此外，这些外资机构也乐观地表示：当前形势下，中国政府和地方监管机构将更加欢迎他们进入中国市场，准入的规则也越来越明朗和友好。因此，中国金融市场仍将持续青睐那些拥有良好现金流、长期稳健发展和善于风险管理的金融机构。



## 工业

作为“世界工厂”，来自中国的产品和零部件的短缺不仅影响到中国地区的生产企业，而且影响到全球几乎所有工业领域。一些国际汽车制造商甚至因未按时收到零部件产品而暂时关闭了中国以外的工厂。大多数公司的高层管理人员也都忙于应对冲击，原有的年度经营战略和计划需要调整，贸易活动和会议被取消，很多公司也已暂停出差，这些都大大拖累了正常的经营节奏。



姚辉  
大中华区工业行业  
业务负责人

同时我们也看到工业行业不少的改变契机和未来机遇：

重新评估风险，做好风险管理是大多数企业正在做或者将要做的事情，包括重新梳理及确定供应商、收入来源及客户资源等。企业和个人都将更加重视安全、环境与健康体系。在2020年，个人防护设备、清洁和卫生产品行业将有非常好的发展。

更重要的是，数字化将被重新定义。人们已经认识到ABCDE（AI-人工智能、Block -区块链、Cloud-云计算、Data-大数据、Edge-边缘计算）、物联网和5G的巨大贡献，例如，大数据可以预测人口流动，识别高风险区域，优化公共资源配置。我们能明显感受到，疫情的爆发加速了新技术在工业领域的应用：

- 更多的技术将被引入劳动力密集型行业，以提升智能制造和供应链管理，同时将人为因素带来的风险降到最低；
- 智能城市项目将通过整合供应链、交通、应急、灾害预警等功能，系统提升公共管理水平。大数据将更广泛地用于公共福利，特别是用于数据跟踪和分析，以便为公共决策的及时执行提供支持；
- 新的商业模式整合速度将大大加快，特别是在医疗、物流、自动化、在线办公、零售、教育等领域；
- 传统的线下驱动型企业逐渐加速转向线上，包括工业产品在内，尽管转化速度还赶不上消费品。





新冠病毒已经对房地产市场产生了多方面的影响，从住宅的建设、销售到商场及写字楼的营销、租赁，从物流仓储需求到资金周转率等不一而足。由于全球旅游业低迷，与酒店业相关的房地产也受到冲击，今年余下的月份也将持续受此影响。在新冠病毒发生之前，地产行业其实已经处于转折点，疫情将加速资本不足、杠杆率过高的企业的资金链断裂。

房地产基金则较为乐观。因其投资持有期限较长，一般为5年至10年，短期市场震荡通常不会对整体投资回报产生太大影响。我们的大多数客户都在经历过数次危机后幸存下来。在今天的形势下，他们仍保持乐观态度，尽管面临暂时的挑战，但他们更注重重新发现机遇。

其中不乏“智能建筑”和“数字建筑”的投资方，也有积极利用低利率获取更多优质资产的玩家，一些企业正积极探索“建筑生活质量和艺术品味”与“股东回报”两者完美平衡的可能性，而还有不少企业也正趁机培育和建设企业文化。



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大中华区地产行业  
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业务负责人

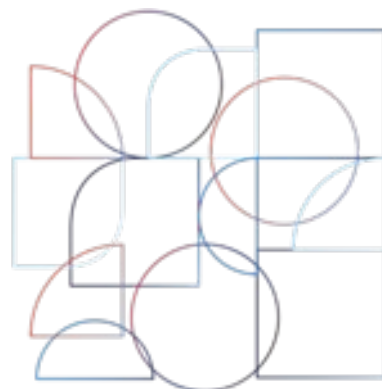
COVID-19已经引发了公众广泛的医疗健康意识，这将促进医药和生命科学产业的发展。经过了前几年的市场培育，互联网医疗在此次疫情中趁势成长的速度尤其快，覆盖远程诊断、在线支付到离线交付的全链条，其全方位提供医疗解决方案的能力已逐渐被大众接受和认可。

近期，多个医疗健康产业相关的企业、金融机构在医疗健康领域持续投资，这一点有目共睹。这将引发整个价值链上的人才需求：从研发到临床，从供应链到商业化运作，都需要大量的专业人士。

架构师、大数据、人工智能等高科技人才也将会有很大需求，以充分满足传统产业实现更广泛、更深入地渗透其市场份额。



林颖妮  
大中华区医疗健康行业  
业务负责人



## 什么在发生变化？

“谨慎”可能是目前大多数行业在招聘上的普遍态度，雇主对人才的招聘标准更为严格，但这场突如其来的事件也令雇主对高管候选人的软技能有了更高的期望，希望他们具备：敏捷性、适应性、应变能力和未来视野。

“那些时刻为变化和挑战做好充分准备的人，特别是在紧急和困难的情况下，可以提出创新想法和解决方案的人将会更容易给未来雇主留下深刻印象，例如，通过新产品应用或更具创意的解决方案，为客户提供超出预期的服务，帮助公司塑造积极的品牌形象，以超越其他竞争对手。”工业行业负责人姚烨女士提及她的一位候选人，将工业产品用更加生动形象的动画形式，通过视频网站推荐新的产品应用，此举不仅吸引、培育了客户，更是帮助企业赢得了更多的商业机会。

从员工的角度来看，理想的雇主应该对变化持开放态度，而不是停留在舒适区，“医疗保健正在成为就业市场上的首选行业之一。在面对新的机遇、行业趋势时，除了薪酬和职业发展外，候选人还会认真考虑企业对员工的关爱文化和就业保障机制。”医疗健康行业负责人林颖妮女士说到。





# 疫情给了我们哪些提示？

COVID-19并不完全是负面的，它暗示企业需要反观自身，从内部进行改善、进化以适应不断变化的世界，在这里，我们整理出7个从此次疫情中获益的提示：



## 1. 永远做“关爱员工”的企业

制定系统的员工关怀政策，并在需要的时候执行。可以从制定远程办公制度、灵活工作政策、准备充足的医疗保健用品等方面入手，增强员工的归属感，有助于维护核心人才，增强雇主的品牌形象



## 2. 加强与员工的透明沟通

信任是成功的基础，获得员工对组织的理解和支持是很重要的，在非常时期需要比平时更加频繁的沟通



## 3. 重塑员工的技能比不停地招聘更有效

将“培训”转变为帮助员工“重塑专业技能”以适应快速发展的世界，从而增强公司的竞争力和反应能力



## 4. 风险管理和危机意识

不满足于现状、制定和不断完善应急预案、提升反应速度将是未来组织的普遍要求



## 5. 拥抱数字化

未来已经唾手可得，拥抱并充分利用数字化工具，赋予组织更多可能性和灵活性



## 6. 提供企业社会责任价值

这是公司的一项长期使命，不仅是公司自身的愿景，更是回报社会的实际行动



## 7. 如果可能，寻求与政府密切合作的机会

不仅可以获得有利政策支持，还能及时了解本地最新的监管举措和实时信息以帮您迅速决策与管理组织

## 抓住机遇



在疫情期间管理业务需要极大的韧劲和创新。随着时代继续发展，那些敢于改变工作方式、调整战略以应对新常态的企业，最终将赢得更大的市场份额，进而取得人才争夺战的胜利。COVID-19可能是近年来最大的危机，但若在危机中能拥有魄力、勇敢突破束缚可能是帮助企业迈向成功最好的解药。



—— 陈日明，伯乐管理有限公司首席执行官



声明:

本文旨在向企业管理者和招聘专业人士分享我们对当下形势的洞见。因疫情不断变化，文中的一些数据及观点可能仅具短期时效，本文反映我们截止至3月12日的观点。

伯乐管理有限公司创立于1996年，是全球第四大人力资源服务提供商Recruit集团（瑞可利集团）的全资子公司，聚焦于高级管理人才搜寻业务。伯乐名称灵感来源于唐代的传说——“伯乐”能根据马匹的天性和优势，选出品种最优良的赛马。我们沿用这一说法，希望能帮助客户找到市场上最优秀的候选人。

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