

2

2

,

.

.

1	<div>1. 2. 3. 4.</div> <div>TFT</div>
---	---

.

[	(1. 4.)	/
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## 2 :

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### ❖ 학습 목표

1. / .
- 2.
3. TFT ,

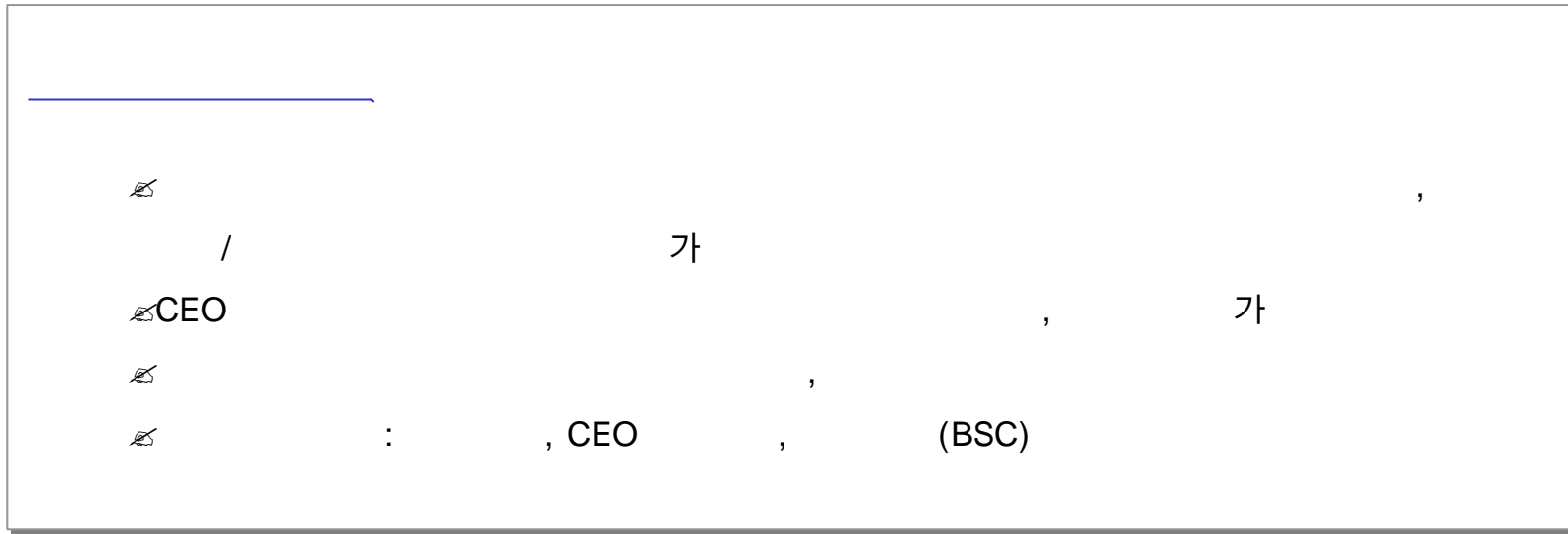
### ❖ 학습 내용

- 1.
- 2.
3. TFT
- 4.

1-1.

1.

1)



## 1) - 例

		/ 가	,	가
		, ( / / ),	"	
		.... - / , , 가	"	
		-	"	
當 社		- / , / /		

1-2.

1.

2)                      -                      例

CEO			가
	<ul style="list-style-type: none"><li>• .</li><li>• 00%</li><li>• 100%</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li></ul>	<ul style="list-style-type: none"><li>• 가</li><li>•</li></ul>
	<ul style="list-style-type: none"><li>•</li><li>•CRM</li><li>•.....</li></ul>		
0000	<ul style="list-style-type: none"><li>•.....</li></ul>		

1 - 2.

1.













3) (BSC) - 例

	가					가
			2,000			
	EVA					
	ROI					
	KMS					
	CRM					
	00					
.						

가

1)

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 (or ) ,  
 Guideline (TFT )  
 ,  
 ...  
 Tool  
 \_\_\_\_\_  
 / / / / 가  
 .  
   
   
 \_\_\_\_\_  
   
 CEO  
 ( / )  
 CEO  
 -

1)

• 2003 가 , 2002 2003  
 , 가 2004

•

•

- (GDP)/ 가 ( , )/ / / 가/  
 가

-

1)

( : %, , \$)

		OECD		IMF		LG					
		2002	2003	2002	2003	2002	2003	2002	2003	2002	2003
(%)											
	EU										
가 (%)											
가 (%)											
₩/ \$ ( )											
₩/100 ¥ ( )											
₩/ ( )											
(3 )											
(3 )											
가( \$ /bl)											

## 2) - 例

		- (drivers) 動因 가 動因	
		- 가	
		가	
		- (drivers) 動因 가 動因	
		- 가	
		가	
		( , ,	

動因(Drivers)

動因

2-3.

2.

1)

•

,

-

( )

•

...

가

:

-

( : , %)

	2002		2003		2004		2005		2006	
計	400	100.0	0,000	100.0	0,000	100.0	0,000	100.0	0,000	100.0
1	200	xx.x	000	xx.x						
2	150	xx.x	000	xx.x						
3	50	x.x	000	xx.x						
4			00	x.x						

- 가 2 ( , %)

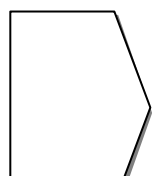
(例)

)

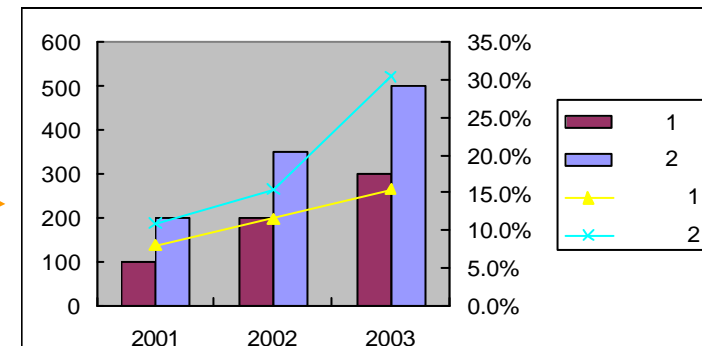
✍

✍

✍



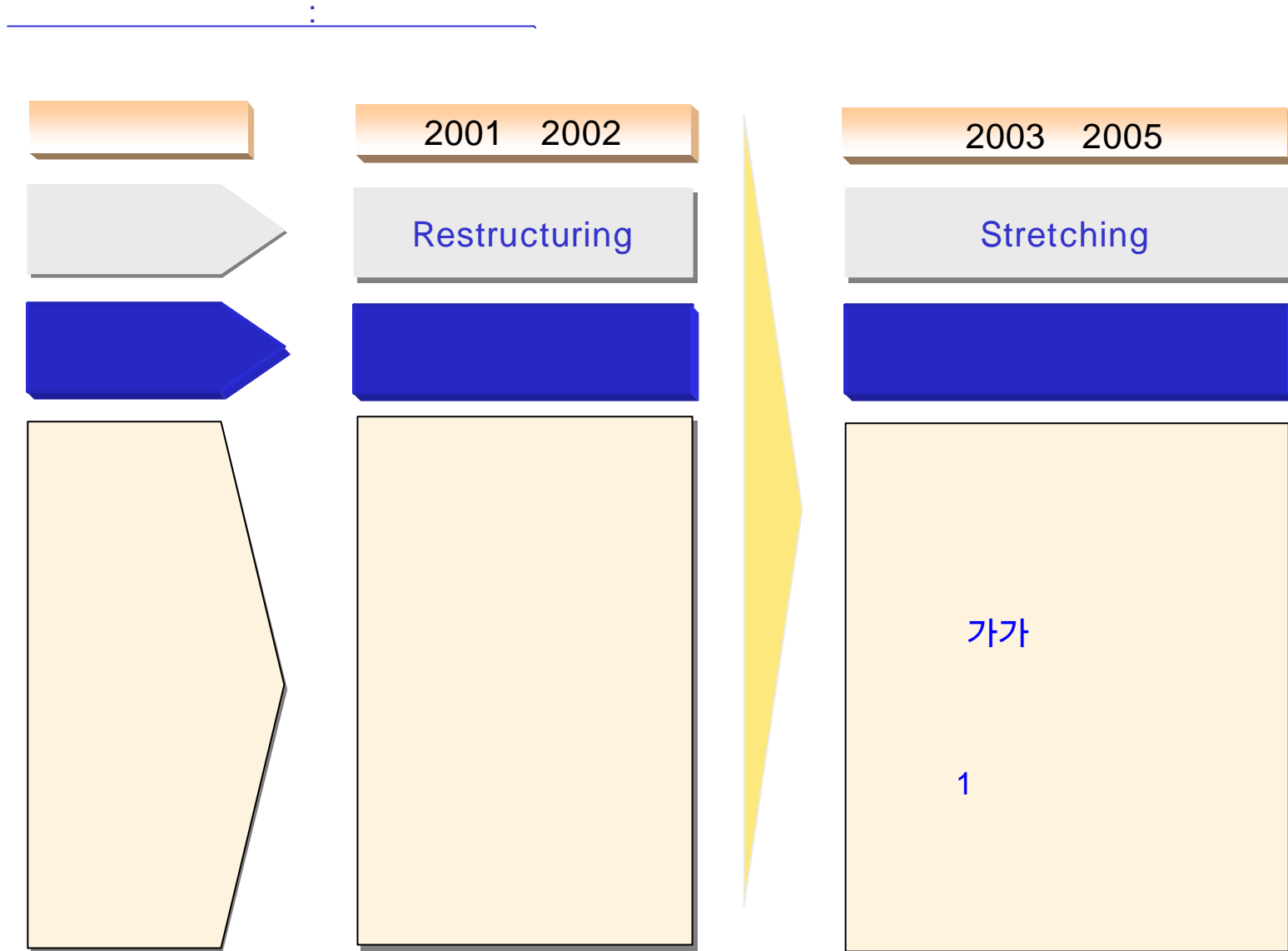
	2001	2002	2003
1	100	200	300
2	200	350	500
1	8.0%	11.5%	15.5%



2-3.

2.

1)



2)

- CEO가 ,
- :
- :
- 體化 .

	<ul style="list-style-type: none"> <li>•</li> <li>•00</li> </ul>	<ul style="list-style-type: none"> <li>• / 가</li> <li>•</li> <li>•</li> </ul>
.	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>• 가</li> </ul>	<ul style="list-style-type: none"> <li>• 0,000 (00 xxxx)</li> <li>•EVA</li> <li>•</li> <li>• ,</li> </ul>
KMS		

2-3.

2.

3)

- - -
- . . .
- CEO ( )
- 
- CEO

## 3) - 例

	200x. 1. 1 ~ 200x. 12. 31
	, 1,000 US \$
가	X.X % ( )
GDP	X.X %
	1,xxx /\$ 1,xxx /\$ , xxx /100¥ xxx/100¥
	- ) , 2 , . ,
	-例) 100%
	- X.X% ( ), - ( / ) 00%
	- / / - - - - . .
가	- 가( , ) 가 , 가 . ( ) - 가/ / / 가/ 가 / 가 가 - , 가 가 가/ - 가 : 가

4)

•

- :

( / / . / / / / / )

- : CEO

- : TFT

- : TFT

( , , Tool )

-1 : / ✗

-1 . : / ✗ ✗

- : / ✗

- : CEO ( )

- : / / CEO

.

1)

- \_\_\_\_\_

- : , : , : 1
- TFT : / 1 (가 )

- \_\_\_\_\_

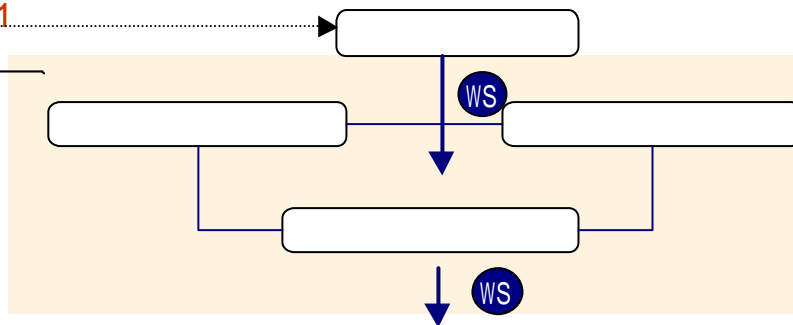
- / TFT

- :    CEO

- \_\_\_\_\_

- ,
- /
- , TFT
- CEO, TFT , /

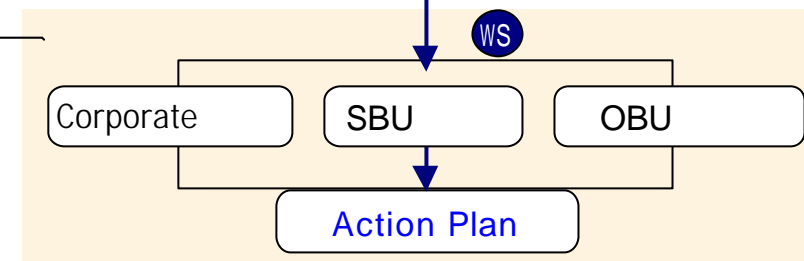
Step 1



(BSC )

/

Step 2



WS

Step 3

가/

가/

TFT  
• - - - /  
TFT/ /  
• /  
•  
•  
•  
•TFT : Skill

WS

Team Building

Workshop 1 前

•  
•Team Building  
•  
- , / BM,  
- / /  
-Team Team /  
WS  
• ,  
•

• - - -  
• /  
• - - -

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## Break Time

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