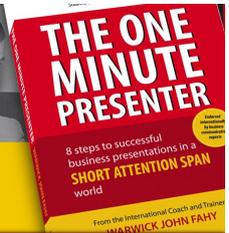


Speak like an Executive



Warwick John Fahy

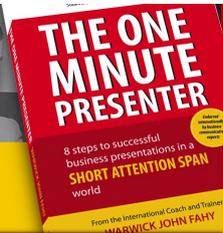
AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

Testimonials and Case Studies

My clients hire me to get results. Here's a snapshot of their feedback.

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

Table of Contents

Case Study One:	John Wang, Tax Director China	3
Case Study Two:	Tony Chen, Partner, Professional services	5
Case Study Three:	Thomas Fischer Wang, CEO China	7
Case Study Four:	James Richter, President, China	8
Case Study Five:	PowerPoint Paralysis	9
Case Study Six:	Fear of Q&A sessions	11
Case Study Seven:	My English is not good enough...	12
Warwick's Testimonials		14
Endorsements for The One Minute Presenter		21

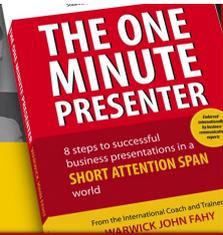
Speak like an Executive

Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER



"Warwick helps ambitious international executives speak with executive presence"



Case Study One: John Wang, Tax Director China

Tags: get to the point, give a recommendation, working styles, time wasting, rambling on, too much information, frameworks to structure, shorter meetings

Background

Chinese national, 15 year veteran from a Big 4 consulting firm, now an in-house tax specialist with a high end real estate investor and project manager. Project-based with high pressure from commercial directors based all across China and a global CFO in New York.

One big difference that affects executives when they change companies and industries is the change in working style. The main different in working style was that John was used to provide advice to the client and then the client would choose to use it or not. Either way, John was not usually involved in the implementation. In his new role, he was expected to not only provide advice, but to do so in grey areas where there were no clear mandates from tax authorities, then supply a recommendation and once the commercial director had made a decision, drive this plan forward.

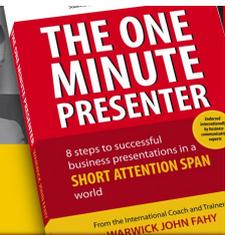
A common issue inside multinationals based in China is that executives are not proactive enough. This is due to a mixture of reasons ranging from personality, culture, education and previous working environments. When working with senior executives who have already obtained a measure of success in their careers, it can be difficult to switch their mindset. A common reaction is "why should I change? I have already reached a high position in the company and am happy with my compensation." this is true and with the current talent situation in China, qualified executives can easily find a new position. However, most executives are still driven to improve and do better and this is the hook that needs to be found to make the change stick. As Marshall Goldsmith says, "what got you here, won't get you there". Once executives make the mindset switch, they are more open to work with.

The pain

Although everyone regarded John as a subject matter expert, frustrations emerged in meetings and telephone calls with the business directors. John used his consultant's approach to give detailed, sometimes rambling presentations that went into tax legislations in great depth. This is a common symptom when the presenter feels that they need to continually establish their credentials as an expert. In this situation, his audience just wished he would get to the point quickly and directly. With millions of dollars investment on the line and time-pressure a major factor, they needed to get the best advice, make a decision and make it happen.

The lack of face to face contact of teleconferences adds more stress on executives who are operating in their second language. In face to face settings, they can pick up more meaning from non verbal cues like facial gestures and more clearly hearing tone of voice. Down the line this information is lost and executives are less reluctant to commit

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

“Warwick helps ambitious international executives speak with executive presence”

themselves.

What we did?

After a few coaching sessions, John realised that he needed to find a new approach. We introduced a framework - a structure in which John could slot in his content. We work with about 12 presentation frames and we selected one that enabled him to cut out the technical details which his audience didn't want, and complete his presentation with a firm recommendation.

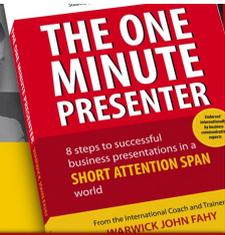
A major point was the change in mindset that took place when John realised that even seemingly simple engagements like conference calls needed a great deal of preparation - far more than he had previously thought necessary. The “ah-ha” moment came when John said “This really needs a lot of preparation!” After he 'got it', we could then work on the techniques to help him prepared more effectively.

Outcome

His commercial directors appreciated this approach as their meetings were shorter, they didn't have to drag the information out of him and they could focus their efforts on driving their project forward.

An important take-away is that often executives underestimate the preparation time required to have a masterful grasp of their content. This is a basic entry point before you can start applying tools and techniques to arrange, express and deliver a clear message.

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

Case Study Two: Tony Chen, Partner, Professional services

Tags: from technical executive to effective executive, wider stakeholders, introverts, lack of confidence, voice, vocal projection, opera singer, improv, comfort zone

Background

Hong Kong national, Partner in professional services company with a very strong technical background in accounting. As new partner, Tony is now expected to give more presentations to represent the firm at industry events, meet and influence government officials, and bring in business by impressing senior executives from client companies.

The pain

Like many technical experts working in finance, IT, engineering and government positions, Tony is a natural introvert. He is brilliant working with numbers and reconciling balance sheets. So over the years, he has gone deeper and deeper into his expert silo. This was the main reason for his promotion through the ranks. However, at this stage in his career, he needs to switch from technical expert to a more outgoing executive working with a wider range of stakeholders.

After an initial assessment, it was clear that two obstacles stood in the way. Firstly, a lack of confidence at the daunting task of this expanding and unfamiliar role. This is common for newly promoted executives who find that their new portfolio includes a skillset that they have never developed. Secondly, he had a very quiet voice, also a feature of many introverted people. While communicating one-to-one this was not a problem, but with the prospect of a group of prospective clients or a conference hall full of industry peers this was a major obstacle.

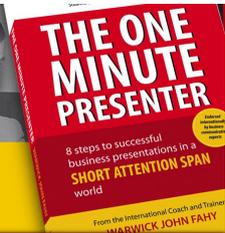
What we did?

While no one would disagree that having confidence is a hallmark of excellent business presenters, it is not necessarily something you can work on directly. Confidence is a by-product of sustained success and self-recognition of having mastered a skill or reached a worthy milestone. No one can teach confidence to another person. No one can convince you that you are confident when you feel you are not. Confidence can only be realised when a person recognises that they are confident.

So with such an intangible but important state, we set up a plan to help Tony make steady and measurable progress on his voice so that this would feedback into his confidence levels - a virtuous cycle.

We applied a range of approaches, some borrowed from opera singers, the world of theatre and improvisational acting and some more scientific, like decibel readers and microphone level testing. We gave Tony permission to try something a little different with these exercises, some may seem beyond the comfort zone for a task-focused, logical person.

Speak like an Executive



Warwick John Fahy

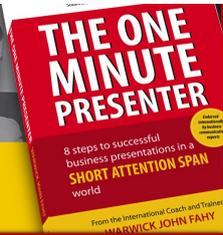
AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

“Warwick helps ambitious international executives speak with executive presence”

Outcome

In about one to two months, Tony could clearly hear, see and feel the change. He had received some positive comments from his colleagues while in a client sales meeting, he could see that when he projected his voice with more confidence his audience paid more attention to him. This all helped him feel more confident and as a result he was able to start to fill his new role with more energy.

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

Case Study Three: Thomas Fischer Wang, CEO China

Tags: no training on presentation skills, bad habits, not given feedback, turn back to audience, outside experts, candid advice, unprepared speaking, video, better slides, message-based

Background

German national, a one company man had after 18 years risen to China CEO. As an engineer, he had a very strong product knowledge and this gave him respect from his colleagues and also was seen as a strong implementer by his global board. He had never gone through any public speaking or presentation skills training previously.

The pain

As he was starting to give more high profile presentation, some negative feedback came back from senior executives. Thomas had picked up some bad habits during his career which he had never been given feedback on. This is a common thread we hear from our CEO clients, especially in Asia, where no one wants to tell the boss that he is a terrible presenter! In this case, Thomas often completely turned his back to the audience while presenting and read the slides off the projector. A real faux-pas when it comes to presenting, but as no one had given any feedback over the years it developed into a habit.

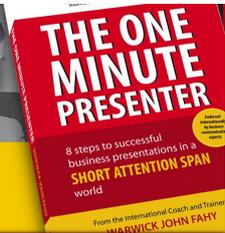
What we did?

As outside experts, we come in and provide refreshingly candid feedback to senior executives. As we are trained in how to frame feedback so that it is constructive as well as accurate, our senior executive clients are open to change. We used some video analysis to show the behaviour and then explored how this might impact the audience's opinion of Thomas. He quickly realised the need to change, and then we put together a plan to adjust this habit. We worked on his unprepared speaking and in hot-seat rapid question and answer session worked on short presentations delivered without notes or time to prepare. This forced Thomas to look and engage with the audience as the crutch of a slide was not there. Secondly, as he still needed to present using slides, we helped him prepare better slides with less text crammed onto each slide. A more visual approach using more picture and short taglines - akin to a billboard - was adopted. Fewer slides were used and Thomas rehearsed using exercises designed to improve eye contact with the audience.

Outcome

Thomas was happy to be receiving candid feedback and was quick to implement these improvements. His presentations at global meetings were well received and his credibility as the head of a growing business enhanced through crisp, message-based presentations. The regional head of learning and development was also pleased as he had initially brought us in to support Thomas. We repeatedly engaged in a continuing capacity and Thomas repeatedly referred to this engagement as the best development he had ever received, mainly because of the focus and relevant it had to his on-the-job applications.

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

Case Study Four: James Richter, President, China

Tags: motivate, engage senior management team, inspiring, note cards, cue cards, gestures, express, stiff, serious, speechwriter, story telling, authentic, memorable

Background

German national, China CEO of retailer undertaking an major change in corporate culture and business practice. Needed to engage and motivate his senior management team who would be essential to implement the change.

The pain

Although the situation called for an inspiring leadership style and an ability to vividly express a vision to the senior managers, James had the habit of holding note cards while presenting at management meetings. A large stage was used and the audience was usually around 300-500 people. This limited James' ability to use gestures and this hindered his expressive nature. He struggled to get his point across and the audience said he came across as stiff, serious and uninspiring. James always worked with a speechwriter who although a good corporate communications writer did not have experience as a public speaker.

What we did?

We quickly realised that James' personality was not as serious as his stage persona which meant that we could help him reach his objective by throwing out the note cards. This was a major physiological step for James as he had always used notes before. Luckily, he was willing to try a new approach to get the results and we taught him a way to prepare his speech using story-telling techniques and other memory aids like taglines.

Outcome

By using a different approach, James was able to use gestures more naturally in his speech. This helped him relax and feel more authentic. Coupled with this, the anecdote and story-telling approach meant that the content was easier to remember and importantly it connected with the audience. Immediate feedback was given that this was a better approach and metaphors that James used were often recalled months after the event.

While certain types of speeches are better scripted, for the majority of business presentations we recommend a hands-free, no script approach as this helps the presenter speak with their natural and authentic voice which connects more powerfully with the audience.

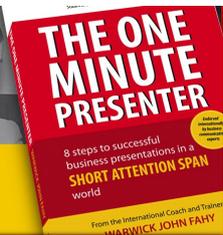
Speak like an Executive

Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER



"Warwick helps ambitious international executives speak with executive presence"



Case Study Five: PowerPoint Paralysis

Tags: preparation, mis-use of slidedecks, rehearsals, boring, connect, motivate, message-based, preparation time, data-heavy, introverted, reading slides

Background

While visual aids can be a powerful way to convey a message, the misuse of slidedecks has become the bane of many businesses. While I don't need to tell you how frustrating it can be to sit through a poorly constructed presentation, the side-effect is that business executives have forgotten what it takes to prepare adequately for a presentation.

The pain

Many business executives will - when asked to prepare a presentation - simply sit in front of their laptop and make slides. They will put all their script onto the slides because they are worried about forgetting their lines and then will not once actually deliver the presentation in a way that imitates the actual performance. The result is that they are unable to control the time on the day, they feel more nervous than they should, they read their points off the slides and generally bore the pants off their audience who are thinking that if they had just emailed the slides, they could have delivered the same message in a much shorter time.

What we did?

We start by identifying the real benefits of delivering a powerful spoken presentation. Clearly, when it comes to promotion to senior levels of an organisation, the ability to clearly express your ideas and present them in a way that connects and motivates an audience is an essential competency. So, if you have a reputation for being a dynamic presenter you will be favourably regarded by your peers and superiors.

Secondly, we convince our executives that a presentation is not a slidedeck. Slides are simply supporting tools to your overall message. And the reason you are being asked to deliver a spoken presentation is because you are an expert on your subject and are expected to provide context and know-how beyond the text and charts on the slides.

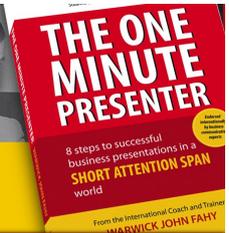
Thirdly, we show executives how to construct a message-based presentation which is focused on a clear outcome and can be adapted to various audience's expectation and requirements.

Outcome

Executives often say that they didn't realise how much preparation was needed to deliver a memorable presentation! It is true that there is a learning curve to switch from low-value data-heavy presentations to thought-through message-based ones.

We use the analogy of a theatre groups only reading through their lines before the

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

“Warwick helps ambitious international executives speak with executive presence”

opening night performance, never once having stood up and spoke their lines out aloud. The result would be a disappointment. Conversely, when executives realise the important of rehearsals and follow the steps to effective rehearsal, their on the day performance soars. Overtime, we shift the concept of preparation away from slidedeck editing to true rehearsing.

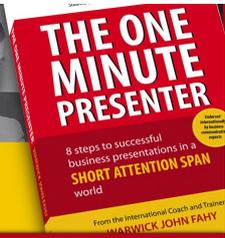
Speak like an Executive

Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER



"Warwick helps ambitious international executives speak with executive presence"



Case Study Six: Fear of Q&A sessions

Tags:

q&a, fear, preparation, credibility, content, think it through, predict the questions, scan and drill, resource, capture your best thinking, confrontation, language fear

Background

One component of presentations that strikes fear more than most is the question and answer session (Q&A). Almost every presentation will either have questions at the end of the presentation or more likely when presenting to executives - along the way. This intervention can throw presenters off their stride and so cause ongoing anxiety which impacts their confidence and performance.

The pain

The frustrations can come from both parties. The presenter, who has not adequately prepared, is easily rattled and quickly loses focus on the main message of their presentation. This is apparent to the audience and the presenter loses credibility in their eyes. From the audience's perspective, when a presenter cannot handle questions in a succinct and competent fashion, they feel that their time is being wasted, that the presenter is holding something back or that they are simply not the right person for the job.

What we did?

This aspect of preparation relates to content. As a presenter you are more than likely a subject matter expert in the eyes of the audience. This means that with some thought you should be able to address 95% of all questions with ease. Most presenters have simply not thought through all the questions related to their presentation. We help them identify all obvious questions through techniques like scanning across a subject to find lateral question and drilling down into a subject to take the ideas to their logical end. Once the most frequent questions have been identified, we introduced an unplanned speaking framework called Open Your Mind which gives executives a structure to use in every Q&A session and other spontaneous speaking situations.

Outcome

This approach results in a long list of questions that the presenter is ready to answer. Given a particular audience, executives are able to highlight the most likely questions and rehearse answers to them. Overtime, their question and answer list becomes a resource that they can refer to before conference calls, meetings and presentations. Thinking through a subject requires a process and a means to capture your best thinking.

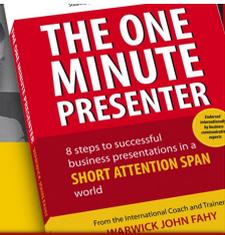
Speak like an Executive

Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER



"Warwick helps ambitious international executives speak with executive presence"



Case Study Seven: My English is not good enough...

Tags: language, confidence, excuses, deeper communication issues, mis-communication cultural issues, defensive, ability to change

Background

A senior executive, local national working for multinationals all his career faces a block in career progression which is identified through performance reviews and 360 degree feedback as due to his communication style. Rather than address this larger issue, the executive insists that the breakdown in communication is due to cultural differences or his lack of language ability.

The pain

The pain here comes from three areas. Firstly, the executive feels threatened and reacts in a defensive way. Citing cultural differences and language ability is a common excuse used when the alternative is to face a more deeper ingrained issue. For his colleagues, there is frustration from the mis-communications which result in lost executive time and also a slow down in execution of strategy. Finally, from an organisation's perspective this could result in a mis-diagnosis and waste of time and resources in, for example, language lessons, which will not address the deeper issues.

What we did?

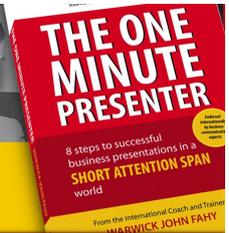
We take a holistic approach and look at the executive in as wide a frame as possible and not limited to just language issues. Often we speak with his peers, superiors and gather as diverse a range of perspectives as possible. In one case, we found that the mis-communication was the same in English and Mandarin so was not a language issue at all. This work on several levels. One is to show the executive the objective evidence that his language ability is sufficient. Another is to work on raising his confidence levels by putting together a solution that does start to address his deeper communication issues, which for example might be related to his thinking style.

Outcome

Success rates vary and are often related to how willing and open the executive is to change this communication style. In cases where we can't convince the executive that his language ability is already above average, he will often repeatedly bring it up when he doesn't want to go any deeper with the change in communication that is really required. Often this is because he believes that having reached a higher position in a company, his style is just fine and doesn't need to change. This can be compounded by feelings of "why should I change my style, why don't others change their style". In these scenarios there is very little an outside expert can do. If you think you cannot learn, or change or improve, then you are right.

Fortunately, most of the time, the executive is relieved that it is not a language issue and try out the new approaches which help them structure, arrange and prepare for presentations. We help them adapt to different types of presentations and work on

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

“Warwick helps ambitious international executives speak with executive presence”

improving their general presentation and communication ability. In fact, the trend in executive communication is towards making the complex simpler so the palette of vocabulary is more about visual, engaging language rather than ten syllable words!

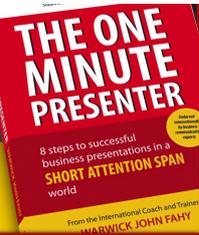
Speak like an Executive

Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER



"Warwick helps ambitious international executives speak with executive presence"



Warwick's Testimonials

Read what our clients and partners think about Warwick:

"In the past 3 years I had the pleasure of working with Warwick on both Executive Coaching and MC fronts and in the 4 projects of partnering he has scored high on all the occasions. One of the client CEO was so happy with his coaching that he decided to extend the coaching for another 6 months. He is the MC for our recent 2nd China Executive Coaching Conference attended by 280 participants and I have to say his part was so well played that he was considered as an informal Outstanding Speaker adding to the glamour of the event. We appreciate his strong work ethic and commitment to partnership and will keep our relationship with him for the other coaching, facilitation and MC opportunities down the road." - Gary Wang, CEO at MindSpan Development

"I had the pleasure of witnessing Warwick serve as Professional Host and MC at the Second Annual China Executive Coaching Conference held in Shanghai in September of 2013. Warwick was on top of the entire two-day event, making sure that he kept speakers on track and the audience engaged in between presenters. He was personable, clear, approachable, and added a touch of humor here and there, too. I have no hesitation to recommend Warwick as a Professional Host or MC."

Brenda Bence, Senior Executive Coach, Professional Speaker, Leadership & Branding Expert

"Thank you for facilitating our first workshop, very productive and good energy from the team." - Lucy Lei, Managing Director Asia and Vice President Asia, Beaulieu International Group

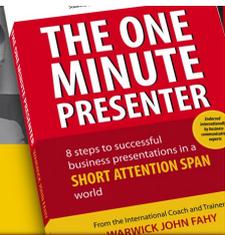
"It is wonderful to meet you at the workshop and the tips and techniques shared at the workshop are very useful to my work and life. Look forward to opportunity of attending your other workshops in 2014. Also Big Thanks for the "One Minute Presenter" book received the other day." - Betty, Finance, Colgate Sanxiao Co.Ltd.

"Thank you for your email and the links to the presentations. The class was very helpful and I enjoyed it. Wishing you a wonderful year in 2014! I look forwards to staying in touch." - Shirley Lu, Director of Platform Accelerator Team - Asia Pacific RICH'S

"It was great to see you last Friday, hope you had a great weekend. Thanks for your emails and books, that is a great book!" - Jane, Associate, Yangtze River Delta Center American Chamber of Commerce

"It was great workshop. I was impressed by your presentation a lot. Thanks for sharing the slides and the one minute presenter. I am very interested in improving my presentation skill. It is the right time that you introduce me the book. Have a great week!" - Randy, Supervisor, Software Engineering, Calix

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

"I found the one minute presentation seminar is very useful for me. As a coach, I learned some very useful tips from the one minute presentation seminar. The principle of Treasure your Audience and Create your Connection are very important. The coach also gave the coachee time to practice these principles with some formats. So it contains both theory and practice". - Monica Jiang, Head Coach, BoConcept

"Great job, Warwick - really enjoyed yesterday's session! Thanks." - Amy L. Sommers, K&L Gates - Shanghai American Chamber of Commerce MC / Host training

"Warwick, thanks for taking us through the session and sharing with us. I especially enjoyed the points you made on transitions and finishing on a high. I have downloaded the slides." - Eric Dieny, Executive Vice President, DHR International

"Just wanted to share this with you also. Again thank you very much for another great MC job at the Danish Business Person of the Year 2012. We had fantastic feedback on the party - it's said it was the best of all the 6 we have held so far." - Ida, Danish Chamber of Commerce in Shanghai

"Thanks again from my side to both of you for organizing and holding the event. I consider it one of the best events we have had in terms of content and presentation. Hope we can repeat it again." - Thomas Seifert, General Manager, Avenit Software

"You gave me the right suggestions, and you played a very big share in making my speech a success. You helped me re-structure my speech and the taglines helped me remember the key messages. I delivered a more natural speech without notes. The feedback I got after the speech was very positive. I felt this was a major improvement over my last speech and my message got across."

Tino Zeiske, President, Metro China

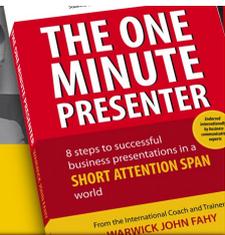
"A must for anyone whose livelihood depends on communicating through effective presentations." - Subramu Basavapatna, Project Manager, Siemens PLM.

"No surprising to have another strong response. I have already heard many positive feedbacks from this group. They cannot wait to meet you again for individual debriefing. Thanks once again for the great help in improving our people's competency!" - Dongmei, HR Manager, SIP Project Management

"On behalf of all the trainees, I am writing to thank you for your inspiring training and wonderful tips. I think I will put some of your great tips on my desk before I remember it all." - Leo, Operation, adidas

"Thank you for sharing your expertise. All members were very inspired by your

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

enthusiasm, dynamic and hands-on presentation. Member's feedbacks are "great speaker who used his own techniques" and "very useful and real world application". Thanks once again for your energetic and resourceful presentation. We look forward to having you deliver another workshop for other groups." - **Cindy Chen, Chair Support Manager, Vistage International, CEO Mentoring**

"An inspiring experience. A new way to master presentations"- **Lailoi Au, Account Director, Dentsu HK Ltd.**

"Inspiring, a new perspective for me to see presentation skill from other angle. Beneficial, in particular, to those who need your team to be more confident in presenting." - **Benny Ko, Group Business Director, DDB**

"It was a very enriching experience for me. I did not only learn how to manage myself in front of a crowd but also how to work on a cohesive clear message. That your methods are 100% effective! They are clear, straight-forward and easy to remember and practice."- **Juan Sebastian Guzman, Logistics Director, MG International Logistics**

"Very useful for daily work. Valuable" - **Justin Gu, Quality Manager, Tetra Pak Food Machinery (Shanghai)**

"Good training course to higher managers"- **Daniel Fang, WCM Coordinator, Tetra Pak Food Machinery (Shanghai)**

"Very useful in my daily work. Good training with interaction from all participants" - **Rickard Mathiasen, Site Manager Central Supply Management, Tetra Pak**

"15 Influence Skill is very useful. Very good training."- **Grace Li, Assistant Manager - Planning, Tetra Pak Food Machinery (Shanghai)**

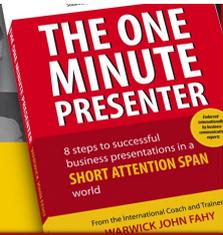
"An eye opener. Even if you know a lot of the stuff you need to learn in a structured way before you can apply and practice. The concrete structure was the value." - **Asa Samuelsson, Business Director, DDB Hong Kong**

"After our session at Millennium Seoul Hilton, I feel more confident on the speech or presentation in front of my clients. I really appreciate it! I believe you and your team were very helpful for all of us." - **Robbie Kim, Assistant Sales Manager, Millennium Seoul Hilton.**

"I have started my one-ones and already I think they've improved my relationship with one of my direct reports!" - **Jacqui, Vice Consul**

"Thank you! We appreciate your help in helping having one of our most successful and

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

best fundraisers to date!" - Tatiana Ramirez, Shanghai Roots & Shoots

"I am writing this letter to thank you for your kind participation in our recent IEIA Conference. On behalf of the organizing committee, I would also like to especially thank you for your informative presentation on Dialogue. During the conference session, your knowledge has overwhelmed so many audience, not only on exhibition industry but also on so many aspects regarding business. I sincerely hope that we could have more opportunities to continue our interesting discussion on possible ways." - Iris Shao, Alibaba

"Thank you very much for all your efforts to the workshop last Friday. Your presentation was greatly informative and truly practical. I believe all the guests enjoyed the workshop as I did." - Angela Lock, Business Events Manager, The British Chamber of Commerce Shanghai.

"Thank you very much for the feedback. We have got very positive feedback from the participants. They are quite satisfied with both the class intent and instructor. I will be very glad to work with you in the future." - Terry Hua, Operations Manager, HP

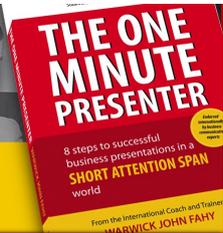
"After I had taken over my new role as Trainer for our colleagues in Operation in Greater China, I realized I had to improve considerably my skills in giving public speeches and presentations. Searching for a suitable service provider in Mainland China, I came across Warwick John Fahy and my decision to sign up for a one-on-one course with him was as well influenced by the fact, that he is very active in non-profit Organisations such as Professional Speakers Association of China and Toastmasters International. The course as such was conducted very well and I benefited very much from working with Warwick on eliminating my weaknesses and enforcing my strengths. I can highly recommend Warwick and the courses offered by his Company to anybody with the desire to improve his or her public speaking skills." - Juergen Ullrich, RC China/Taiwan -Operational Training & Compliance, Panalpina World Transport (PRC) Ltd, Location : Beijing

On 17 August 2007, Warwick received a Presidential Citation at the Hall of Fame from Toastmasters International. His citation read, "A far-sighted visionary and efficient organiser, Warwick led his team of able and dedicated Toastmasters to expand the number of clubs in China from fewer than ten to more than forty in under three years. In the process, Warwick trained new Toastmasters in the ways of organisational leadership while leading the clubs in China to becoming a territorial council and then a provisional district in less than two years."

"I just wanted to drop you a line to thank you most sincerely for the great job you did on Monday evening. Everyone was extremely complementary about the event and how professional it was, and we certainly couldn't have done such a good job without you! We are still counting up the revenues, and will send out a formal letter soon to all our donors, sponsors, volunteers and guests to let them know exactly how much we raised, but it looks like we achieved our target of RMB100K, which is a great outcome." - Corinne Hua, Founding Director, Stepping Stones

"On behalf of the Entrepreneur Organisation, I'd like to thank you for your excellent talk to the Shanghai Chapter. I am busy reviewing the information you provided me and

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

will pass a copy to Paul who is looking for facilitators to work with us on our Sanya retreat in November." - Graham Jeal, President, Shanghai Chapter of EO

"I just wanted to say a big 'Thank You' for all the knowledge you shared in the little while you spent with us. You did say that you set yourself 2 goals before you came to do our presentation : a) To help people; b) To have fun. Well... I know you achieved both the above... your knowledge has definitely helped me overcome a little of my fear... just need to put it into action now! And yes, we had fun too. Thank you once again." - Abigail, Executive Assistant, Marriott Hotels, Goa, India.

"I was impressed about your dedication and connection with the crowd." - Florian Heiner, General Manager, Ramada Plaza Pudong Shanghai

"We are happy to announce that last Friday's "With Love Denmark China Dialogue" charity fundraiser event was a great success! Thanks to the generosity of the event attendees, bidders and sponsors we raised a total of 88,000 RMB for Compassion for Migrant Children (CMC) and Morning Tears. Your participation in this event has shown the generous spirit of the Shanghai business community. For this we are most appreciative. Your generosity to CMC and Morning Tears will benefit the children and communities they serve. Thank you again for helping us enjoy such a successful event." - Grace Nieh, CMC Shanghai Regional Manager, and Signe Kuhl, Board of Directors Morning Tears Alliance.

"Hearty thanks to you for your helpful coaching. I really appreciate it, which will push me to do better in my next few speeches and presentations. Thank you very much." - Nicholas G., Business Management Trainee, adidas Greater China Head Office

"I want to send my sincere thanks to you for your presentation last week. All of my colleagues are enjoy the presentation and I'm sure that it will help to improve their efficiency a lot. Thanks again and let's keep in touch." - Christophe Lajus, Area General Manager, Crowne Plaza Hotels Shanghai.

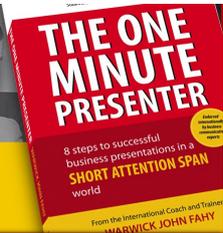
"Thank you very much for your excellent presentation yesterday afternoon to the happy chappies of the IBHS. In these troubled times it is always encouraging to note how we can keep the Owners happy and your tips, suggestions and positive attitude shone through." - William Hall, Chairman, International Branded Hotels Society

"I am inspired by Warwick's passion in Toastmasters as a great leader and benefit a lot from his quick thinking skills training in unprepared speech." - ZhenYu Lei, Application Development Manager, DSM worked with Warwick at Toastmasters International

"Warwick is a great communicator and true leader with passion." - Victor Yu, Product Manager, Saint-Gobain Abrasives worked indirectly for Warwick at Toastmasters International

"I just came out of the Toastmasters International Speech Contest and heard that you won first place for the non-region portion of the contest! Good for you. What a great accomplishment. I was hoping to see you up on stage so I can meet you and thank you for sending so many members to Year To Success. Be proud of your accomplishment!?" - Mr Bo Bennett, CEO, Boston Datacenters, Inc

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

"I really enjoyed your sharing on "The Sleeping Dragon Awakes.." because it is an eye opener for us here in the Philippines." -Ma. Cristina P. Sendin, Central Bank of the Philippines

"I find Warwick to be a Great Visionary with fabulous foresight, AND a relentless worker at the same time. His founding of the Professional Speakers' Association in China takes lots of courage, foresight, and hard work. I admire Warwick's dedication to the cause, and will recommend him to anyone who seeks to be a speaker/ trainer here in China." April 17, 2007 - C J Ng (cydj001@21cn.com), Manager - Marketing & Communication, Asia, Meridian IQ Asia Ltd worked directly with Warwick at Professional Speakers Association of China

"Warwick is a true professional, a speaker who excels in his ability. His great attitude, leadership and management qualities make him an asset to any business or project." October 10, 2006 -Richard Santoro hired Warwick as a Business Consultant in 2006, and hired Warwick John more than once

"Warwick is taking on the important role of pioneering the first Professional Speakers Association (PSA) in China for charter membership. His extensive connections and experience in the world of professional speaking/presenting/ training will surely lead PSA-China to a flourishing start. I have worked with Warwick in organizing and presenting workshops on how to include humor in presentations." January 30, 2006- Matthew Bloomfield worked directly with Warwick at Professional Speakers Association of China

"Excellent communicator and leader in Toastmasters Shanghai Community. He is willing to help people around him and motivate them to grow together." December 7, 2005 - Marco Meng worked directly with Warwick at Toastmasters International

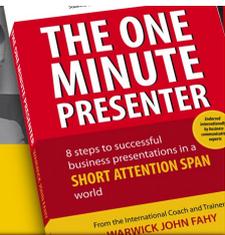
"I have had the pleasure of speaking at an event where Warwick also spoke. Fortunately for me, Warwick spoke first, which meant the audience was lively, enthusiastic, and ready to interact when I took the podium. Warwick believes strongly in what he does, and it shows." May 6, 2006 - Eric Meade was with another company when working with Warwick at TEAMSWORK

"Warwick's contribution to Toastmasters learning began in Taiwan. An award winning Toastmaster, he was instrumental in launching Shanghai University's toastmasters club in 2003 before serving as a driving force in opening other clubs in Shanghai." August 30, 2005 - Darren Paproski, Professor, Malaspina university

"The Best Speaker I have seen." August 26, 2005 - Wei Yi was Warwick's client

"Warwick has presented his capabilities and professional skills very well when he was working in Learning Dept E&Y. He designed very interesting and creative English

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

“Warwick helps ambitious international executives speak with executive presence”

learning courses for the professional staff. We all enjoyed the courses very much. He was also willing to help staff in their English skills whenever people needed help. He is very sociable and made a lot of friends in work.” February 13, 2006 - Joanne Wang, Consultant, Accounting Firm worked with Warwick at Ernst & Young

“Thank you once again for accepting our invitation to present during the ARTDO conference. It was great being your session coordinator. Thanks!” - Serely Alcaraz, Dale Carnegie Training

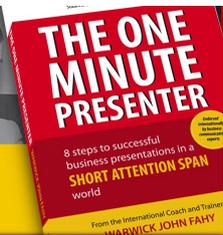
“Warwick is a wonderful team player, a person committed to personal excellence and someone who is willing to go out of his way to make a difference. An awesome bridge to doing business in China.” - Mr Dave Rogers, Chief Mentor Coach, XL Results Foundation

“It was indeed a pleasure meeting you during the ARTDO Conference. We hope that we could see and hear more from you. All the best in all your endeavours in China.” - Arnold F. De La Cruz, Philippine Airlines

“Truly wonderful to meet a speaker like you. I found out you are humble and fun to be with me.” - Sheila V. Villena, Inner Sun Consultants, Manila

“Thank you very much for your kind effort to help us in improving our performance and skills.” - General Manager, Chevrontexaco

Speak like an Executive

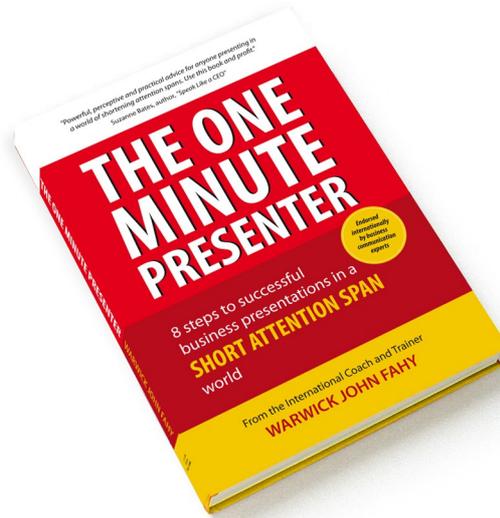


Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

Endorsements for The One Minute Presenter Book



"Warwick John Fahy is an incredible communicator. This book proves it! Every business presenter should not just read it, but internalize it!" - Darren LaCroix, 2001 World Champion of Public Speaking, www.Humor411.com

"Great leaders are great communicators. Shorten your time to the top with one of the best resources on the market for bettering your speaking skills. It's a must for anyone who wants to effectively convey their ideas." - Scott Friedman, author of "Using Humor For A Change" and "Punchlines, Pitfalls and Powerful Programs" Past President, National Speakers Association.

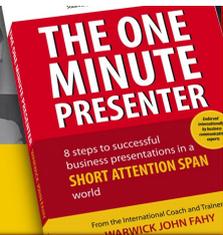
"The difference between the right book about business presentations and others is the difference between lightning and the lightning bug. This book is the lightning. This is the landmark book on business presentations." - Michael Michalko author of Thinkertoys (A Handbook of Creative Thinking Techniques), Cracking Creativity (Thinking Strategies of Creative Geniuses), and Thinkpak a tool for brainstorming.

"An essential resource for every business presenter. Keep it on your desk or in your briefcase." - Harry E. Chambers, Author of "My Way or the Highway; The Micromanagement Survival Guide."

"Powerful, perceptive and practical advice for anyone presenting in a world of shortening attention spans. Use this book and profit." - Suzanne Bates, President and CEO Bates Communications Inc. Author, "Speak Like a CEO" and "Motivate Like a CEO."

"Warwick John Fahy has filled this book with practical tips to help you communicate effectively, which is one of the most important keys to business success today."
- Jim Key, 2003 World Champion of Public Speaking, www.jimkey.com

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

"In the "One Minute Presenter," Warwick John Fahy helps you overcome some of the biggest obstacles people face on their way to top. Buy it - read it - profit from it."

- W Mitchell, CPAE, 2008-2009 President of the International Federation of Professional Speakers.

"Your level of success will depend upon your level of communication through effective presentation skills. Warwick's book, The One Minute Presenter, provides you with the disciplines which will make that difference to your the bottom line!" - Bob Urichuck, International Professional Speaker, Trainer and Author of Discipline for Life, You Are the Author of Your Future and Up Your Bottom Line, Featuring the ABC, 123 Sales Results System. www.BobU.com

"Who better than a master practitioner to deliver this brilliant message brilliantly? Five stars." - Rodney Marks, comedian.com.au, Past President, National Speakers Association of Australia

"A must-read for anyone who's livelihood depends on communicating through effective presentations." - Subramu Basavapatna, Project Manager, Siemens PLM

"Here is a helpful and easy-to-read resource that is loaded with insights on presenting to people with very low attention spans. It's loaded with intelligent tips and techniques you can start to use and benefit from immediately." - Robyn Pearce the Time Queen, Certified Speaking Professional, Past President, IFFPS (International Federation for Professional Speakers) <http://www.gettingagrip.com>

"The One-Minute Presenter is overflowing with speaking tips, is absolutely fascinating and lots of fun. In eight easy steps, Fahy shows you how to perform like a pro."

-Dan Poynter, The Self-Publishing Manual.

"Valuable research on why presenters often fail to make the impact they want. Practical and innovative success steps with immediate and long term benefits."

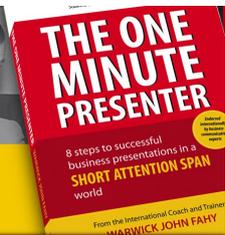
- Raleigh R. Pinsky, The Raleigh Group Communications, author of 101 Ways To Promote Yourself, The 8-Second Media Pitch, and Branding Basics.

"I rate this book unquestionably a "must" for anyone that is required to do presentations. From big audiences to the small negotiation table, the principles and practical techniques hold true for both. Warwick has been able to capture the true essence of what it means to successfully present and get great outcomes. He writes not just for the intellectual mind but to the heart also." - Allison Mooney, professional speaker and author, New Zealand Speaker of the Year 05/06, Most Inspirational Speaker of the Year 07.

"Self belief is essential for peak performance. A lack of confidence in public speaking holds back many business executives. This book is packed with techniques to take your next business presentation to a higher level." - John Shackleton CSP, The Performance Expert.

"Practical, full of excellent content, quick and easy to digest! A must buy for anyone in the business of speaking and presenting." - Matthias Gelber, Winner, Greenest Person on the Planet 2008

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

“Warwick helps ambitious international executives speak with executive presence”

“Warwick has produced this helpful and easy-to-read resource that is loaded with insights on presenting to a variety of audiences. It’s loaded with intelligent tips and techniques you can start to use and benefit from immediately.” - Mark Millar, Vice President, Supply Chain Asia. Founding Member, Professional Speakers Association of China

Presentations are my life. Every day I’m ‘moving’ audiences to new levels of understanding and inspiration. If you’d like to do that – look no further than this great guide. Warwick John Fahy is renowned for his ability to move and inspire and to do that in one of the most challenging markets in the world. You’ll be so grateful he’s captured EVERYTHING (as in every thing) you need right here in these pages. - Paul Dunn, entrepreneur, marketer and speaker, Co-Founder of Buy1GIVE1

“The code for successful business presentations has been broken and the secrets for success are here in this book! If you are a business executive or professional, and want to present with confidence, buy this book.” - Donna Hickey MBA, international professional speaker

“Never bore your audience again! Learn and apply the techniques in this book and you will deliver more engaging presentations with less preparation time than ever before. I can’t wait for the next speech contest.” - Kiminari Azuma, Manager, Information Systems, Tyco Electronics, 2007 & 2008, Champion Toastmasters District 76 (Japan), International Speech Contest

Present with impact!

“The One Minute Presenter” is yet another book on the subject of effective presentations and it stands out as one of the best. Not only does author, Warwick Fahy know his topic, but he also knows how to communicate it in a way that engages the reader.

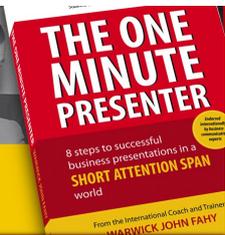
The book is well written and cleverly structured. Like a good presenter should, Fahy grabs your attention from the outset by relating the dropping (and smashing) of a large watermelon from a tall building, to our average attention span - both are a mess! After that start, it’s two short chapters to pose the question “Nobody’s listening” and provide the solution “Help is here”, before introducing the road map of “Your journey”.

“Your Journey” is in fact the eight stations along the road map to an effective presentation. Fahy very cleverly suggests that you should tick the stations you want to stop at, depending on your need. He also provides suggestions on how to get the best out of the book depending on your speed of reading - Step by Step, Jump Around, or Jet Ski.

Each chapter starts with an overview of Content, One Minute Learning, and the Process. Each of these is in bullet form and gives the reader a very clear idea of what’s in store at this stop.

Chapters (stations) often have side-bars with personal stories or expert’s tips. This enables the reader to follow the flow of the chapter and refer to the side-bar as and

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

when ready. Each of the eight stops commences with a short case study of someone experiencing difficulty with this aspect of presenting. Fahy then shows how this difficulty can be overcome. I found two of the chapters, "Manage all interruptions" and "Master the Q&A", to be particularly useful as "How to's" explaining how to expertly manage a range of situations.

"The One Minute Presenter" is highly recommended for anyone who wants to improve their presentations, be they brand new or very experienced presenters.

- Bob Selden, author What To Do When You Become The Boss: How new managers become successful managers. 14 November 2010

A Plan and Road Map to Effective Presentations in a World Where DSL Means "Digital as a Second Language"

Using a unique format Warwick John Fahy introduces each chapter of his book "The One Minute Presenter: 8 Steps to Successful Business Presentations in a Short Attention Span World" with a quick glimpse at the chapter with tips on one minute learning for the presenter and important information on the process. This eight step road map is filled with hands-on tips and dynamic techniques for preparing and communicating successful presentations.

I especially enjoyed the case studies at the beginning of each chapter. Each case introduces the material covered in the chapter and looks at causes and solutions, prepares the presenter to face the audience, or offers steps in preparing an audience focused message to make a connection with them. The chapter dealing with the mechanics of the presentation has important tips for building voice skills, cultivating non-verbal communication skills, the importance of interaction with the audience, and helpful hints for using handouts.

Warwick John Fahy is known throughout Asia and in the United States as an incredible communicator. "The One Minute Presenter: 8 Steps to Successful Business Presentations in a Short Attention Span World" firmly affirms this reputation. Powerful writing, practical content, and a user friendly layout. This is an important tool for every presenter, a ready reference for assimilation, application, and a great confidence booster when reviewed on a regular basis.

- Richard R. Blake, Top 500 Reviewer on Amazon.co. 31 October 2010

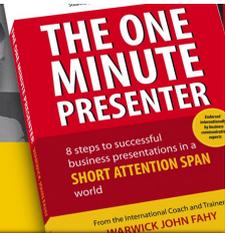
I would give more stars if I could! Best business book I have read!

All I can say is, I wish I had read this book a long time ago. I would have undoubtedly made better presentations, done better on job interviews, gotten more clients, impressed more bosses - and the list just keeps going on.

Warwick has put together the most comprehensive guide I have ever read on how to develop presenting skills. The format is very understandable and easy to read with a core premise that you still maintain your own individualism while making presentations.

I have spoken at conferences and even been a guest at Toastmasters and have considered myself a good speaker - now I know that I have been wrong! The advice given is superb and I am now ready to move it up a notch - or several - in my

Speak like an Executive



Warwick John Fahy

AUTHOR · EXECUTIVE SPEECH COACH · WORKSHOP TRAINER

"Warwick helps ambitious international executives speak with executive presence"

presentations.

This book is great for students, managers, job-hunters, and pretty much anyone that has to speak in front of a group of any size or regarding any issue. For executives, this is a perfect guide to give your managers to improve communications and save time. This is a MUST read!

- Marcia Freespirit, CEO, JimSam Inc. Publishing. 27 October 2010

Overcome the fear of making presentations

Warwick John Fahy provides a wealth of useful tips on how to make a great presentation to groups of any size or composition. For example, 'Don't present like your audience has an unlimited amount of time, attention or energy.' They don't.' The author has been willing to share his secrets for making presentations to groups irrespective of size. His advice is useful, practical and based on his own approach to making excellent presentations. Warwick John Fahy should know-he was inducted into the Toastmasters International Hall of Fame in 2007.

I had the privilege of interviewing the author in September 2010. He has a lot of valuable advice to share based on his extensive experience making presentations to groups in China, other parts of Asia, and the Middle East.

- Vern Burkhardt, Author for IdeaConnection. 10 September 2010