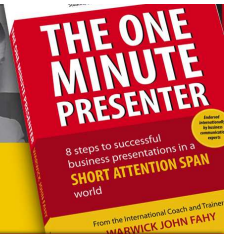


Speak like an Executive



Warwick John Fahy

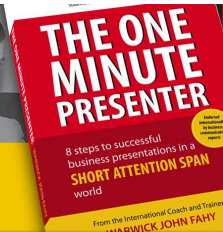
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Speak like an Executive

An introduction to how your executive team can make significant improvements in their high level communication skills and have a greater impact on your business

Speak like an Executive



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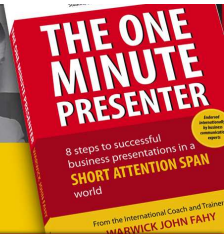
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Executives: Are you struggling to influence your senior managers? Help is here!

Warwick works with high-potential senior finance executives, working in multinational companies based in Greater China, who struggle to get their point across and influence their key stakeholders. Ironically, the skills that have made them excellent finance executives often contribute to this problem. Warwick helps the executive project their message with confidence, which allows them express their opinions powerfully and gain respect from senior managers even when under pressure.

Warwick's coaching programs are helping senior executives through a proven system that allows the executive to quickly organise their thoughts, create a memorable message-based presentation and deliver a presentation that opens with certainty, is structured for clarity and closes with confidence. This flexible system delivers powerful results in formal presentations, conferences, telephone conferences, regular investor meetings and question and answer sessions.

Executives using Warwick's system have reported more confidence when facing senior management, time saved in preparing for important presentations and better results in face-to-face meetings with important stakeholders.

Warwick has been working with senior executives since 2003 to help transform them into engaging, authentic and confidence public speakers. Warwick has worked with the most successful international companies, often leaders in their field, and has a solid record of success that proves our approach and system works. It can work for you as well.

I am always ready and willing to work with ambitious executives who are ready to take the next step in their careers. I am here to support, encourage and facilitate your development. Let's talk soon!

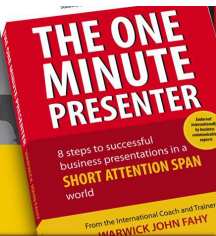
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Is this you?

I work with high-potential senior executives, working for multinationals based in China, who struggle to get their point across and influence their key stakeholders. I help the executive gain respect by quickly and powerfully expressing their opinions - even when under pressure. Executives I work with recently have included: Presidents, CEOs, board directors, CFOs, general managers and partners. I specialise in helping senior finance executives and have developed targeted solutions to help these executives.

I help clients who face these scenarios. Are some of these statements true for you?

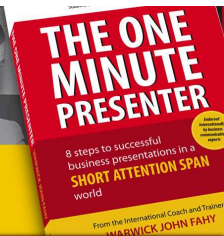
- I get nervous when I have to present to senior managers in meetings or conference calls
- My direct manager tells me I need to be more concise and get to the point when I am giving my weekly briefings
- In my last review, I was told that I need to improve my presentation skills before further promotion is considered
- I have been advised that I need to stop giving data-heavy technical presentations but I am not sure how to do that
- Although I am in a senior position, I feel that I am not regarded as a valued business partner
- I am frequently cut off by other managers and asked questions during my presentation
- I prefer to write a report and email it rather than pick up the telephone or arrange a face-to-face meeting with my superiors
- I need to prepare for high stakes client-facing presentations
- Since my promotion, I need to communicate more frequently with senior managers
- I have been asked to represent my company at public events and conferences

I don't work with everyone. Engagements can only be successful with clients who are willing to be responsible for working towards their success as well.

Clients will be most successful in working with me when you:

- Are motivated with a driving ambition to improve
- Have a clear goal or target
- Take action and complete assignments
- Are open to accept constructive feedback and take action on it
- Are willing to try new methods
- Don't make excuses
- Are proactive about asking for help

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Is this you?

- Are extremely competent in your current role with strong technical skills and a good reputation for reliability and consistency
- Desire to project your strengths more clearly to senior management
- Love to learn and want to have fun doing it

Because I am a specialist focusing on the essential skills of effective executive communication, I **work across a diverse range of industries**. This means that I bring a wider range of perspectives, insights and approaches to all my clients. I tend to focus on these industries:

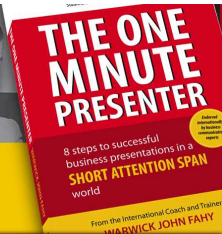
- Industrial
- Finance
- High technology
- Retail
- Hospitality

I also have experience with these industries: engineering, fast moving consumer goods, professional services (consulting, accounting, legal), logistics and global sourcing, environmental protection, publishing, automotive and government.

So what do I do now?

Now that you know the kind of clients we work with, the issues we help them resolve and what our clients need to do to ensure their success, have a look at the next sections to learn more about "How I Work."

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How I work

What's it like to work with Warwick?

On this page you can read about the results our clients have reported, a sense of my guiding beliefs, my approach to client projects, and how I'm different from other service providers.

1. Expected Results. You can expect the following results when you engage Warwick:

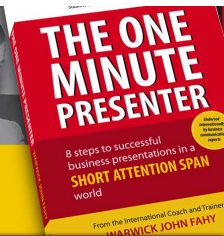
Deliver presentations with confidence. Overcome your nerves so that you deliver with a clear and coherent message to your senior managers in meetings or conference calls.
Express your main points concisely and directly. When you are faced with a busy senior manager you will be able to convey your main point or key message in the fewest possible words. This can be useful if you are stopped in the corridor and asked for your opinion or at a regular weekly briefly.

Senior management value your strengths more clearly. A rising tide lifts up everything on the water's surface. Similarly, when you improve your presentation skills, all your other strengths will be seen in a better light. As you become better at expressing yourself clearly, your managers will see more clearly the assets that you bring to the organisation and this can improve your promotion prospects.

Make your presentations easier to remember. When presenting to senior managers you need to adjust your presentation style. You need to switch from delivering data-heavy technical presentations to message-based ones.

Become regarded as a valued business partner. The cold reality of business is that if senior executives struggle to communicate with you, they are unlikely to look upon you favourably when it comes time to expand your role or an opportunity emerges. At the senior level, the better the communicator the more likely they are to be asked to take on new roles and responsibilities.

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How I work

2. Guiding Beliefs. These are the standards to which I hold myself accountable. I also find that I do my best work with clients who share some or all of these beliefs:

Having fun is not optional. Studies have shown that adults learn more and retain it longer when they are enjoying themselves. I like to bring fun and levity whenever I can as it stimulates creativity, improves performance and can sometimes make the impossible seem more possible!

Helping & building up others. My motto is "You get what you give". My purpose in life is to help other people improve their lives. I help with actions as well as words. I make a difference. I am straightforward and honest without being brash and aggressive. Laughter shared is twice enjoyed. I build up people's confidence. I help the wider community I live in. I do this with integrity.

Leading and learning. Leadership is based on being proactive in taking responsibility to make things better. I steer my course through life based on the principle of continuous learning. I take challenges to "Learn by Doing" and "Lead by Leading" in order to further improve and develop my leadership and management skills.

Staying healthy in mind and body. I stay physically healthy through exercise and yoga. I train for triathlons. I love to travel. I stay positive and keep my mind open to new ideas.

Creating material and spiritual wealth. I believe everyone in life has the power to create abundance. Whether material possessions, love in relationships, or peace of mind. Money is just a way of keeping score of the goodness we are giving the world. I create wealth and then invest it wisely. I am aware when an investment is too good to be true and keep my eyes open for people who would manipulate me for ill purpose.

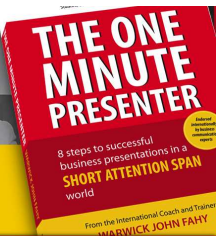
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How I work

3. My Approach. This is how I engage with my clients. If all or most of this approach makes sense to you, we will work well together:

Direct and honest advice. You will receive direct and honest advice conveyed respectfully, even when the message may be difficult for you to hear. I am an objective third party who won't hesitate to let you know when I feel you are off-track.

Learn by doing, not by listening. Learning is a participatory game - no spectators. You will learn quickly and effectively when you try out the exercises, activities and assignments and do your best to adjust your style as you learn.

Precise and specific advice. When I give you suggestions or advice, I make it extremely precise and focused on a particular skill or behaviour. You won't receive general or vague suggestions. Also, I have personally road-tested my advice so you won't be getting theory from a dusty textbook. This alone will save you years of trial and error learning.

Effective across cultures. I have worked extensively with multi-cultural teams since 2003. This deep experience working internationally means I can help you adapt your message to whoever is in the audience.

Above all, I am flexible. I can work around your schedule and respond to your deadlines.

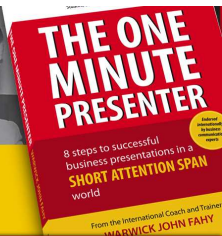
Practical solutions. I quickly assess and offer practical solutions after an initial conversation with you.

I like to laugh. I take my work seriously but not myself. I like to find the fun in what I do and enjoy the process as well as the outcomes.

I use a range of formats to support you. When I meet you at our initial consultation meeting, I can introduce the details of each format:

- Face-to-Face Coaching : a tailored one-to-one session (from 4 to 8 hours)
- Ongoing Support: a one year talent development program to develop foundational executive skills
- Workshops: a small group format using case studies designed for your company (up to 12 people)
- Remote support: email, telephone or SKYPE support to executives involved in a talent development program
- Material support: books, audio and video training for internal training use.

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How I work

4. Uniqueness. I combine my passions, interests and skills into all my engagements. Which means all my talents are focused on making you more successful:

I am incredibly passionate and motivated by the field of public speaking. My research has taken me all around the world from America to Asia, Europe to the Middle East meeting the world's best speakers and presenters. I am the author of a book on business presenting called [The One Minute Presenter](#).

Learn from Hollywood - Bring in the best. I leverage on great ideas that already have been tested, for example, how to refine a message by learning from the movie and advertising industries. I combine performance skills from theatre, stand up comedy and improvisational acting to help you deliver more engaging presentations. By combining these different skill sets and approaches, you will learn new tips, techniques and skills that work.

I have over 17 years business experience and have worked with multinationals throughout my career. I understand the pressures and challenges of executives which means that I won't drown you in theory - I only give advice that I have tried and tested to work.

As a professional speaker and business leader I am able to relate to you as executives and speak your language. I work around your schedule and I tailor everything around your own individual set of circumstances. This means that you will only receive relevant, laser-focused support.

I respect your time. Which means that the time and energy you invest will be richly rewarded with a high impact pay-off. This is important because your time is precious and you want to see a visible change in a short timeframe.

Now that you have a better idea about the results you can expect by working with us and our approach and philosophy of working with clients, next you will see seven case studies that highlight the most common challenges facing executives in China today.

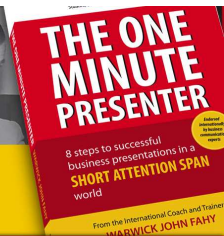
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Case Study One: John Wang, Tax Director China

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

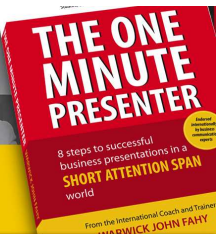
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themselves.

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.

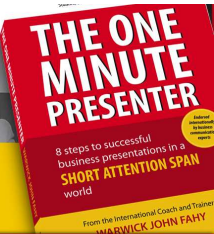
A major point was the change in mindset that took place when John realised that even seemingly simple engagements like conference calls needed a great deal of preparation - far more than he had previously thought necessary. The "ah-ha" moment came when John said "This really needs a lot of preparation!" 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.

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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.

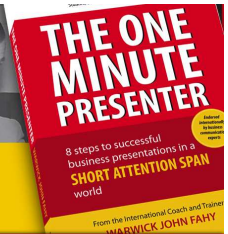
What we did?

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.

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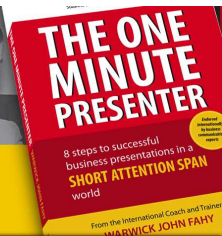
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Outcome

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.

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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.

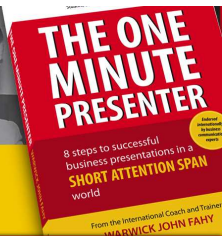
What we did?

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 we repeatedly engaged in an 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.

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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 a 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.

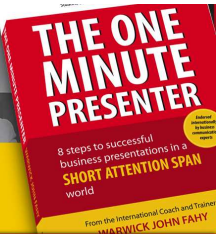
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Case Study Five: PowerPoint Paralysis

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.

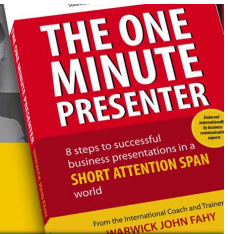
Thirdly, we show executives how to construct a message-based presentation which is focused on a clear outcome and can be adapted to various audience's expectation and requirements.

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

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AUTHOR · EXECUTIVE SPEECH COACH · FACILITATOR OF LEARNING

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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.

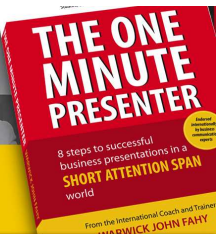
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Case Study Six: Fear of Q&A sessions

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.

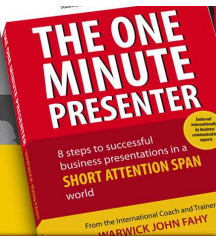
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Case Study Seven: My English is not good enough...

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?

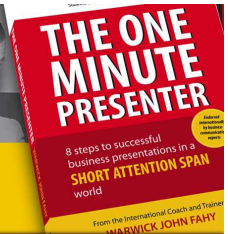
We take a holistic approach and look at the executive in as wide a frame as possible and not limited to just language issues. Often we speak with his peers, superiors and gather as diverse a range of perspectives as possible. In one case, we found that the mis-communication was the same in English and 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

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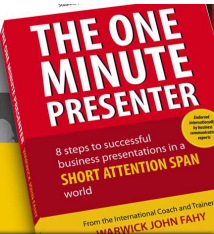
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improving their general presentation and communication ability. In fact, the trend in executive communication is towards making the complex simpler so the palette of vocabulary is more about visual, engaging language rather than ten syllable words!

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Warwick's Testimonials

Read what our clients and partners think about Warwick:

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

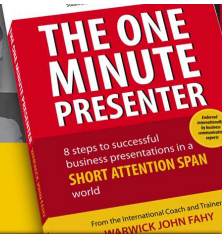
"Thank you very much for the feedback. We have got very positive feedback from the participants. They are quite satisfied with both the class intent and instructor. I will be very glad to work with you in the future." - **Terry Hua, Operations Manager, HP**

"After I had taking 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

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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 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**

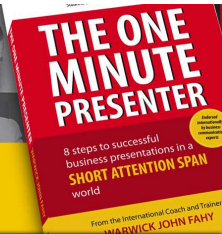
"I want to send my sincere thanks to you for your presentation last week. All of my colleagues are enjoy the presentation and I'm sure that it will help to improve their efficiency a lot. Thanks again and let's keep in touch." - **Christophe Lajus, Area General Manager, Crowne Plaza Hotels Shanghai.**

"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**

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"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

"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

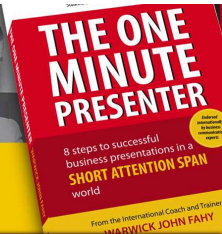
"Warwick is taking on the important role of pioneering the first Professional Speakers Association (PSA) in China for charter membership. His extensive connections and experience in the world of professional speaking/presenting/ training will surely lead PSA-China to a flourishing start. I have worked 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

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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 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

Endorsements for The One Minute Presenter

"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

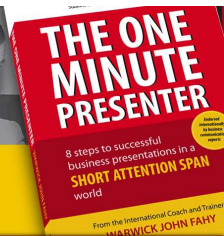
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President, National Speakers Association.

"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

"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

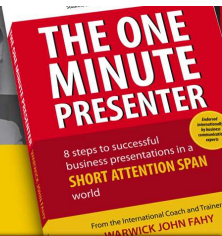
"A must-read for anyone who's livelihood depends on communicating through effective presentations." - Subramu Basavapatna, Project Manager, Siemens PLM

"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."

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- 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

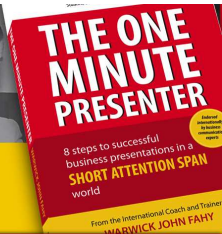
"Warwick has produced this helpful and easy-to-read resource that is loaded with insights on presenting to a variety of audiences. It's loaded with intelligent tips and techniques you can start to use and benefit from immediately." - Mark Millar, Vice President, Supply Chain Asia. Founding Member, Professional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

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About Warwick

Warwick John Fahy is an expert in the art and practice of executive public speaking, and is the published author of *The One Minute Presenter: an 8 step guide to delivering successful business presentations in a world of short attention spans*.

Warwick coaches Asia's leading senior executives, business leaders and entrepreneurs who need to influence their clients, investors, board and team members. In particular, Warwick helps finance directors working in multinationals who need to better express their messages to key stakeholders and so expand their influence and enhance their credibility. His role is as a facilitator of learning to not only demonstrate and transfer best practice in interpersonal executive communication skills, but also to allow clients to become more self aware and able to critically assess their own performance with the tools, techniques, strategy and language learned in the coaching.

Below are some interview questions to help you understand what drives Warwick.

How long have you been training people in public speaking and executive communication? What interests you about your field?

Unlike many professional speakers who started young, my journey took a completely different path. As an introverted child, I would do everything I could to avoid speaking in public. I cried in a drama performance when I was twelve because I forgot my lines, I feigned illness in high school rather than deliver a presentation to the school and I steered clear of the debating society.

Even as a sales executive when I was delivering 100 presentations a year to high technology companies, I was still a ball of sweat while presenting. It was only in my 30s when I dedicated hundreds of hours to working on my public speaking skills did I find that I could enjoy public speaking and it became a passion.

Since 2003, I have spoken internationally, authored a book on business presenting and regularly coach senior executives around Asia. What fascinates me about the art and science of public speaking is that despite all the advances in technology, so far nothing has come close to beating the engagement and connection we feel when listening to a story well told. (Note from digital natives: "Well some video games might come close!")

I have found in my experience of working with senior executives that mastery in the skill of public speaking will take an executive much further than technical skills alone would.

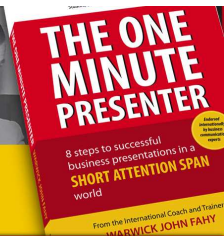
So I really see my role as someone who can help executives to go as far as their ambitions take them. To help them share their talents with the world.

What are some contributions you've made to your profession?

For services to the public speaking industry, Warwick was inducted into the Toastmasters International Hall of Fame in August 2007 for his pioneering leadership as chairman for Toastmasters in China. Warwick is the founding Chairman of the Professional Speakers Association of China.

I am the author of *The One Minute Presenter: 8 steps to successful business*

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presentations in a short attention span world, which is a guide and reference for busy executive presenters who need practical and effective tips to improve their presenting skills.

What are some big things you've accomplished for clients.

I put the fizz in the lemonade! My clients are already very intelligent, successful and highly competent at what they do. They have qualities that destine them for greatness. What I do is help them punch their weight by learning how to confidently project their opinions through presentations, conference calls and one-on-one meetings with key stakeholders - like investors, board members and clients - who have massive influence over how their career develops.

I know I have done my job when my clients are able to better engage with their senior managers in regular meetings; when they deliver confident presentations at board meetings; and when they master a question and answer session with zest.

What's unique about your working philosophy and approach to working with clients?

The uniqueness that I bring to my assignments are built on a combination of skill sets:

- * I am an international professional speaker who understands the pressure of tailoring an engaging message and connecting it to an audience.
- * I am the author of a highly acclaimed book on business presentations called *The One Minute Presenter: 8 steps to successful business presentations in a short attention span world*.
- * I am a TV host which means I understand the pressure of having a camera directed at your performance and message.
- * I am an executive speech coach for CFOs including nationals from China, Hong Kong, Korea, Germany, UK, USA, France and many other countries.
- * I have cross cultural experience of working and speaking in China, Korea, India, Dubai, Europe and the USA.

You can also learn more about [How I work here.](#)

What's other qualifications do you have?

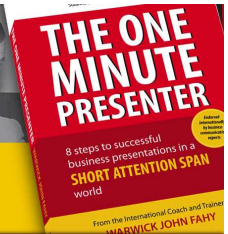
As a Certified Professional Facilitator (CPF) with the International Association of Facilitators (IAF), Warwick facilitates leaders and teams in results-oriented, process-driven executive retreats, workshops and executive boot camps. Becoming a CPF is a commitment to excellence and continuing professional development. Warwick was recertified as a CPF in 2010.

Living in Asia since 1994, Warwick is known for demonstrating deep cultural intelligence, while collaborating with teams across China, Asia, India and the Middle East.

What are your extracurricular activities?

I like a challenge so I am often in the middle of a project to push my comfort zone a little. In 2010, I completed my first Ironman Triathlon in 35degree heat which was probably the hardest physical challenge I have ever done. I also completed a one day 240Km bike ride with my cycle club. I am currently working to repair all that physical

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damage by learning yoga. I have a long way to go!

I am also in the middle of completing my Distinguished Toastmasters Award in Mandarin Chinese. I have also been a committee member of The British Chamber of Commerce in Shanghai since 2008.