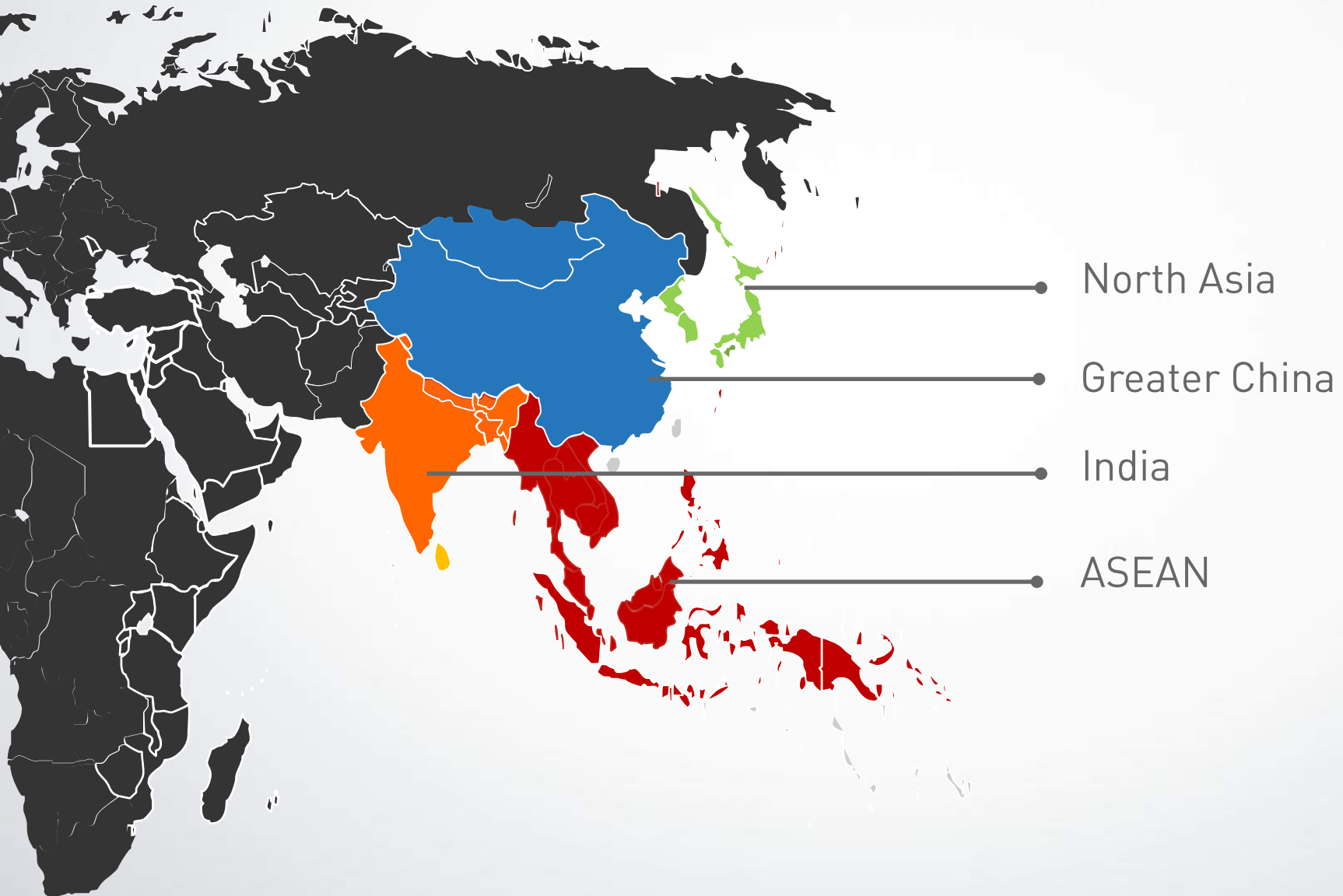




# Charisma Academy

We help Asian talents develop their people skills so that they can make a significant impact in the world

# Presence in 12 countries







**50,000**  
people trained

Sales Professionals  
Corporate Leaders  
Educators & Principals

# We are well known

in the following four segments



Financial  
Services



Healthcare  
Pharmaceutical



Infocomm  
Technology



Educational  
Institutions

# Market Opportunity

For Asia: US\$100B

As of 2013, the corporate and government spend on training was about US\$306.9B, an increase from US\$291.7B in 2012.

**Asia represents a third of the pie, amounting to about US\$100B** and is growing aggressively with the opening of China market<sup>1</sup>.

# Market Demand

for people skills training in Asia

“The money you make in any endeavor is determined only 12.5% by knowledge and **87.5% by your ability to deal with people**”

Stamford Research Institute





# Challenges faced by salespeople

- 1. Clients are spoilt for choices:** they don't have to choose you
- 2. Clients are increasingly distrustful** of salespeople
- 3. Clients are harder to reach** because of PDPA\*

\* Personal Data Protection Act



# Challenges faced by leaders

1. **Attracting top talents** to work for them
2. **Developing top talents** to drive business performance
3. **Retaining top talents** and win their loyalty





# Challenges faced by educators

1. **Engaging students** to get them excited about learning
2. **Engaging peers** to solve problems
3. **Engaging stakeholders** beyond the classroom

# Market Gap

What's missing in training today

1. Current programs are **too theoretical**
2. Current programs are **not relevant to Asia**
3. Current programs **lack strong follow-up**





# Gold Mine

Market Opportunity

Market Demand

Market Gap





# Our Unfair Advantage: **Expertise** Frequently on TV, radio, papers



## Be a master of influence

You can sway people's opinions and win them over by sharing stories with them

Successful people have a lot to do with their ability to influence people. Whether you are an executive, a manager or director, you need to know how to influence others. Mastering this skill will allow you to make the most of every opportunity that comes your way.

Here's how to win people's hearts and minds:

- People buy people first.** Life is a popularity game. Everyone wants well-liked people to get down, direct and inspire. People buy people, not ideas. Your ideas, your products or your organization. People like those who are similar to themselves. Focus on creating an image someone would want to be like. It can be via their personality, appearance or values. The deeper way to establish commonality is through values – what is important to the person.
- People only take action when you make them care enough.** Over the years, I have learned that if I want someone to take action, I must engage his heart, and not his head. How many times have you got others to do what you want?
- Placards.** Many influencers are quick to "take advantage" of the moment and lack the ability to influence others. Placards are the key to influence others. Placards are the key to influence others. Placards are the key to influence others.

## Unlock your charisma

A sharp focus and empathy will set you apart from other people

HAVE you ever admired successful people who seem to have it all? They secure the best jobs, build the most profitable businesses, earn the biggest paychecks and date the most attractive people.

However, here's the irony – many of them may not be smarter, more educated or better looking than you. Decades of psychological studies have shown that what truly sets them apart is their personal charisma.

But what exactly is charisma? The answer lies in its root word "charis", which means "gift" or "favour". Simply put, a charismatic person finds favour with people easily.

Since 2006, I have interviewed top executives and sales professionals in key industries like finance, real estate, technology and health care. From the hundreds of hours spent with them – through conversations and shadowing – I discovered eight keys that they use to unlock their charisma:

- 1 Connect**  
Charismatic people create emotional connections with others naturally. They put others at ease with their sincerity, and attract people with their confidence. They are adept at making small talk and always leave the person feeling like a star after the conversation.
- 2 Have presence**  
But what truly brings them closer to others is their ability to establish common ground quickly, knowing full well that people like people who are like themselves.

Charismatic leaders like US President Barack Obama find it easy to connect with people. PHOTO: AFP

## Engage your audience

Take the pain out of public speaking with these strategies

YOU have to make a presentation, and you are feeling nervous. Practice these strategies to present with more confidence and charisma.

- 1 Keep the end in mind**  
The battle is won if you first take the time to decide on the objective of your presentation. Start by deciding on your general objective. Are you speaking to inform, influence or inspire?
- 2 Make your presentation about your audience**  
Once that is decided, work on your specific objective. For your presentation to be successful, what do you want your audience to think, feel and do? Once you are clear on your end point, crafting your presentation becomes a piece of cake.

To ensure presentation success, you must start strong. Here's how to kick-start your presentation:

- Open with a humorous or emotional story that leads to your key message.
- Ask a rhetorical question that gets your audience thinking.
- Shock them with a startling statistic.
- Refer to a cartoon or do a skit.
- Refer to a story or a personal experience.
- Refer to a story or a personal experience.

## 网上学演讲

上网看本地首个演讲比赛

5大演讲秘笈

网上学演讲，是许多职场人士梦寐以求的。在竞争激烈的职场中，演讲能力是决定一个人成败的关键。通过观看本地首个演讲比赛，你可以学习到许多实用的演讲技巧，提升自己的演讲水平。

5大演讲秘笈：

1. 明确主题：在演讲前，要明确自己的主题，并围绕主题展开。
2. 吸引听众：通过生动的故事、幽默的语言等方式吸引听众的注意力。
3. 逻辑清晰：演讲内容要有逻辑性，条理清晰，让听众容易理解。
4. 情感投入：在演讲过程中，要投入情感，让听众感受到你的真诚和热情。
5. 互动沟通：在演讲过程中，要与听众进行互动，了解他们的反应，并根据需要进行调整。



# Our Unfair Advantage: **Expertise**

## Review of Prime Minister Lee's speech

收视  
创新高

# 总理前晚演讲 逾150万人观赏

**根** 据新传媒提供的数据，星期天晚上的总理国庆群众大会，收视率创新高。今年共有超过150万9000人，通过新传媒各免费电视频道，观看现场直播的群众大会，聆听总理和3位部长的演讲。去年收看的人数为141万4000人。

## 国人赞扬总理

李锦松

针对总理前晚的国庆群众大会演说，本报记者昨早走访中央商业区一带，访问了近40名各年龄层的国人，多数的受访者认为，总理的演讲非常感人，让他们听了之后，会去思考一些问题。

其中，最多受访者赞扬总理“不怕被人抨击”，说出了一些新加坡人不好的心态和行为，提醒国人别做“丑陋的新加坡人”。

同时，他也点出新加坡人对待新

移民和外劳的心态，可能会影响到新加坡的国际声誉，以及新加坡人在外国人眼中的素质。

此外，总理也提醒国人，社会福利都是需要有人买单的，20年内我们的税务无可避免的会增加。

### 语重心长“点醒”国人

受访者说，这些都不是“受欢迎”的话题，但他们很庆幸，在目前这样的政治气候下，总理依然尽他的责任，语重心长地“点醒”国人，而没有选择只说一些“人民爱听的话”。

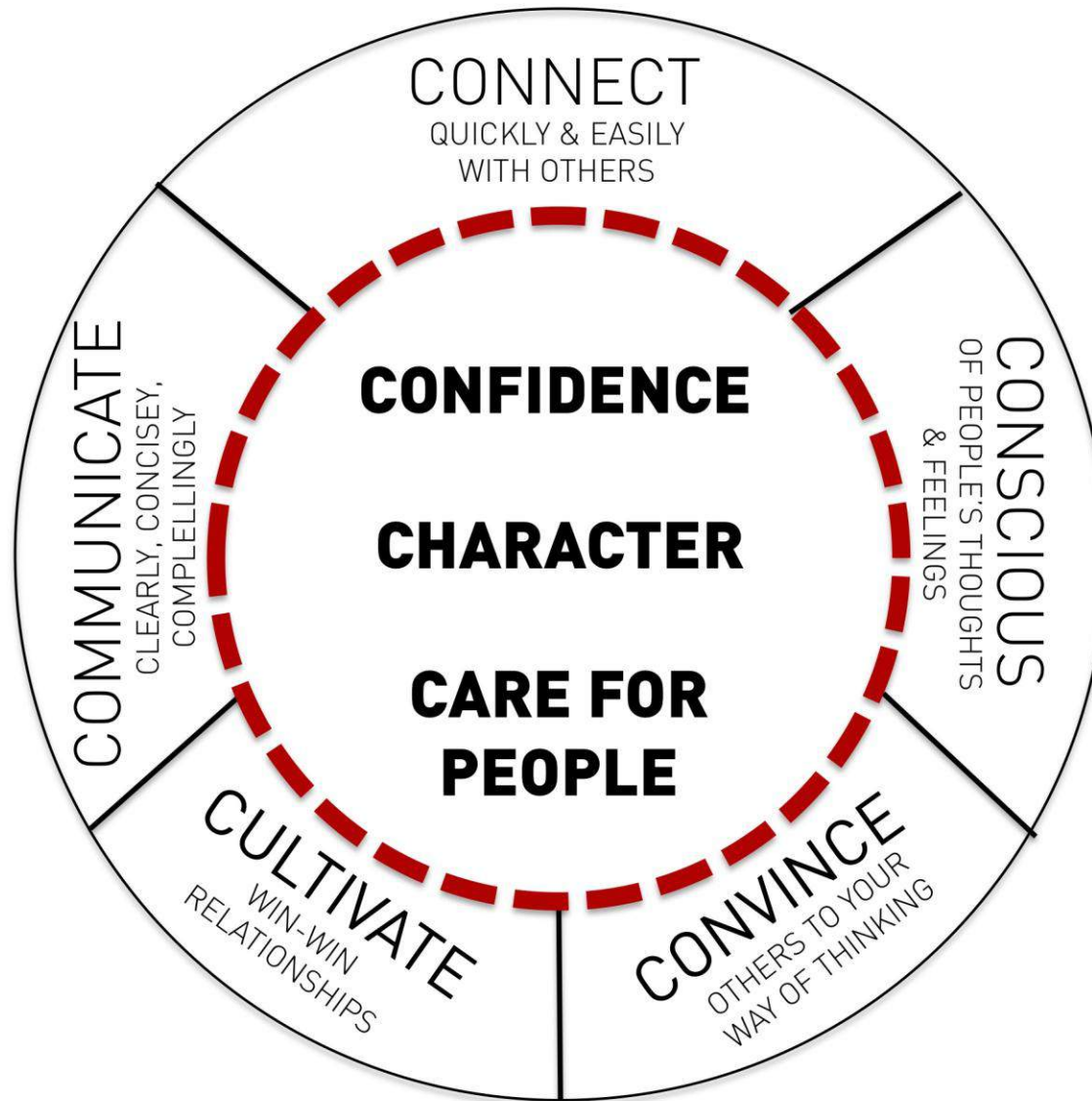


## 受访者对总理演讲的7大看法

- ◆ 庆幸总理没有一味说些“人们爱听的话”，而是“冒着被人抨击”的“风险”，说出了一些新加坡人不好的心态和行为。
- ◆ 关于国人如何对待外国人的部分，感觉总理在训话，但总理的措辞和语气让人愿意接受并反省。
- ◆ 总理语重心长地道出新加坡目前与未来所面对的问题和挑战，并表示政府已积极在改善及探讨一些政策，这些话虽然不是第一次听到，但总理说来却非常
- ◆ 很多新加坡人对未来没有太大的信心，但是，总理昨天的演讲及他所举的例子，燃起了小市民的一些希望。
- ◆ 总理讲到新加坡记忆的那个部分，很能触动人们的心弦。
- ◆ 以为总理会宣布一些新政策的细节，例如：会推出哪些具体的政策改善生育率下跌的问题，但总理前晚却没有提到。
- ◆ 以为总理会谈谈到如何照顾老人，但是，总理这次并没有着重谈老年人的问

# Our Unfair Advantage: **Expertise**

Over 100 customizable programs





# Our Unfair Advantage: **Expertise** Supported by industry experts





Our Unfair Advantage: **Experience**  
Acknowledged by the industries





# Our Unfair Advantage: **Experience**

## Highly visible in key industries



Our programs are licensed  
to 12 countries in Asia



Our speakers are invited to  
speak at prestigious  
industry events



Our products are  
distributed Asia-wide

# Our Unfair Advantage: **Experience**

High retention and visible changes



Pre-training  
assessment

Focused group  
interviews

Mystery  
shopping



Accelerated  
learning

Hands-on  
sessions

Industry  
case studies



Post-program  
coaching

Learning  
resources

Round-table  
sessions

# Our Unfair Advantage: **Engagement**

## Post-program coaching sessions





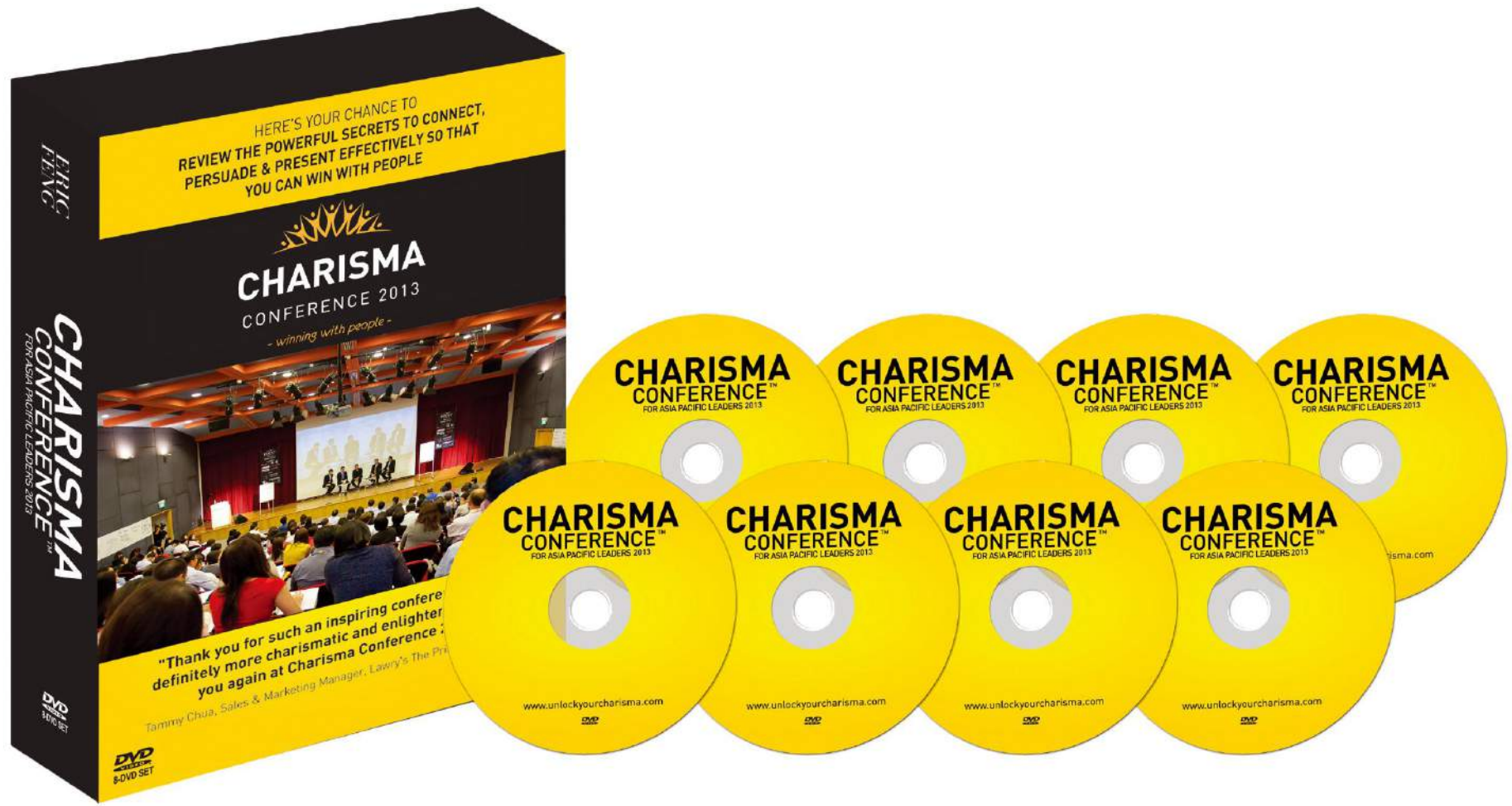
# Our Unfair Advantage: Engagement

## Post-learning tools





# Our Unfair Advantage: **Engagement** Educational products



# Our Unfair Advantage: **Engagement**

## Online learning tools



**WIN WITH PEOPLE**  
BY MASTERING THESE 8 SKILLS

**CONNECT**

**HUMOUR**

**AWARE**

**UNLOCK YOUR PERSONAL CHARISMA™**  
TO ACHIEVE BREAKTHROUGH SALES IN 2014

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- "Unlock Your Personal Charisma" Keynote for 5500 Leaders and Agents at Prudential Malaysia**  
by Eric Feng
- "Unlock Your Personal Charisma" Keynote for 1000 pax for Manulife Singapore**  
by Eric Feng
- "Winning The Game Of Life" Keynote to 1200 pax for CWA in Kuala Lumpur, Malaysia**  
by Eric Feng
- The 3 Essential Skills To Achieve Effortless Success In Work & Life**





"I am happy to inform that **all our Senior Management present were very impressed with your training presentation.** Thank you for a job well done. I also spoke to several of our Regional heads and they gave us similar positive feedbacks."

Michael Goh, General Manager,  
Distribution Services & Support  
AmBank Malaysia



"The trainer from Charisma Academy understands the current technology trends well **hence when it comes to teaching communications in our industry, few people are as effective**"

Rodrigo Becerra, Managing Director  
Worldwide Government  
Microsoft APAC





“While selling skills such as targeting and negotiation can be learnt, the mastery of people is what differentiates an average salesperson from a successful salesperson.  
**All salespeople need this program!”**

Lee Kian Sieng  
Head - Pharmaceutical Division  
Sanofi Singapore, Malaysia & Brunei

# Strong Endorsement by CEOs



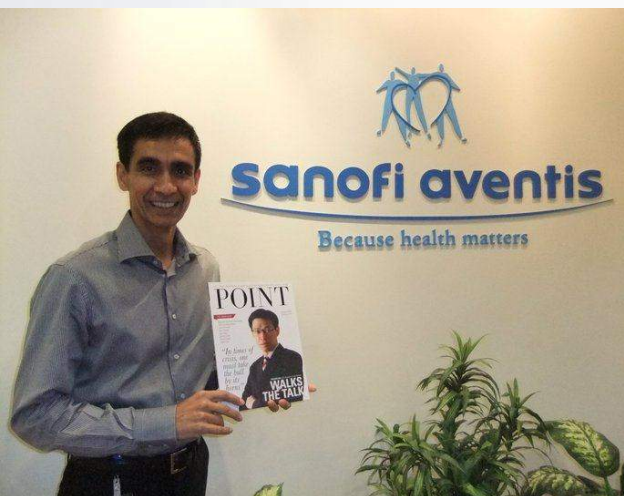
Chief Executive Officer  
AIA Macau



General Manager  
EMC Singapore



General Manager  
Servier Singapore



General Manager  
Sanofi Bangkok



Managing Director  
Google APAC



Partner  
KMPG





# CHARISMA

ACADEMY

*- winning with people -*