

# AdvantEdge

Professional Development

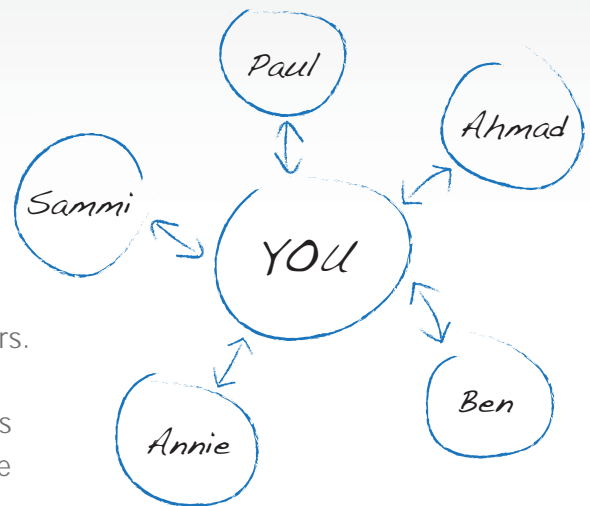
## Unveil Your Communication Blueprint

**“The void created by the failure to communicate is soon filled with poison, drivel and misrepresentation”**

– C. Northcote Parkinson

In this exclusive two days program “Unveil Your Communication Blueprint”, you will gain an unfair advantage over your peers & competitors by learning the insider strategies and secrets of great communicators.

Be sure to read on to check out the five power segments that we will be covering over the two days. Prepare to be blown away by what we have in store for you!



**Date** 16 and 17 August 2008 (Saturday & Sunday)  
**Time** 9.00am – 5.00pm  
**Venue** Singapore Management University  
School of Economics & Social Science  
Classroom 5.4  
**Investment** \$500

- 2 full days of intensive training to help you gain an unfair advantage over your peers and competitors permanently
- Two lunches and two tea breaks
- Complimentary copy of “The FAQ Book on Public Speaking” authored by the lead coach
- Your very own copy of “Charm Your Audience” DVD worth \$70
- 10% discount voucher for future programs led by AdvantEdge Coaching

**RECEIVE  
\$50 OFF**

Register and make your payment  
by 12 August 2008  
to enjoy this early bird special!

[www.advantedge.com.sg/register](http://www.advantedge.com.sg/register)





## *Our Recent Clients Are From*

Asia Business Forum  
Asia Pacific Economic Cooperation (APEC) Secretariat  
DP Architects  
Executive Coach International  
PSA Singapore  
Social Development Unit (SDU)  
Management Development Institute of Singapore  
National University of Singapore  
Singapore Management University

## *Raving Reviews From Participants Of The "People Magnet" Workshop*

*"I found the 3-hour course highly informative and instructive. In particular, it helped to demystify the art of small talk into manageable pieces and steps. Eric is a great engaging presenter - humorous at times but more importantly, really forth-coming with inspirational and memorable anecdotes and examples. Through little stories here and there, people remember the pointers. It's almost very difficult to learn an 'Art' in only 3 hours, but Eric has provided a starting base for all of us to begin applying in daily life. Kudos, hope you can continue to arrange such courses for more people in the future!"*

**– George Ng, Singapore Polytechnic**

*"Eric's FAQ approach to the talk was very refreshing and was able to tackle aspects of the subject that normal seminars could not. It addressed the concerns of the audience directly, and even the most seasoned speakers in the audience felt that they walked away learning something new. Eric's stage presence and achievements at such an early stage of his career was the greatest inspiration to us all."*

**– Hui Min, DP Architects Pte Ltd**



## ***Pioneering Professional Development Institution***

AdvantEdge Coaching Pte Ltd is one of the region's pioneering professional development institutions that focuses on creating champions in the corporate world. Co-founded by one of four of Asia's Master Certified Coaches by the International Coach Federation (ICF), AdvantEdge caters to different levels and dimensions of a person's professional evolution.

## ***One of the Region's Leading Coaching Organizations***

AdvantEdge is the corporate training arm of Executive Coach International Pte Ltd, a leading coaching organization in the region which boasts Singapore's largest body of internationally qualified coaches to be certified by the ICF.

## ***Professional Evolution***

At AdvantEdge, we are committed to advancing executives through the constant reworking of their personal effectiveness formula. We help our clients create significant breakthroughs by living powerful and inspiring lives.

## ***Executive Coach Profile***



**Eric Feng**

Director | Executive Coach

Eric is an award-winning Toastmaster, best-selling author and a highly sought after executive speech coach in both Singapore and the United States. Over the past five years, he has helped over 3000 students, executives and entrepreneurs to become confident and compelling public speakers. His success and achievements are regularly featured in regional media such as The Straits Times, Business Times, Lianhe Zaobao, News Radio 93.8 and many more.

Eric Feng is an award-winning speaker, best-selling author and a highly sought after communications coach in USA and Singapore.

Known for his generous dose of humor and incisive coaching ability, Eric has successfully helped over 3000 students, executives and entrepreneurs to become confident and compelling individuals.

As a celebrated Toastmaster in Singapore, Eric has won numerous national level speech competitions. In 2005, he won the championship title for the Division Level Humorous Contest in Philadelphia, United States. He was also a two-time winner of the International Speech Contest at the Division Level. As acknowledgement for his speaking achievements, The Straits Times featured him as one of the top 25 alternate achievers of 2006.

His success and achievements are also regularly featured in regional media like Channel News Asia, Business Week, Business Times, Lianhe Zaobao, News Radio 93.8 and many more. The most recent one is with Business Week (USA) where he was recognized as one of the top 25 young entrepreneurs of Asia in 2007.

On top of his speaking and training engagements, Eric loves to write (and be written about). His first book is titled "The FAQ Book on Public Speaking" which is a collaborative project together with local celebrity Irene Ang and Asia Master Coach Kelvin Lim. In early May 2008, the book became a bestseller in Kinokuniya.

Eric's dream is to become the Speaker For The Living – to travel around the world and impact people's lives through his words and experiences. He believes that if everyday he can touch one person's life, be it through his words or action, he knows that he has done his part for humanity.