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# Chin-Ning Chu

Chin-Ning is an one-of-a-kind speaker. She fuses the eternal with the ever-changing, and Eastern wisdom with Western practicality to create a dynamic paradigm for making decisions. In her programs, she presents the timeless winning strategies of the East, teaching that there is no division between philosophy, spirituality, the art of war, business and personal life. Every aspect of life enriches one's total quality of living. Chin-Ning challenges individuals and organizations to discover, embrace, and integrate their intellectual, emotional and spiritual resources to enhance personal satisfaction and business success.

Chin-Ning's work is highly regarded by global media, including such diverse advocates as USA Today, The Washington Post, SUCCESS Magazine, Asia Inc, The Asia Wall Street Journal, United Kingdom's Financial Times, China's People Daily, Australia's Financial Review and CNN. She has frequently been featured in cover stories by numerous worldwide publications from the notable international editions of People Magazine, Vogue, Bazaar, Marie Claire, Elle, People's Daily of China to publications and television shows from Peru to Malaysia.

**"Chin-Ning's speeches have legs. They walk home with the attendees. Good ideas and practical solutions that stay with them for a long time to come."**

The prominent British/U.S. publisher, Nicholas Brealey Publishing, lists chin-Ning's name among the all-time 'Success Writers'. On the cover of the book "50 Success Classics", Chin-Ning Chu is presented with such notables as Benjamin Franklin, Napoleon Hill, Sun Tzu and Andrew Carnegie.

Chin-Ning Chu is a descendant of the pauper who became the first Emperor of the Ming Dynasty. At the age of ten, her father began to teach her strategies by reading from the text of the ancient Chinese art of war classics. In high school, she became a novice at a Catholic convent until her father dragged her home. At college, while a full-time student, she worked as a television actress and then as a marketeer for one Taiwanese and two European pharmaceutical companies. Being a natural-born entrepreneur with superb sales abilities, her earnings at the time were triple that of her professors.

Today, Chin-Ning is the foremost speaker on the practical application of Sun Tzu's Art of War and a promoter of strategic thinking as the core competency among leaders of government and corporations worldwide. She collaborated with Discovery Television and the U.S. Library of Congress on the production of their 'Great Books Series: Sun Tzu's Art of War.'

Chin-Ning is a number one best-selling author throughout Asia and Australia where her books have out-sold Hillary Clinton and Tony Robbins. With translations into seventeen languages and readers in over 60 countries, she includes a number of influential political and business leaders like A. G. Lafley, President of Proctor & Gamble; Dr. Mahathir, the Prime Minister of Malaysia; James Baker, U.S. Secretary of State and John Major, former Prime Minister of England.

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When the world encountered collisions such as the 'Caning' incident in Singapore, CNN's CrossFire turned to Chin-Ning for understanding. As North Korea provoked the U.S. in their threat of nuclear escalation, Chin-Ning debated both Senator John Kerry and General Scowcroft and, against their arguments, predicted the correct outcome on Larry King Show. When China, Japan and the U.S. were facing trade or political conflicts, The O'Reilly Factor on Fox News came to Chin-Ning for solutions.

"Chin-Ning" in Chinese means "Journey to Peace" or "Path to Peace". Her personal story is a moving tale of the making of a "New Renaissance Woman." Chin-Ning's life experiences have been her main, personal tutor. Besides being an outstanding author and speaker, an Eastern philosopher and historian, a marketeer, a sales warrior, a business and political consultant, and the Master Strategist, she is also an accomplished fashion designer, classical music historian, opera singer, actress and film-maker. She is the president of the Strategic Learning Institute, president of Asian Marketing Consultants, Inc. and chairperson of NeuroScience Industries, Inc.

### **CHIN-NING'S SPEAKING TOPICS**

- ◆ WIN FIRST, THEN FIGHT
- ◆ THE GREATEST SALESMAN ON EARTH ACCORDING TO SUN TZU'S ART OF WAR
- ◆ STRATEGIC THINKING & LEADERSHIP ACCORDING TO SUN TZU'S ART OF WAR
- ◆ THE ULTIMATE GUIDE TO STRATEGIC THINKING ACCORDING TO SUN TZU'S ART OF WAR
- ◆ LEADERSHIP ACCORDING TO SUN TZU'S ART OF WAR
- ◆ THE WORKING WOMAN'S ART OF STRATEGY
- ◆ DIVERSITY AS CHAMPION FOR CORPORATE AND PERSONAL SUCCESS
- ◆ HARNESSING THE STORM—WARRIOR STRATEGIES FOR TRYING TIMES
- ◆ DO LESS, ACHIEVE MORE
- ◆ THE ASIAN ART OF BUSINESS

Chin-Ning tailors and customizes each speech specifically to the issues and particulars that the seminar attendees and companies may be facing in their special situation relative to their products and territories.

### **WIN FIRST, THEN FIGHT**

You cannot make a sales call in the hope you will make a sale. You have to sell your product or idea in your mind and taste victory in your soul before you can sell it in person. Thus, "The winning warrior first wins, then seeks to do battle. Losing soldiers first fight, then seek victory," says Sun Tzu's Art of War.

After you have laid out the fundamentals of strategic planning, ensuring your chances for victory, you will discover that, in business just as on the battlefield, there is still unpredictable friction. No matter how carefully you have planned, you are not always guaranteed the situation is going to go accordingly.

Carl von Clausewitz, the 18th century Prussian soldier who authored the most popular Western art of war book *On War*, said, "So in war, through the influence of any infinity of petty circumstances, which cannot properly be described on paper, things disappoint us, and we fall short of the mark." If friction and unpredictability is sure to obstruct your business winning strategies, as in the battlefield, then how does one win first, then fight? Most importantly, what elements cause a person to respond with clarity to a frictional situation, versus a person who does not?

A winner experiences their upcoming victory in every part of their body, mind and soul. In this state, the impending victory to the warrior is akin to the diligent farmer growing fruit trees; after years of cultivation, he stands in front of the ripe fruit, just before plucking, and he can taste the succulent juice of the fruit

within his mind. What is between him and really tasting his fruit is the final action of raising his hands to pick it. When you embody this rooted inner experience of victory, then outer obstructions are momentary setbacks, but not death blows.

### **THE GREATEST SALESMAN ON EARTH ACCORDING TO SUN TZU'S ART OF WAR**

*Winning soldiers first win, then seek battle.*

*Losing soldiers first fight, then seek victory.*

**Sun Tzu (4.11)**

A winner must experience triumph in body, mind and soul even before he goes forth to fight his battle. You cannot make a sales call in the hope you might make a sale; you must already have sold your product or idea in your own mind before you can expect to sell it to another.

### **STRATEGIC THINKING & LEADERSHIP ACCORDING TO SUN TZU'S ART OF WAR**

The 2,500-year-old art of war treatise has become the most popular business book worldwide. Why is it transferable from the battlefield to the marketplace? Sun Tzu's Art of War is about winning through the understanding of human relationship, rather than having the troops go at each other.

The Five Essential Elements of Winning:

1. **TAO:** moral standing, ethics, righteousness.
2. **TIEN:** timing.
3. **DI:** geographic conditions, assets and liabilities
4. **JIAN:** leadership
5. **FA:** execution of plan.

### **THE ULTIMATE GUIDE TO STRATEGIC THINKING ACCORDING TO SUN TZU'S ART OF WAR**

In ancient China, all books on the subject of the art of war were considered wisdom reserved for the kings. Due to the intense power hidden within the text of the art of war books, they were only available to those who ruled, or those in the service of a king. Among the collections of the wisdom of the kings, Sun Tzu's Art of War was considered the Ultimate Guide to Strategic

Thinking. We will explore the inner workings of the Sun Tzu's eight essential elements to achieve strategic victory.

### **LEADERSHIP ACCORDING TO SUN TZU'S ART OF WAR**

Sun Tzu's Art of War, the ancient Chinese treatise on strategy, is the most widely read business book in the world. Chin-Ning is the foremost authority on the practical application of Sun Tzu's principles and their applicability to the modern workplace.

Your company will learn:

- ◆ Five essential elements that effect the outcome of every project.
- ◆ Five assets and liabilities of a great leader, and how to avoid the pitfalls.
- ◆ The omens of victory and defeat.
- ◆ Five formulas for motivating your troops.
- ◆ By becoming proficient in the art of war strategies, your mind will be trained to travel along enigmatic strategic byways which your competitors will find impenetrable.

### **THE WORKING WOMAN'S ART OF STRATEGY**

Explore the delights of winning without confrontation.

Chin-Ning has two seeming disadvantages in the corporate arena: she is female and she is Chinese-American. However, eighty percent of her fans, audiences, and readers are influential politicians and businessmen. Chin-Ning dispenses a powerful perspective on dynamic, proven strategies that each woman can use to get ahead in today's business world.

You will examine:

- ◆ Secrets of smashing the glass ceiling by becoming the exception to the rule.
- ◆ The inevitable forces gathering to make the 21st century, the Woman's Century.
- ◆ How to embrace both your family and career without neglecting either.
- ◆ Why a good mother is a good leader.
- ◆ How to keep the money rolling in.
- ◆ Six ways to avoid certain defeat.
- ◆ Turning your apparent liabilities into your greatest assets.
- ◆ Strategies for fighting victorious warfare in a male-dominated world by choosing an advantageous battleground.
- ◆ Position yourself for victory long before the battle begins.
- ◆ Utilizing the small forces to overcome the mighty.

### **DIVERSITY AS CHAMPION FOR CORPORATE AND PERSONAL SUCCESS**

As the 21st century has wheeled in the global village, so has come the urgency for learning to value ideas and behaviors with which we are not familiar—and, perhaps, even see as incomprehensible and more or less nonsense. Respect for those who are different in their expression and their appearances is no longer a luxury to be exercised as an occasional courtesy. It has now become an essential attitude for the harmonious operation and financial wellness of a corporation and one's personal success.

The great Chinese philosopher Lao Tzu, who lived 2,600 years ago, stated, "Cultivate the virtue of respect in yourself, and that virtue of respect will be realized for you. Cultivate respect in a family, and that family will flourish. Cultivate respect in the village, and that village will prosper. Cultivate respect in your nation, and that nation will know abundance. Cultivate respect in the universe, and harmony will reign everywhere."

As we push our personal boundaries by learning to respect and value those who are different from us, we delightfully discover that beyond the superficial differences that exist between peoples and cultures, there lies a similarity in the common nobility of humanity.

Lao Tzu also said, "The great leader has no preset attitude about how he should treat others. He reaches into others and sees them through their eyes, and is aware of their need to be respected. When goodness is within me, then I am good to people who are good. And I am also good to the people who are not good because virtue is goodness. When I have faith within me, then I have faith in people who are faithful. I also have faith in people who are not faithful because virtue is faithfulness."

### **HARNESSING THE STORM—WARRIOR STRATEGIES FOR TRYING TIMES**

The great shipbuilders of the ancient Vikings knew the secret of building indestructible vessels that would support their superior sailors in doing battle with the rough, impossible waters of the North Sea. The Vikings didn't pray for stormless seas; they knew better. Instead of sitting home and moaning about the dangerous, treacherous waters, they accepted the fierceness of the North Sea as a condition of life. And they turned themselves into the world's best shipbuilders and most highly skilled sailors, ready to sail off into a horizon of endless possibilities.

We are living in rapidly changing times; technology changes, markets change, paradigms endlessly shift across moving cultural and national boundaries. All these situations provide ample frustrating challenges, as well as totally unique opportunities. The traditional way of addressing change and challenge has taken the backseat to an active seeking of new perspectives in proven strategies which are simultaneously new, ancient and timeless.

The superior business warrior is guided by an inner wisdom that is cultivated in facing life's confrontations while questing for the balance: "In action, you are swift and competent; in yielding, you are unabashed; in conquering, you are effective." The skilled business warrior, by adopting such strategies, overcomes inner timidity and subjective considerations.

Chin-Ning leads you in tapping into your natural state of perfect strength, perfect control and perfect detachment. This, in turn will assist you in using change as an opportunity to turn defeat into victory, while gallantly fulfilling noble business and personal objectives.

Points of interest and focus are:

- ◆ Principles of unlearning.
- ◆ Thriving in challenging times.
- ◆ Integrity: how it is the wishing-fulfilling tree.
- ◆ The noble attributes of work and service.
- ◆ The magical power of endurance that makes one invincible.
- ◆ How to prosper in the midst of the cunning and ruthless.
- ◆ Acquiring the killer instinct—the key that leads all successful ventures.
- ◆ The mystery of money and your talent.
- ◆ Using your liabilities as assets.

### **DO LESS, ACHIEVE MORE**

Technology has promised us more leisure but, instead, has led many to new levels of frustration and overwhelm. People worldwide are commonly experiencing the "I just can't take it anymore" syndrome. By adopting the principles of Do Less, Achieve More, we are elevated from the ordinary agitated state of consciousness into an extraordinary level where desired objectives and results unfold with an uncommon ease of effort, thus positively effecting our practical day-to-day performance in all arenas of life.

Some of the key elements covered:

- ◆ Adopt the power of ease to achieve maximum results.
- ◆ Embrace the power of detachment to close the deal.
- ◆ Trade what you have in your life for what you truly want.
- ◆ The state of surrender will reveal your destiny.
- ◆ Live to thrive, not just to survive.
- ◆ How to stop reacting, and start restfully controlling.
- ◆ The powerful technique of staying in the present.
- ◆ Adopting the habit of Directed Dreaming.
- ◆ Finding the root of your wisdom and power in your irritation.

### **THE ASIAN ART OF BUSINESS**

Asian behavior in all of their business dealings. Chin-Ning's extraordinary insight will provide your organization with that needed edge; saving your company years of time and an untold amount of money.

The principles dealt with:

- ◆ The market place as a battlefield.
- ◆ The essence of war is deception.
- ◆ Application of the strategies of the art of war and the thirty-six strategies.
- ◆ The conceptual barrier that lies hidden between East and West.
- ◆ Using culture as a weapon.
- ◆ The two-edged sword of friendship in Asia.
- ◆ What is not said is often more important than what is expressed openly.
- ◆ Historical and cultural connections existing among the Asian people.
- ◆ The character difference between Northern versus Southern Chinese.
- ◆ The Samurai code and how it is prevalent today in Japan's business world.
- ◆ Top down, bottom up; the most effective strategy to accomplish your objectives.