

TRUSTED BY LEADERS · SALES · TEAMS

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THE COMMUNICATION WIZARD

GLOBAL KEYNOTE SPEAKER · BEST-SELLING AUTHOR® · COMMUNICATION PRACTITIONER

S P E A K L I K E A

W.I.S.E.

CEO

The Practice for High-Stakes Communication

30⁺

YEARS OF
PRACTICE

100⁺

NATIONALITIES
ENGAGED

21⁺

COUNTRIES
DELIVERED IN

BOARDROOMS · INVESTORS · CLIENTS · INTERNAL

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The conversations that move the *number*.

Four rooms where the cost of a poor exchange is measurable in deals, valuations and authority.

Every senior leader carries a short list of conversations that disproportionately shape the year. Usually under five. Almost always high-stakes. Rarely given the rehearsal, the craft or the attention they deserve.

1 **Boardrooms & Governance**

CONFIDENCE & AUTHORITY

Board meetings, governance rooms, fiduciary conversations. Where confidence is read in seconds and a single hesitation rewrites how a leader is heard for the rest of the year.

2 **Investors & Capital**

CONFIDENCE & VALUATION

Pitches, due diligence, capital rooms. Where the conversation carries the round and a single hesitation can move the valuation.

3 **Clients & Conversations**

RELATIONSHIP & REVENUE

Key accounts, difficult meetings, recoveries. Where the relationship and the revenue both sit on the same table.

4 **Internal & Alignment**

ALIGNMENT & CULTURE

Senior-to-senior across functions, and internal communication at the top. Where alignment shapes execution and what is said, and not said, shapes culture.

"He is awesome. An absolute star in his field and one of the very few legit individuals in the self-development industry."

TALAL GHANDOUR · MANAGING DIRECTOR
BANK OF AMERICA MERRILL LYNCH, UAE

Speak Like A *W.I.S.E. CEO.*

Four bearings. One compass. The spine of the work.

"The practice is the same. The room changes."



W **Words** *with Courage*
THE SAID & THE WITHHELD
The capacity to say what needs to be said, in the room where it needs to be said, with the weight it deserves. Not bluntness. Courage.

I **Intention** *with Clarity*
KNOWING THE WHY
The discipline of knowing what a conversation is actually for before entering it. The single highest-leverage habit in senior communication.

S **Silence** *with Conviction*
THE MOST UNTAUGHT
The ability to hold space, to pause, to let weight settle without rushing to fill the air. Often the most powerful move in any high-stakes exchange.

E **Energy** *with Compassion*
PRESENCE AS STRATEGY
Every conversation is a meeting between human beings. The energy a leader brings shapes what the room becomes. Compassion as a strategic asset, not a soft one.

"He identified with his audience and communicated in their language."

TIM FORSTER · HEAD OF UK RECRUITMENT
PWC, UK

Four values. *Measurable returns.*

Communication is the carrier. These are what it delivers to the operating numbers.

"The value is never the conversation. It is what the conversation protects."



1

Financial *Value*

COMMERCIAL OUTCOMES

Protects revenue. Reduces leakage.
Supports execution. The deals that close because the conversation carried them.

2

Time *Value*

SPEED

Cuts repetition. Reduces delays.
Improves alignment. Decisions that move on the first conversation, not the third.

3

Risk *Value*

STABILITY

Lowers escalation. Protects trust.
Steadies pressure. Disagreements resolved at the level they belong to.

4

Identity *Value*

CREDIBILITY

Builds trust. Strengthens presence.
Shapes leadership. Authority that does not need to be performed.

"He can move crowds so that the crowds can move mountains."

MARCELLY SUHALI · VP OF SALES
WALTON INTERNATIONAL, SINGAPORE

Six ways in. *One practice.*

From the lightest threshold to the deepest partnership. The shape changes. The practice does not.

01

The Books

THE THRESHOLD

A body of solo titles written over fifteen years. The long-form articulation of the philosophy. Often the route by which a reader steps into the practice, before any conversation begins.

02

The Keynote

THE STAGE · ONE HOUR

One hour delivered at leadership offsites, sales kickoffs, town halls and senior conferences. Shifts the temperature of the room and resets what the audience expects of themselves, each other and the conversations ahead.

03

Advisory & Coaching

THE PRIVATE PARTNERSHIP

Standing access for a Chief Executive, founder or senior leader. Six-month engagements. Regular conversation, message access and occasional in-person work before the rooms that matter most. Not training — quiet partnership.

04

Leadership Lab

FOR THE TEAM AT THE TOP

Focused work with executive committees and senior cohorts. How leaders communicate from the position they hold and the authority they carry. Presence, weight, and the difficult conversations the role quietly requires.

05

Communication Lab

THE FOUNDATIONAL CRAFT

Applied to teams at any altitude. The four pillars translated into the daily conversations between colleagues, across functions and in client meetings — the small exchanges that determine whether work moves or stalls.

06

Sales Lab

FOR THE REVENUE LINE

For sales teams and account leaders. The relationship as much as the number, the conversation as much as the close. Commercial intent on human ground, where trust does most of the selling work.

"Everyone loved his workshop content and all the learnings they received. We are so lucky to find him."

HATTIE HE · GLOBAL HR DIRECTOR
CPL AROMAS, UAE

THE PRACTITIONER

Rohit *Bassi*.



Over three decades. Over twenty-one countries. One compass.

Rohit Bassi is a communication practitioner, advisor and keynote speaker, operating under the brand *The Communication Wizard*. With over thirty years of practice, his work reaches more than twenty-one countries and audiences drawn from over one hundred nationalities. His compass, *Speak Like A W.I.S.E. CEO*, sits at the centre of this practice.

His work sits at the intersection of leadership, sales and the deeper craft of presence in high-stakes rooms. Clients across the UAE, the wider Middle East, Europe and Asia have engaged him for board preparation, investor pitch coaching, sales transformation, leadership team development and long-form advisory relationships.

∞ TEDx Speaker · On the TED Platform · Best-Selling Author® ∞

VALUE CREATED FOR CLIENTS

1

Financial Value

COMMERCIAL OUTCOMES

Sales lifted 25% · Deals into USD millions.

2

Time Value

SPEED

Productivity raised 30% across teams and engagements.

3

Risk Value

STABILITY

Complaints reduced 40% through clearer, calmer exchanges.

4

Identity Value

CREDIBILITY

Influence and persuasion lifted 80%+ in senior conversations.

"You are a natural at understanding people's concerns and quickly suggesting an easy, adaptable solution."

SANDHYA SAKHUJA · DIRECTOR
VEDIC COSMECUTICALS, INDIA

THE NEXT STEP

Begin with a *conversation*.

No engagement begins with a proposal. Every engagement begins with a conversation. A thirty-minute call, an in-person meeting, an exchange about the rooms that matter to your organisation and whether this practice is the right shape for the work.

Some lead to a keynote. Some to a lab. Some to an advisory relationship that quietly carries on for years. Some to a clear recommendation that this practice is not the right fit. All of them begin the same way.

"The effect of his training was evident. I started to see results from the team."

MATTHEW FRYAR · GENERAL MANAGER
AVANI HOTELS AND RESORTS, VIETNAM

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Words with Courage ☎ Intention with Clarity ☎ Silence with Conviction ☎ Energy with Compassion