



Woon Ooi

Full Bio

Woon Ooi is a leadership and communication specialist who helps individuals and organisations perform under pressure — when it matters most.

A former Police Hostage Negotiator and Senior Tactical Commander with Victoria Police, Woon spent over two decades operating in high-stakes environments where communication was often the only tool left. Across more than 500 critical incidents, he led teams through moments of uncertainty, risk, and consequence — where language shaped outcomes in real time.



It's not just about giving a service - it's about being of service



Today, Woon brings those same principles into boardrooms, frontline teams, and executive environments — helping leaders communicate with clarity, influence, and calm under pressure.

Through keynotes, workshops, and executive coaching, he equips leaders with practical frameworks to:

- Navigate complexity and conflict
- Build trust and connection
- Lead conversations that drive action

Woon is known for his ability to translate high-pressure experience into simple, actionable tools — enabling individuals and teams to shift from reaction to intention, and from pressure to progress.

At Virtus Consulting Group, Woon leads the design and delivery of transformational learning experiences — ensuring that every engagement creates meaningful, lasting change.

Topics for Woon:

- **Resilience**
 - What it takes to overcome critical incidents and navigate life after
 - How character is built before the crisis
 - Product of real scenarios and real results
- **Communication**
 - Leading under psychological pressure
 - High-performing and healthy teams
 - Executive and senior leadership team effectiveness
 - The power of de-escalation and how it is one of the most valuable skills in any workplace.
- **Compelling Storytelling**
 - Not just telling stories but how he has lived them as a former Police Negotiator and Senior Tactical Commander
 - How he has turned those experiences into lessons that create real change
 - From boardroom to frontline
- **Purpose**
 - How purpose drives performance and real life examples to inspire the audience
 - Understanding why your work matters — this is how everything changes
- **Belief**
 - Woon's own Belief After Action Model - takes audience through steps of how their beliefs follow action and how they can create more belief in themselves and their personal and professional lives

Topics for Woon:

- **Leadership, Communication & Influence Under Pressure**
 - Your organisation values and growth stage
 - Global, cross-cultural team dynamics
 - Real conversations leaders and sales teams are already having

The focus is practical, human, and immediately applicable — creating a shared language across teams and audiences.

- **Leadership & Team Alignment**
 - Leading under psychological pressure
 - High-performing and healthy teams
 - Executive and senior leadership team effectiveness
- **Communication & Feedback**
 - The Language of Feedback (giving and receiving feedback well)
 - Psychological safety and trust
 - Navigating crucial conversations
- **Sales & Stakeholder Communication**
 - Communicating with Influence
 - Building trust-based sales conversations
 - Managing pressure, resistance, and alignment across stakeholders
- **Sustainable Performance**
 - Resilient by Design
 - Energy, focus, and recovery in high-growth environments