



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.



At my core, I'm simply trying to be an illuminator—helping people see more clearly, so they can choose more intentionally.



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