



# THE MOMENT THAT WILL DEFINE YOUR LIFE

How to win using emotional intelligence  
when your life, job, or family is on the line

**By Chuck Garcia**



# CHUCK GARCIA

Chuck Garcia is the founder of Climb Leadership International and coaches executives on leadership development, public speaking, and emotional intelligence. His clients include the world's largest financial institutions including Morgan Stanley, JP Morgan, and Bloomberg. Chuck is a professional speaker and has given keynotes in over 20 countries. He is an Amazon best-selling Author, talk radio host, and teaches Leadership Communication and Emotional Intelligence at Columbia University's Graduate School.

A 25-year veteran of Wall Street, Chuck spent 14 years in sales and marketing at Bloomberg in a variety of leadership positions. He was Director of Business Development at BlackRock Solutions, an arm of the world's largest investment manager, and was a Managing Director at Citadel, a prestigious alternative investment manager. Chuck is also a mountaineer and has climbed some of the world's tallest peaks, including Mount Kilimanjaro, Mount Elbrus, the Matterhorn, as well as mountains in Alaska and the Andes.

“The second I heard Chuck speak, I knew I wanted to be wherever he was. He spoke articulately and with such passion that it inspired me to achieve things I never thought possible, including, but not limited to, landing a job at Google! Chuck helped me believe in myself; but not only me, I've witnessed Chuck inspire a wide diversity of people through his love and passion. Regardless of the subject matter, when you hear Chuck speak you can't help but be inspired - I challenge you to try not to be.”

**—ANTHONY SICURANZA, JR., Google**

# By the Numbers

Chuck will use everyone of his platform to promote/sell the book:

**12k** Email list

**11k** LinkedIn Followers

**11k** Facebook Followers

**1k** Instagram and Twitter Followers

**18k** YouTube Views

**125k** Total reach through impressions

**20** Countries where Chuck has spoken

**2MM** People who have heard Chuck speak





# SPEAKING ENGAGEMENTS

Chuck speaks at 20 events per year in front of thousands. Over his career, he has spoken to over 2 million people at engagements around the world. He will work with past sponsors to appear again, will be active on the speech circuit, and sell from the stage to secure book purchases.

Some of his engagements from the past year include:

**JP Morgan Executive Off sites**

**Morgan Stanley Conferences**

(Women Leadership Conference & Morgan Stanley Latin America Leadership Team)

**Bank of China**

**Salesforce Sales Team Regional Offsite**

**Womens Bond Club of New York Keynote**

**Clarion Partners**

(Subsidiary of Franklin Templeton)

**Texas Liver Institute**

**...and many more.**

# CLIENT PROMOTION

Chuck was the 190th employee at Bloomberg and worked there for 14 years in a variety of leadership positions. He was previously Director of Business Development at BlackRock and Managing Director at Citadel Investment Management. He is now an Executive Coach at Fortune 500 companies worldwide and will rely on his vast global network to promote the book. He will work with clients and Conference Producers to offer book bulk orders and promote to their employees on company platforms.

These clients include:

**Morgan Stanley**

**JP Morgan**

**Bloomberg**

**Viking Global Investors**

**Trepp LLC**

**CEC Global**

**Bank of China**

**Legg Mason Investment Management**

**Salesforce**

**New York Institute of Finance**

**KYROS AI**

**TSX Group**

**Broadridge**

**SS&C Technology**

**TREX Financial**



# ACADEMIA

**Chuck teaches Emotional Intelligence and Public Speaking to 2,400 students per year at Columbia University's Graduate School of Engineering. THE MOMENT will be required reading in all his classes. Columbia will also assist with the book promotion. Chuck is connected to many other Ivy League institutions and will guest lecture often.**

# PODCAST

Chuck has been a guest on several podcasts and will ramp up his appearances to promote the book. He will work with previous hosts to appear again and seek additional opportunities from his vast network. Some podcasts appearances this past year include:



Brian Covey



Siri Lindley



Anthony Eisenman



Jim Johnson



Richie Contartesi



Steve Hoffman



Sarano Kelly



Marci Brockmann



Apollonia Ponti



Matt Pridemore



Athin Cassiotis



Tara Clancy



Omar Medrano



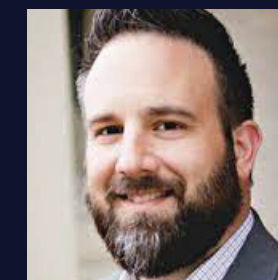
Justin Moseley



Rusty Galliard



Phil Wharton



Jason Duncan



Alex Cormant



Tom Noser





# A CLIMB TO THE TOP

## STORIES OF TRANSFORMATION

Chuck has hosted 100 episodes of his podcast A Climb to the TOP, 54 of which have appeared on NYC's 77WABC Radio. It also appears on C Suite Radio, Spotify, Amazon, Apple, and YouTube. His guests comprise of a variety of Television stars, Movie/Music/Talent Producers, company founders, CEO's, and Influencers. He will work with all his past & future guests to help him promote the book. Past guests include:

**GRANT CARDONE: Real Estate Entrepreneur**

**BRUCE FEILER: 7 Time New York Times Best Selling Author**

**ROGER LOVE: Voice Coach to Bradley Cooper, Joaquin Phoenix, Reese Witherspoon, Jeff Bridges.**

**MARC RANDOLPH: Netflix Co-Founder**

**MATTHEW DEL NEGRO: Actor on The Sopranos, West Wing, Scandal, City on a Hill**

**MEAGHAN MURPHY: Women's Day Magazine**

**SPENCER PROFFER: Music Producer and Documentary Filmmaker**

**PETER BENEDEK: Founder of United Talent Agency**

**BOB LITWIN: 8 Time US Senior Davis Cup Champion**

**EVAN CARMICHAEL: Professional Youtuber**

**JEFFREY HAYZLETT: CEO C Suite Radio**

**TERRY TOROK: Cofounder Creative Intelligence Agency**

# CHUCK'S PODCAST + YOUTUBE SHOW



Thank you for using your gifts to show the value of an individual's gifts, struggles, and accomplishments. The emphasis on the true story of a person's overcoming obstacles and finding the depth of inner resources and strength to create their reality so others may find strength is stirring. Godspeed!"

—Peggy Fanning, Theology Professor,  
St. John's University, Flushing, NY

# FIRST BOOK : A CLIMB TO THE TOP

**“‘A Climb to the Top’ is a must-read for even those who think they’re excellent communicators. Chuck Garcia delivers specific techniques and tools for speakers to use to develop well-crafted and concise messages with clearly defined objectives. His cutting-edge ideas will help you climb to the top. This book will certainly change how you think about yourself as a communicator, how you’re perceived and measured by what you say and how you say it, and how to better navigate through the rough terrains as you climb to the top.”**

**—DAVE G. KUTAYIAH, SVP of Human Resources, Clarion Partners, LLC**

Chuck’s business exploded since his first book *A Climb to the Top* was released in 2016. Some success metrics and tactics (which he will do again with this book) include:

Amazon best seller in 6 categories.

Translated into Chinese. 2,000 copies sold. Sun Yat Sen Publishing Company,

Book tour in China in 2017: Guangzhou, Shenzhen, Shanghai.

The book is used at the Bank of China to train leaders to bridge the leadership communication gaps between our two cultures.

5,000 books sold in English: Hard cover, ebooks, and audio.

Approximately 2,000 were sold privately at corporate speaking events including JP Morgan (500) and a variety of other clients.

Also used at Columbia University Graduate School where it's required reading in his classes.

Chuck did approximately 60 speaking engagements on the book when it was released in May of 2016 (over the course of two years).

Chuck is shooting a series with the pilot currently being shopped around to networks and streamers. He will leverage this series and its audience to promote his book.

**Here is the teaser:**







# WELCOME TO THE **CLIMB LEADERSHIP INSTITUTE**

From World-renowned Leadership Expert Chuck Garcia

**APPLY NOW!**





# OVERALL BOOK PROMOTION

Chuck will use everything in this deck for book promotion which includes:

- Securing book buys for the thousands of people he speaks to and teaches per year.
- Leverage relationships with clients and influencers to promote to millions.
- Use his network, resources, and previous book experience to aggressively market the book.