

**“David Frood is engaging, commercially gifted & humorously entertaining”**

I’ve utilised the many talents of David Frood for well over a decade now across a number of diverse organisations.

David provides tremendous skills in the area of executive coaching, sales training, & personal mentoring.

David’s brilliant new book “The Thinking Corporation” is the outcome of many years working with various people within diverse organisations & his immense ability to “hear, observe & identify” the organisational issues across multiple levels.

“The Thinking Corporation” is a commonsense overview of today’s ever evolving corporate culture. It highlights the growing need to harness the power of individual’s personal needs & their ability to positively contribute to organisational value within today’s business world.

David’s book questions leadership VS skilful facilitation to harness “rapport leaders” to drive positive organisational change.

***Rick Morgan***

Rick Morgan  
General Manager – Sales & Marketing  
Lynch Group Australia