

# Jia Jiang



Jia Jiang is the world's foremost expert on rejection. He is the founder and CEO of Wuju Learning, a company that trains organizations and employees to become fearless.

Jia's story started when several years after his career in the corporate world, he took a risk and stepped into the unknown world of entrepreneurship, which resulted in everyone's biggest fear... REJECTION.

This became the catalyst that set Jia on the path to his true calling. To conquer the fear of rejection, Jia embarked on a personal quest and started a video blog to face the 100 Days of Rejection. His journey revealed a world that was hidden in plain sight, a world where rejection is an advantage instead of a setback, and where there are opportunities behind every rejection. It has become Jia's mission to help others to discover that world for themselves.



## *Turning Rejection to Your Advantage*

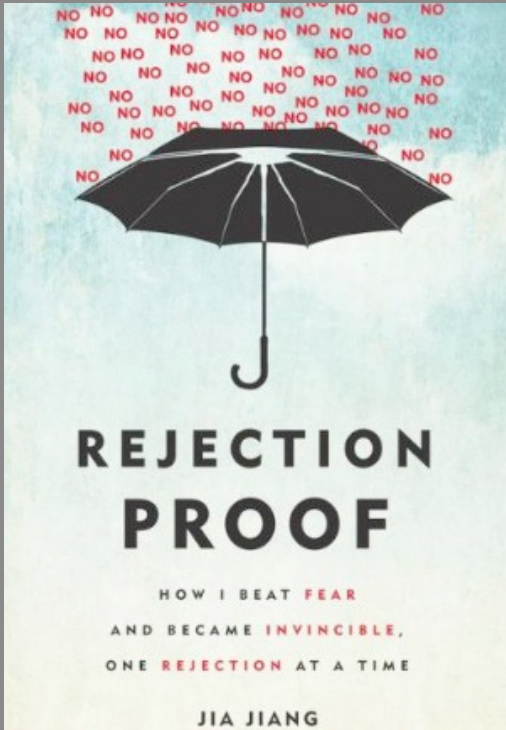
Overcoming the fear of rejection is key for people to become high achieving professionals. We turn rejection on its head and teach professionals to embrace, instead of avoid rejection. We train them to succeed in sales, negotiation, networking and leadership with this new found power.

## *Training Options*

- 1. Keynote Speech - What I Learned from 100 Days of Rejection (30-60 mins):** this is Jia's most well-known speech. It expands on his TED talk (the #1 viewed TED talk in 2017) to inspire the audience with the story of 100 Days of Rejection. It introduces them to the concept and importance of becoming rejection-proof, and teaches them the basic principles of turning NO into YES as well as getting more YES.
- 2. Workshop - Discover the Power of Rejection Proof (1-4 hours):** This workshop is based on his #1 bestselling book - Rejection Proof. It takes a deep dive into rejection-proof principles to expose attendees to techniques in overcoming fears. The audience will learn to turn rejections to their advantage, give rejections, and get more acceptances. They will also go through "Rejection in the Wild" - an unforgettable, real life rejection-seeking exercise.
- 3. Hybrid of Speech and Workshop (2-4 hours):** A program that combines both the keynote speech and workshop. This option is the most popular amongst our enterprise clients.
- 4. Full Day Event - The Day of Rejection:** This event thoroughly prepares attendees for any obstacles that come their way. They will take a deeper look into the principles of rejection and then apply them. This option is perfect for organizations hosting multi-day events for clients and employees.

## REJECTION PROOF

Jia is also the author of the bestselling book *Rejection Proof, How I Beat Fear and Became Invincible Through 100 Days of Rejection.*



“A hilarious and enlightening account of an introvert’s attempt to overcome the fear of rejection by trying to get rejected and blogging about the experience.”

- Geoffrey James, naming *Rejection Proof* the #1 motivational book of 2015 on [Inc.com](http://Inc.com)

“Jia’s compelling and inspiring book is a wonderful example of how shifting our perspective can allow us to really see what makes us tick.”

- Dan Ariely, Professor of Behavior Economics, Duke University

## Testimonials

*"We heard a great talk today. It was funny, inspiring."*

- Tony Hsieh, CEO, Zappos

*"Jia's passion, energy, and willingness to share personal examples of both fearing rejection and overcoming that fear encouraged us all to step outside our comfort zones and adjust the way we think about and interact with the world around us."*

- Sandra Lindner, Vice President Training Design, Citi

*"Jia's talk about rejection was amazing! I had chills and tears, my fave kind of talk!"*

- Nancy Duarte, bestselling author of *Resonate: Present Visual Stories that Transform Audiences*

## Previous clients include



## Mentioned at



## Inquiries?

With questions or requests, email [speaking@wujulearning.com](mailto:speaking@wujulearning.com)