



Real Leaders Don't Do PowerPoint: How to Sell Yourself and Your Ideas

By Christopher Witt, Dale Fetherling



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Think about the most powerful speech you've ever heard a leader give. What made that speech—and that speaker—memorable was likely a mix of authenticity, stage presence, masterful delivery, and—above all—an inspirational message.

Nobody ever walked out of a great speech saying, “I loved the way she used PowerPoint.” Yet, all too often, speakers rely on tools like it to carry them through a presentation.

Real leaders speak to make a difference, to promote a vision, to change the way people think and feel and act. Their ability to lead goes hand in hand with their ability to get their message across, no matter what size audience they’re addressing. Drawing on his years of experience in coaching executives, Christopher Witt shows not just how to make a speech but why and when you should make one. His practical advice on how to take your game to the next level includes:

- You are the message. Who you are—your character, experience, values—shapes the message your listeners hear.
- Content is king. Delivery is important, but it is only the helpful—or unhelpful—servant of your message. So build each speech around one, and only one, “Big Idea.”
- A confused mind always says no. When you want your listeners to say yes, you’ve got to make them understand what you want them to do and why they should care.
- Dare to do the unexpected. Leaders know the rules, and they know when, why, and how to break them.

In chapters that can be read in five minutes or less and in a book that can be gone through in one sitting, Witt shows you how to become more confident, more commanding, more compelling speakers. But this isn’t just a book about speaking. It’s about leadership and about how people—CEOs and PTA presidents, small business owners and sales reps, middle managers and techno geeks—can present themselves and their ideas with greater impact.

From the Hardcover edition.

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Editorial Review

From Publishers Weekly

In Witt's succinct and humorous assessment of leadership strategies and the art of the public presentation, the business consultant focuses on the basics and the particulars that often go by the wayside when speakers rely on crutches like PowerPoint. A good speaker and leader knows that the individual is inseparable from his or her message, that ideas must be conveyed simply and powerfully, and that conviction is paramount to get others on board. Witt, founder and president of his own Witt Communications company, goes into great detail illustrating exactly what a successful speaker does and how those skills translate to good leadership. While Witt's primer doesn't say anything particularly new, it's a fine demonstration of his principles at work: well-organized and straightforward, with plenty of concrete take-away techniques. Geared toward those looking to get a leg up at work, shape their ideas and overcome the public speaking jitters, Witt's quick, witty instructional makes a fine addition to the office arsenal.

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From [Booklist](#)

By gearing his expertise to leaders who must wean themselves from PowerPoint and similar business crutches, communications consultant Witt (with the help of Fetherling) has struck figurative gold. As organizational representatives, crisis managers, major influencers, and the source of inspiration, executives have no choice but to master presence. The four elements of Demosthenes' great speeches act as a fulcrum: great person, noteworthy occasion, compelling message, and masterful delivery. And the author follows those points faithfully, presenting his case in short chapters, with plenty of well-recognized examples (Ronald Reagan, Martin Luther King Jr., and Sojourner Truth) and with easy-to-understand principles. On anyone's list of favorites is learn how to chunk your content, show and tell, and deliver the real you. Although this won't write your next speech, it will help you begin to incorporate powerful words married with the right kind of tone and body language. --Barbara Jacobs

Review

“A practical guide for leaders and up-and-comers who want to enhance the impact of their speeches and presentations.”

—James M. Kilts, former chairman and CEO, The Gillette Company

“Excellent, well-written, and concise...a great resource for anyone who wants to make a memorable impact on the audience.”

—Avtar Dhillon, M.D., president and CEO, Inovio Biomedical Corporation

“Chris Witt helped me by simply cutting to the chase and communicating my message in a clear and commonsense style. I highly recommend this book to professionals who want to make critical presentations more effective and easily understood.”

—Patrick Caughey, FASLA, RLA, president, Wimmer Yamada and Caughey, landscape architects and environmental planners

“Chris Witt's insights helped me make the transition to CEO and become a more effective speaker. I think you will be amazed how a few small changes can so dramatically improve your leadership and public speaking ability.”

—Norma Diaz, CEO, Community Health Group

"Chris is one of the top speakers and speaking coaches I know. When I need advice on promoting my own consulting practice or speaking as the chairman of a large professional association, I go to Chris; the advice he offers gets my message heard."

—Drumm McNaughton, Ph.D., president, The Change Leader, and chair of the board of directors, Institute of Management Consultants, USA

"Geared toward those looking to get a leg up at work, shape their ideas and overcome the public speaking jitters, Witt's quick, witty instructional makes a fine addition to the office arsenal."

—*Publishers Weekly*

From the Hardcover edition.

Users Review

From reader reviews:

Paul Douglas:

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John Jonas:

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Julie Slocum:

A lot of people always spent their very own free time to vacation or even go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity honestly, that is look different you can read some sort of book. It is really fun for yourself. If you enjoy the book that you just read you can spent the entire day to reading a guide. The book Real Leaders Don't Do PowerPoint: How to Sell Yourself and Your Ideas it is rather good to read. There are a lot of people who recommended this book. They were

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Shane Hern:

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