



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

Christopher Witt

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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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From Reader Review Real Leaders Don't Do PowerPoint: How to Sell Yourself and Your Ideas for online ebook

Savvymaami says

As a communicator, I took great note about my overusage of PowerPoint for my presentations. I will definitely find better ways of communicating my message and delivery methods without PowerPoint (unless totally necessary as the book suggests). Great book about public speaking and interpersonal communication.

Wendell Saunders says

First of all, the book is for LEADERS who inspire, not technicians who explain. --- The author gives a succinct and humorous assessment of leadership strategies and the art of the public presentation and how this often goes awry when speakers rely on crutches like PowerPoint.

Willowamber says

Sometimes these sorts of books are really hard to read, this one wasn't. I took quite a few good tips from it and found it very digestible. Would recommend for sure.

Dan Ragsdale says

While the title might not be technically correct (a better, but far less compelling a title would have been, "True leaders don't abuse PowerPoint!) The author makes some excellent, excellent points.

Nuggets:

The WIIFM concept.

The goodness of the rule of three, as well as the badness of the "Whack-a-mole," "Rice at a Wedding," and shotgun approaches.

"Never apologize"

"Be, above all else, a storyteller!"

"Being spontaneous takes some planning"

"Write out your closing and memorize it - revisit it AFTER the last question in the Q&A"

The most important point of all: "Leave them crying for more - finish before your allotted time."

Ryan Kohnen says

Very much enjoying so far. I can never finish the book because I keep stopping and reworking my presentation because of all the ideas and suggestions. A book you can put to practical use!

Tim Miller says

Christopher Witt knows what he's talking about in 'Real Leaders Don't do Powerpoint.' He's been a speaking consultant for both public, and private leaders in America. This book is about stepping out from behind the podium, turning tedious Powerpoint presentations off, and making a quick, effective speech to engage an audience. Witt argues that leaders can influence, identify with, and inspire people through talking. He also emphasizes the high importance of stories and emotional appeal, which I believe are the most important components of inspiring or changing the minds of listeners--or even readers. This book was a quick read, and I'd recommend it to anyone who needs to make a point (sans Powerpoint) to more than two people.

Mike says

An excellent book for anyone who wants to be a good speaker.

Monica says

Skimmed it and found some pretty common sense advise

Ethan Young says

The title makes it clear that this book is about public speaking, but rather than telling his readers not to use power point, Witt suggests using it with limits. It's a great book that tells a speaker to be a leader. Through explaining body language, volume and timing, the book instructs the reader on what do to before and during each speech. If you were ever told how to publicly speak like me, you may find some important points repetitive. Witt really doesn't provide different scenarios to speak in. I see it more as a formal speech at an important gathering. All the examples Witt uses are about pitching an idea or taking charge when needed, which is okay seeing how this is a book about leadership and speaking. I have gotten a few important points out of this book, but they seem to slightly contradict each other from the beginning and end of the book. Overall, it's an easy read and worth it. It helps to point out some mistakes speakers commonly do on stage.

Ana Maria says

Está bastante dirigido a personas que deben prepararse para dar discursos, los ejemplos están bien adaptados, pero para el público estadounidense... no siempre aplica para los latinos

Idha Kristiana says

high recommended ^^

mahatmanto says

seorang guru bukan hanya bertugas mengalihkan informasi.
dan kebanyakan sekolah di kota-kota besar sekarang ini kelasnya dilengkapi dengan proyektor yang memancarkan presentasi yang dibuat dengan powerpoint.
alat ini cocok untuk mengalihkan informasi, tapi tidak bisa membangun interaksi antara pembicara dan pendengarnya. alat ini terlalu linier, satu arah. tidak cocok untuk motivator atau para pemimpin.
dengan demikian, buku ini mengajak kita menggeser titik berat bukan pada presentasi slide via powerpoint, tapi mengajak kita kembali ke komunikasi personal yang langsung.

Jenny Harrison says

Great read some ideas are a little dated. But love the overall concept. We rely way to much on tech to get an ideas across. Our message is truly being lost and we aren't actually connecting with our audiences.

Audrey says

relevant insights right from the beginning; one of the best books and information I've read on making authentic presentations. Will probably be re reading and utilizing this information for a while.

Paul says

Outstanding book! Thought this was just a book about PowerPoint in the workplace. It turned out to be full of public speaking tips and leadership thoughts! Huge win. Far too many key thoughts to include below but I highlighted the best.

- Leaders aren't like other people - at least not when it comes to giving speeches... But, if you're a leader, you must look and sound like a leader in every speech you give. There's too much riding on your performance - your prestige, your ability to command people's attention and support, the success of your project or your organization- to settle for being average.
- Leaders have to be themselves at all times and yet, when they speak, they speak not for themselves, but for their organizations.
- Almost 2500 years ago Demosthenes, the father of Greek oratory, cited four elements of a great speech: a

great person, a noteworthy event, a compelling message, and a masterful delivery.

- The standard leaders take is something akin to their character or reputation.
 - "'Safety first" has been the motto of the human race for half a million years,' wrote Herbert Casson, 'but it has never been the motto of leaders. Leaders must face danger. They must take the risk and blame, and the brunt of the storm.' PJK - I need to use this one in the workplace.... a very true statement about leaders.
 - For starters then, you shouldn't even think of taking the lectern without first learning all you can about your listeners, their concerns and situations, their backgrounds and expertise.
 - supposedly 55% of a message is conveyed via body language... What you say isn't nearly as important as how you say it. Delivery trumps content. Nonsense! That idiotic claim comes from a misreading of a small group of studies done by a psychology professor more than 40 years ago... PJK - never thought about this before... so true!
 - Most of us are inhibited speaking in front of a crowd. We tend to shrink - to limit our enthusiasm... when we should be doing exactly the opposite.
 - The more knowledgeable you are, the more you need to pin it down. PJK - if you're an expert, you know too much information. You must work hard on a speech involving your area of expertise or else you'll ramble and bore the audience.
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