

REAL LEADERS DON'T DO POWERPOINT

How to Sell Yourself and Your Ideas

CHRISTOPHER WITT

CHRISTOPHER WITT is a speech consultant and executive training coach. He has more than 25 years of experience as a professional speaker. Dr. Witt, a graduate of Catholic University of America, specializes in helping CEOs gain board approval and company-wide support for the initiatives they are championing. He has also helped teams of technical specialists win multimillion-dollar contracts by making better speeches and presentations. Dr. Witt's clients include include IBM, Biogen-Idec, Booz-Allen-Hamilton, Northrop Grumman, Intuit, Pfizer, Marriott, SAIC, Kaiser Permanente, Sheraton, the San Diego Zoo, and the School of Medicine at Yale University.

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MAIN IDEA

When leaders speak, they're generally not trying to dazzle their audience with their mastery of presentation technology. Rather, leaders speak to make a difference, to promote their vision and to change the way people think. In essence, leaders speak to influence and inspire, thereby changing the way people think and act in the future.

To learn to speak like a leader yourself, you have to move away from presenting information for its own sake. Instead, you have to learn how to shape your message in such a way that it will encourage your audience to think differently now and therefore act differently in the future.

A great leader's speech always has four essential elements:

The four elements of a great leader's speech or presentation

1	A great person
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A noteworthy event

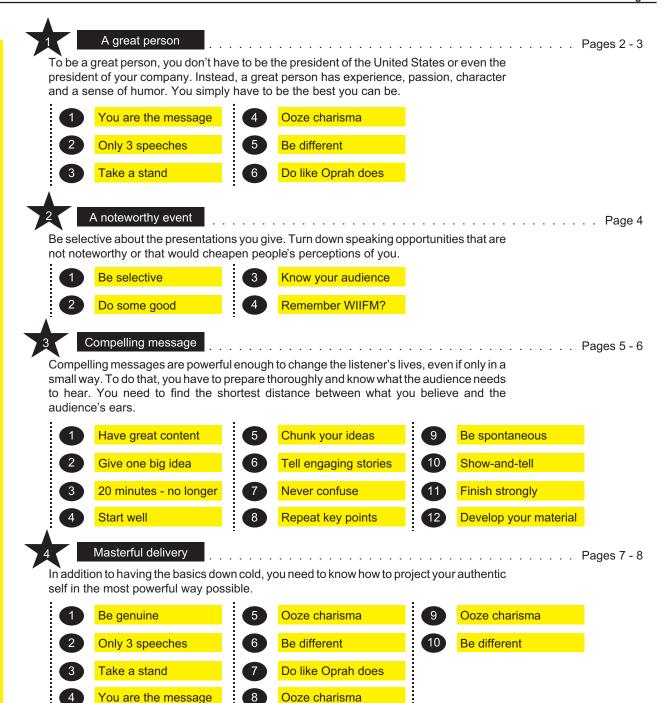
Compelling message

4 Masterful delivery

The average person may settle for having one or two of these elements in place but if you genuinely aspire to give speeches and presentations which are of an influential leader standard, you need to make certain your speeches have all four elements in place.

"If you're working your way up, one of the best ways to position yourself as a leader in the eyes of others is to speak like a leader. Just because everyone else shies away from giving speeches or relies too much on PowerPoint is no reason for you to. As a matter of fact, it's a good reason not to. You need to set yourself apart from other people. So whether you are a leader, an aspiring leader, or simply someone who wants to be taken more seriously, you need to speak better and more intelligently than other people. You've got to make your thoughts, your convictions, your vision and your character manifest themselves in what you say."

Christopher Watt



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