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Dear Editor/Producer:

Have you ever been bored by a PowerPoint presentation? It's a stupid question, isn't it? Of course you have. List upon list of bullet points. Cheesy graphics. The presenter regurgitating everything from slides you've already read. Who wouldn't be bored?

The real question is, why can't more people—in meetings, sales presentations, community gatherings—speak in a way that invigorates, maybe even inspires audiences? The book you hold in your hand answers that question. And, more importantly, it shows readers how to capture an audience's attention and win their cooperation by using the strategies and techniques leaders use.

"Leaders aren't like other people," says Chris Witt, "at least not when it comes to speaking." And he should know. As president of San Diego-based Witt Communications, Chris Witt has coached leaders and rising stars at places like IBM, Sony, and many more, to astounding results. And now with his first book, **REAL LEADERS DON'T DO POWERPOINT: How to Sell Yourself and Your Ideas** (Crown Business; February 3, 2009), he is ready to coach anyone—CEO or PTA president, small business owner or sales rep, middle manager or techno geek—who wants to present themselves and their ideas with greater impact.

In chapters short enough to be read in one sitting, **REAL LEADERS DON'T DO POWERPOINT** is the first book to focus not just on how to give a good speech, but on how to sell yourself and your ideas every time you speak. It is divided into four sections, which parallel the four elements of a great speech, as dictated by Demosthenes, the father of Greek oratory:

- **A GREAT PERSON**—You are the message. Who you are—your character, experience, values—shapes the message your listeners hear. If alpha male Donald Trump, in his pursuit of riches and fame no matter what the consequences, gave a talk about altruism or touchy-feely customer service, would you believe him?
- **A NOTEWORTHY EVENT**—It's your responsibility to make not only the speech but the entire event a success. If the event bombs, no one will remember how well you spoke or even what you said. If the event is shaping up to be something you don't want to participate in, if it won't allow you to make the impact you want, or if it runs counter in spirit or in tone to how you want to be known, just say *no*.
- **A COMPELLING MESSAGE**—Build each speech around one—and only one—Big Idea. But it's got to be a *good* idea—a policy, a direction, an insight, a prescription. Something that provides clarity and meaning, something that's both intellectually and emotionally engaging, something that has the power to change people's lives, if only in a small way.
- **A MASTERFUL DELIVERY**—The way you deliver a speech can never be separated from who you are—how you naturally speak—from your message, and from the nature of the event itself. A masterful delivery is more than technique. It's really about projecting yourself—your authentic self—in the most powerful way possible.

With charisma and charm, Chris Witt shows readers how to speak in a way that makes a difference, promotes a vision, and changes the way people think and feel and act. By doing so they will exude and confidence strengthen their ability to change a room full of naysayers (or of nappers) into allies and partners. **REAL LEADERS DON'T DO POWERPOINT** is an indispensable guide in helping people get noticed and excel in life. And Chris Witt is just the guy to do it!

Check out a multitude of testimonials on his website: <http://www.wittcom.com/>.

Best,

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