

REAL LEADERS DON'T DO POWERPOINT

How to Sell Yourself and Your Ideas

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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:

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| The four elements of a great leader's speech or presentation | ▶ | 1 | A great person |
| | ▶ | 2 | A noteworthy event |
| | ▶ | 3 | 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



A great person

Pages 2 - 3

To be a great person, you don't have to be the president of the United States or even the president of your company. Instead, a great person has experience, passion, character and a sense of humor. You simply have to be the best you can be.

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|---|---------------------|---|--------------------|
| 1 | You are the message | 4 | Ooze charisma |
| 2 | Only 3 speeches | 5 | Be different |
| 3 | Take a stand | 6 | Do like Oprah does |



A noteworthy event

Page 4

Be selective about the presentations you give. Turn down speaking opportunities that are not noteworthy or that would cheapen people's perceptions of you.

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|---|--------------|---|--------------------|
| 1 | Be selective | 3 | Know your audience |
| 2 | Do some good | 4 | Remember WIIFM? |



Compelling message

Pages 5 - 6

Compelling messages are powerful enough to change the listener's lives, even if only in a small way. To do that, you have to prepare thoroughly and know what the audience needs to hear. You need to find the shortest distance between what you believe and the audience's ears.

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|---|------------------------|---|-----------------------|----|-----------------------|
| 1 | Have great content | 5 | Chunk your ideas | 9 | Be spontaneous |
| 2 | Give one big idea | 6 | Tell engaging stories | 10 | Show-and-tell |
| 3 | 20 minutes - no longer | 7 | Never confuse | 11 | Finish strongly |
| 4 | Start well | 8 | Repeat key points | 12 | Develop your material |



Masterful delivery

Pages 7 - 8

In addition to having the basics down cold, you need to know how to project your authentic self in the most powerful way possible.

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|---|---------------------|---|--------------------|----|---------------|
| 1 | Be genuine | 5 | Ooze charisma | 9 | Ooze charisma |
| 2 | Only 3 speeches | 6 | Be different | 10 | Be different |
| 3 | Take a stand | 7 | Do like Oprah does | | |
| 4 | You are the message | 8 | Ooze charisma | | |

