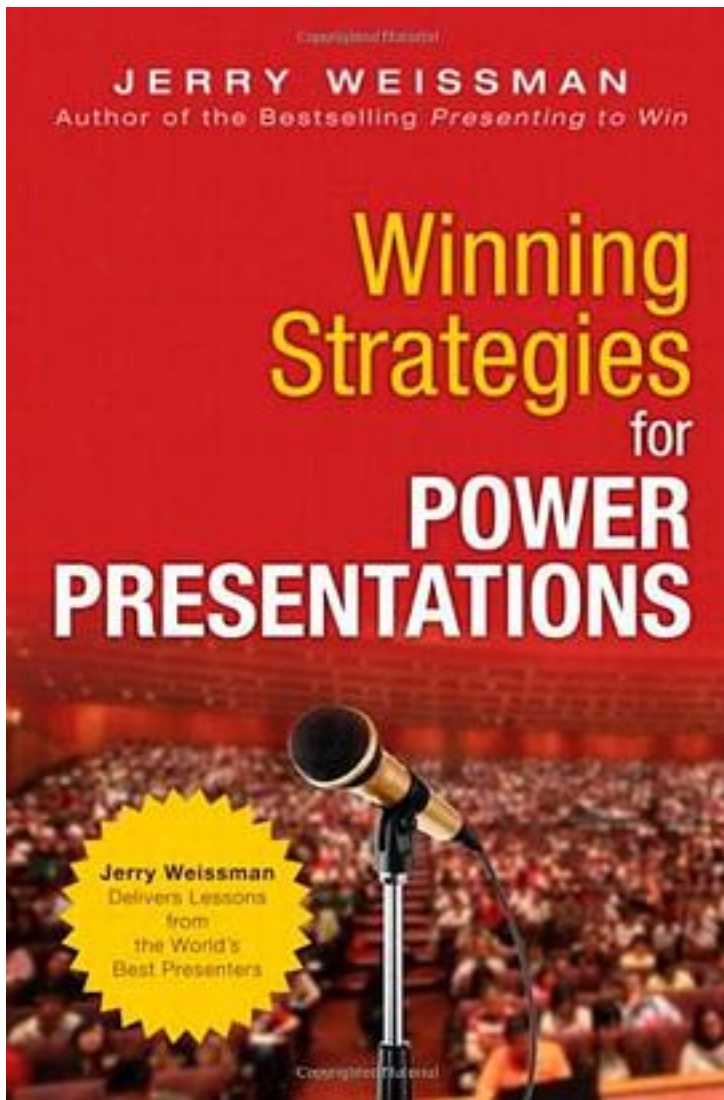


Winning Strategies for Power Presentations



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Craft and deliver outstanding presentations, speeches, demos, and more! Learn how, from the world's #1 presentation coach, Jerry Weissman -- and the experiences of dozens of the world's legendary persuaders! This book distills 75 best practices and techniques Weissman has developed through more than 20 years coaching executives on their highest-stakes presentations. In *Winning Strategies for Power Presentations*, Weissman identifies the elements of a great presentation, offering powerful new insights into contents, graphics, delivery, Q-and-A sessions, and much more. Weissman illuminates every technique with a compelling case study, drawing on the positive and negative experiences of communicators ranging from Ronald Reagan to Barack Obama, Jon Stewart to venture capitalist John Doerr, Stephen King to Mark Twain, Franklin Delano Roosevelt to Netflix CEO Reed Hastings. For the first time, he specifically and thoroughly addresses the unique challenges of making persuasive political presentations and speeches. This book also includes brand-new advice on a wide spectrum of "special presentation" issues, ranging from developing a richer public speaking voice to delivering scripted speeches, interviewing like a TV anchorperson to demonstrating products more successfully. For everyone who must speak and present more effectively in public: executives, managers, professional speakers, business leaders, project leaders, sales personnel, instructors, students, and many others.

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