
AUTHOR MEDIA KIT



CLEAR AND COMPELLING

COMMUNICATION STRATEGIES FOR BIG THINKERS WITH BOLD IDEAS

by **Salvatore Manzi**

Morgan James Publishing • October 13, 2026

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Watch Salvatore speak: youtu.be/ythe3jA_9KE



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SALVATOREMANZI.COM/MEDIA

SALVATORE MANZI



Salvatore Manzi is a leadership communications coach, author, facilitator, and speaker whose work lives at the intersection of psychology, neuroscience, and practical communication skill. For 20+ years, he has helped analytical, technical, and introverted professionals become clearer, more compelling, and more confident communicators. He has trained over 4,200 leaders across industries including tech, finance, biotech, and consulting.

His client roster includes Meta, Google, Morgan Stanley, Genentech, PwC, Deloitte, and the World Economic Forum. He has coached leaders presenting at the United Nations, helped a client raise \$220M in capital, and guided four founders through Y Combinator.

An introvert himself, Salvatore built frameworks that work with who you are. His book, *Clear and Compelling* (Morgan James Publishing, October 13, 2026), distills this work into a practical guide for turning expertise into influence. Because brilliance deserves to be heard.

PERSONAL COLOR

Lifelong digital nomad. Raised in Kansas. Coffee culture aficionado. Redwood enthusiast, Taoist and Stoic. Passion for empowering the voices of those who do not always feel they have a seat at the table.

20+ YEARS

COACHING LEADERS

4,200+ LEADERS

TRAINED

100+ KEYNOTES

DELIVERED

UN TO FORTUNE 50

ROOMS AND STAGES

THE BOOK AT A GLANCE

QUICK LOOK

Title	Clear and Compelling: Communication Strategies for Big Thinkers with Bold Ideas
Author	Salvatore Manzi
Publisher	Morgan James Publishing
Publication date	October 13, 2026
Page count	300
Genre	Self-Help / Communication and Social Skills
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Where to buy	Wherever you get your books. All links: www.SalvatoreManzi.com/book

AVAILABLE FOR

WAYS TO FEATURE HIM

- Podcast and broadcast interviews
- Keynotes, panels, and conference talks
- Contributed articles and expert commentary
- Excerpts and reviewer copies
- Workshops and cohort programs for L&D teams

SAMPLE INTRODUCTION • ABOUT 30 SECONDS

Our guest spent twenty years helping brilliant people become heard. Salvatore Manzi coaches analytical leaders, engineers, and executives to communicate with clarity and influence. He has prepared speakers for the United Nations, coached founders through Y Combinator, and trained over 4,200 leaders around the world. His book, *Clear and Compelling*, arrives October 13 from Morgan James Publishing. Please welcome Salvatore Manzi.

WHAT THE BOOK DOES

Clear and Compelling is a practical, engaging guide that blends research-based principles with real-world frameworks to help leaders master the art of influence. The book is structured around three pillars: Content, Delivery, and Presence. Together they form a step-by-step approach for organizing thoughts, commanding attention, and sustaining audience engagement in both in-person and virtual settings.

Readers learn to clarify their message, connect with any audience, and lead with authenticity. Each chapter includes practice prompts, reflection exercises, and one-sheet summaries designed for immediate application in high-stakes moments.

CONTENT

Organizing thoughts so the message is clear, concise, and built for the listener first.

DELIVERY

Voice, pace, pause, and movement that carry the message the mind intends.

PRESENCE

The steady, grounded quality that earns attention before a word is spoken.

WHO IT'S FOR

THE READER

Technically brilliant and socially reserved leaders who have often been told their presence is not felt, that they should speak up, or that their message is not landing despite strong analysis.

- Engineers, scientists, finance leaders, researchers, and technical professionals
- Introverts whose delivery has yet to catch up with their thinking
- Founders navigating fundraising, investor conversations, and board presentations
- Emerging leaders stepping into new visibility

WHY IT MATTERS NOW

THE GAP THE BOOK CLOSES

As STEM roles surge and AI adoption accelerates, more technical leaders are being asked to explain complex systems to nontechnical audiences, often without formal training in influence, communication, or presence.

Highly capable technical leaders are frequently promoted for their expertise, yet many find their ideas stall when visibility increases. Messages become dense, context is assumed, and audiences disengage, even as they recognize the intelligence behind the work. This gap between how experts think and how diverse, cross-functional audiences decide quietly limits influence at the moments that matter most.

THE LIGHTHOUSE IDEA

The book is less about teaching people to shine brighter and more about teaching them to stand steady enough that the light they already have can be seen from farther away.

SIGNATURE KEYNOTES

01

CONNECT, ENGAGE, INSPIRE

*Igniting Collaboration and Impact*30 TO 75 MIN • KEYNOTE OR WORKSHOP •
CROSS-FUNCTIONAL LEADERSHIP

The most-requested keynote. Equips leaders with practical tools to foster collaboration, ignite team potential, and drive meaningful results.

02

LEADERSHIP PRESENCE

*Embodying Authenticity and Comfort*30 TO 90 MIN • KEYNOTE • EXECUTIVES
AND SENIOR LEADERS

Presence is the gravitational pull that earns attention before a word is spoken. Science-backed insights and lively storytelling turn it into a learnable skill.

03

YOU THEN ME

*Connected and Inspiring Leadership*15 TO 45 MIN • KEYNOTE OR FIRESIDE •
LEADERS AND PEOPLE MANAGERS

People listen more openly once they feel heard first. This talk explores the power of leading with connection, drawing on neuroscience and lived stories.

Full speaker sheet, formats, and booking details: www.SalvatoreManzi.com/speaking

MEDIA TALKING POINTS

ELEVEN PITCHABLE IDEAS

01 START WITH SPARK

Attention begins before understanding. A strong opening signals why this moment matters. Lighting a match in a dark room. The glow instantly draws focus. Every message deserves a beginning that burns bright.

02 YOU THEN ME

Influence grows from empathy. When you begin by naming your listener's reality, you earn trust before you share your own. Think of it as stepping into their shoes before inviting them to walk with you. Connection always precedes persuasion.

03 SIGNAL SWITCHING

Adaptability builds credibility. The best communicators adjust their tone, energy, and pace to fit the room. Like a skilled DJ reading the crowd, they keep harmony between message and mood. The appropriate signal elicits the appropriate response.

04 REFRAME THE RUSH

Nerves are energy asking for direction. That heartbeat before you speak is your system waking up to perform. Picture a surfer balancing on the edge of a wave, using its power to ride farther. Energy becomes presence when you guide it with intention.

05 SLOW YOUR MOVEMENTS

Intentional movement communicates authority. When your body slows, your message settles in. Imagine a conductor who raises their hands slowly before the orchestra begins. Stillness creates anticipation and signals control.

IDEAS SIX THROUGH ELEVEN

06 YOUR ENTIRE BODY IS SPEAKING

Posture, gestures, and eye contact amplify every word. People read your confidence before they hear your competence. Picture a lighthouse. Steady. Grounded. Guiding through presence alone. The body delivers the message the mind intends.

07 CONCISION SIGNALS STRENGTH

Clarity carries weight. Each extra word weakens your message's spine. Like sharpening a blade, trimming language makes ideas cut cleaner and travel farther. Precision leaves an echo.

08 PAUSE CREATES POWER

Silence is a form of punctuation. A well-timed pause lets the audience breathe with you. It is the rest note that makes the melody meaningful. Space gives words their weight.

09 MEANING OVER METRICS

Data informs. Emotion transforms. People remember the story behind the numbers. Imagine tasting a dish after hearing the chef's story. The flavor feels richer. Numbers prove. Stories move.

10 FEEDBACK IS A MIRROR

Growth requires reflection. Specific, actionable feedback reveals what your self-perception hides. Imagine a pilot adjusting mid-flight after reading the instrument panel. The mirror of feedback keeps you aligned with impact.

11 REFRAME SELF-FOCUS INTO SERVICE

Service silences self-doubt. When your goal is to give value, fear fades. Think of a lighthouse again. It shines outward to guide ships through fog. Purpose replaces performance anxiety with calm contribution.

FOR HOSTS AND PRODUCERS

SAMPLE INTERVIEW QUESTIONS

Twelve ready-to-pull questions for podcast and broadcast interviews.

- 01 What inspired you to write *Clear and Compelling*, and what gap in leadership communication does it address?
- 02 Many technical leaders are brilliant in their expertise yet struggle to make their ideas land. What is the first thing they tend to get wrong?
- 03 You call yourself an introvert who learned to harness the spotlight. What changed for you?
- 04 The book is structured around Content, Delivery, and Presence. Why those three pillars, and where do most leaders fall short?
- 05 What is the most common myth about executive presence that you would retire?
- 06 You have coached leaders preparing to speak at the United Nations and to brief Congress. What does a high-stakes prep look like behind the scenes?
- 07 AI is reshaping how we work. What does that mean for the future of human communication and leadership?
- 08 The principle *You Then Me* is one of the book's core ideas. Can you walk listeners through it?
- 09 For someone who freezes in high-stakes moments, what is one thing they can do this week?
- 10 If our audience reads only one chapter of *Clear and Compelling*, which one would you point them to and why?
- 11 What is the difference between performing and being present, and why does it matter for leaders?
- 12 How has your nomadic lifestyle shaped the way you think about communication, culture, and connection?

CONVERSATION STARTERS

Lighter-touch prompts for in-flight host conversation, live Q&A, and panels.

- | | |
|---|--|
| 01 How do I overcome my fear of public speaking? | 10 How can I be more authentic when I speak? |
| 02 How do I structure a talk or presentation so it is clear and compelling? | 11 What exactly makes communication effective in high-stakes environments? |
| 03 How do I speak with executive presence? | 12 What are the most common communication habits that limit people, and how do I avoid them? |
| 04 How do I get to the point without sounding blunt? | 13 How do leaders balance logic, emotion, and credibility in their messaging? |
| 05 How do I make my message more memorable? | 14 What role does non-verbal communication play, and how do I develop it intentionally? |
| 06 How can I adapt my communication for different audiences? | 15 How should communication evolve as I grow in responsibility and visibility? |
| 07 How do I manage tough conversations or give difficult feedback? | 16 What role does emotion play in how I share my point? |
| 08 How do I stop using filler words and sound more polished? | 17 How do I balance performance and authenticity? |
| 09 How do I keep people engaged when I speak? | |

WHAT THEY'RE SAYING

PRAISE FOR CLEAR AND COMPELLING

“ Practical, human, and effective. Our teams used these strategies to turn dense data into decisions.

Zvika Krieger · former Director, Meta and World Economic Forum

“ Something for everyone who cares about communicating effectively. This book is a delightful and varied collection of strategies and techniques to help you improve your communication skills, no matter what your level of experience and expertise.

David Burkett · Senior Data Scientist, Microsoft

“ A powerful resource for leaders who want to communicate complex ideas with clarity and impact.

David Brinkman · CEO, DAP Health

“ A book that fulfills its mandate of guiding and translating ideas into memorable communication. Particularly helpful for those with big ideas trapped in overthinking minds, and those anxious about speaking.

Serena Low · Podcast Host, Quiet Warrior

“ As someone with frequent speaking engagements, I only wish I had encountered this book earlier.

Ivan Palomino · Consultant and Keynote Speaker

“ You made our Habitat California conference something extraordinary. The feedback has been outstanding. One attendee simply said, this was life changing.

Debbie Arakel · Habitat for Humanity, on Salvatore's keynote

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PRESS RELEASE

CLEAR AND COMPELLING

A Communications Playbook for Technical Leaders Stepping Into Visibility

Communication strategies for engineers, analysts, and founders rising into high-stakes leadership

San Francisco, CA, September 2026. Salvatore Manzi announces *Clear and Compelling*, a practical guide for data-driven leaders and subject matter experts who turn insight into influence and build leadership presence in boardrooms, investor meetings, and executive briefings. The book is published by Morgan James Publishing and releases October 13, 2026.

As STEM roles surge and AI adoption accelerates, more technical leaders are being asked to explain complex systems to nontechnical audiences, often without formal training in influence, communication, or presence.

Highly capable technical leaders are frequently promoted for their expertise, yet many find their ideas stall when visibility increases. Messages become dense, context is assumed, and audiences disengage, even as they recognize the intelligence behind the work. This gap between how experts think and how diverse, cross-functional audiences decide quietly limits influence at the moments that matter most.

Clear and Compelling offers a research-grounded, practical playbook built for analytical leaders operating in high-stakes environments. Drawing on neuroscience, psychology, and decades of coaching experience, Manzi provides clear frameworks and repeatable techniques for structuring ideas, translating complexity without losing rigor, and communicating with confidence in meetings, presentations, and investor conversations. The book integrates content, delivery, and presence, including tools for commanding attention on camera and in the room and building trust through empathy and clarity.

Manzi has coached technical leaders preparing to speak before the United Nations, present at venture-backed pitch events including Y Combinator, brief boards, and secure investment exceeding their goals. He has trained over 4,200 leaders across three communication curricula. His work is shared through keynotes, podcasts, and a growing LinkedIn newsletter.

"You don't have to be perfect, you just have to be present," Manzi writes.

Clear and Compelling (ISBN 979-8-89574-034-7, \$22.95, paperback and e-book) is available for pre-order wherever you get your books. Retailer links: www.SalvatoreManzi.com/book.

MEDIA CONTACT

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WHERE HE HAS BEEN HEARD

FEATURED CONVERSATIONS

RECENT PODCAST APPEARANCES

- 01 **Scale Architects** · Teaching Your Team to Talk to Each Other
- 02 **The Expert Method** · How to Make Your Ideas Clear and Compelling
- 03 **The Business Development Podcast** · The Clearest Voice in the Room Wins
- 04 **The Second Voice** · You Do Not Have a Communication Problem (You Have a Visibility One)
- 05 **Walk With Me, Brother** · Why Imposter Syndrome Is Hurting Leaders
- 06 **Tech Talks Daily** · Communication Skills Every Tech Leader Needs
- 07 **The Self-Leadership Lab** · How to Beat Imposter Syndrome and Speak With Confidence
- 08 **Deep Leadership** · Clear and Compelling Communication for Leaders
- 09 **Kyira Wackett** · Why You Stay Silent When You Should Speak Up
- 10 **Not Nice. Clever.** · Why Introverts Are Secretly the Best Public Speakers

Full appearance playlist: youtube.com/@LeadershipCommunications

“ *Well prepared, delivers a great message, and is such a fun person to talk to. I could have talked for hours with him. I endorse him highly.*

The Self-Leadership Lab · Podcast host

“ *A master at conversation. Clear, articulate, passionate, and relatable, and very easy to speak with.*

Luisa Hogan · Host, The Second Voice

SALVATORE HAS COACHED

THE ROOMS BEHIND THE BOOK

- Speakers presenting before the United Nations
- Nuclear and biopharma scientists briefing national governing bodies
- Founders navigating Y Combinator and later funding rounds
- A client raising \$220 million in capital, \$100 million over goal
- Leaders at PwC, Deloitte, Genentech, Meta, Google, Airbnb, Salesforce, LinkedIn, Cisco, Caterpillar, and the World Economic Forum

PROGRAMS SALVATORE LEADS

CURRENT AND RECENT

Communicating with Clarity and Impact (United Way SparkPoint, 2026). Multi-session program for analytical and technical professionals on translating expertise into influence. Directly aligned with the book's frameworks.

Redefine Alliance (Spring 2026, multi-session cohort). Leadership development program centered on presence, communication, and high-performing team dynamics. Anchored in the Content, Delivery, Presence model that runs through Clear and Compelling.

Commonwealth Fusion Systems Spark Talk Series.

Communication and leadership talk series for the engineering and scientific teams at Commonwealth Fusion Systems, translating technical depth into clear stakeholder communication.

PERMISSIONS AND RESOURCES

EVERYTHING READY TO RUN

Permission to excerpt

Outlets are welcome to excerpt up to 300 words from Clear and Compelling with attribution to Salvatore Manzi and Clear and Compelling (Morgan James Publishing, October 13, 2026). For longer excerpts or full chapter reprints, please contact Salvatore@SalvatoreManzi.com.

Endorsement quotes shown in this kit are also free to reprint with attribution.

Reviewer copies

Reviewer copies are available on request. For a digital or hardcopy reviewer's edition, please email Salvatore@SalvatoreManzi.com with the outlet name and intended coverage type.

Video sample

Watch Salvatore speak: youtu.be/ythe3jA_9KE

Media kit assets

Approved headshots, bios in three lengths, book cover files, the speaker sheet, and a sample introduction live on the media page: www.SalvatoreManzi.com/media. The full high-resolution library is in the kit folder: drive.google.com/drive/folders/1nxY57-J7JjZXnXtjHtAquUB6fbAlwEBW

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When you publish, link the name Salvatore Manzi to www.SalvatoreManzi.com. It helps readers find the work, and it helps the work find its audience.



EDITORIAL CONTACT

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