



- [ABOUT](#)
- [ABOUT](#)
- [Purpose](#)
- [Program](#)
- [Team](#)
- [Mentors](#)
- [Press](#)
- [FAQ](#)
- [Contact](#)
- [APPLY](#)
- [MENTORS](#)
- [BLOG](#)

## Leading & Communicating Powerfully

### Greenstart Mentors Bill Young, Steve Wilhite and Sean Schickedanz

Oct 20, 2011  
By: Rachel Barge

We were incredibly lucky this week to have all-stars like **Bill Young**, **Steve Wilhite**, and **Sean Schickedanz** by the office to work with our startups.

They focused on the importance of communicating who you are and what you stand for concisely and powerfully, how to lead people in an authentic and true way, and how to best raise the right amount of money from the right investors for your company.

**Steve Wilhite**, former VP of Marketing at Apple, Nissan and Volkswagon, former president at Hyundai, and widely considered one of the greatest marketers of the last quarter century, shared the power of communicating your authentic self, rather than merely 'advertising' a product.



Not only will telling a concise, powerful, personal story about your company turn your customers, employees, and investors into evangelists – it's the most cost-effective way to promote yourself on a bootstrapped startup budget.



**Bill Young**, former CEO of Volkswagen and one of the most admired leaders in the automotive industry, shared personal stories about leadership, failure, and the difficult decisions every CEO faces. He accentuated the need to lead from your heart and to be soft on people while being hard on issues.



**Sean Schickedanz**, General Partner and Chief Investment Officer at Clean Pacific Ventures, an early-stage cleantech venture fund, shared his perspective on what makes an outstanding investor presentation and pitch. Having seen hundreds of pitches over the last decade, Sean emphasized that confidence, flexibility to converse and answer questions mid-pitch, and painting a story for your investor were just a few key areas entrepreneurs often fall short. Sean offered valuable feedback to each startup after they gave their current pitch – a great preparation for our upcoming Investor Day.



Thanks Sean, Steve and Bill for sharing your wisdom and experiences with us this week!

[0 Comments](#)

[Permalink](#)

[Share](#)

Post a comment...

Name

Comment

Comment text

the **IResome**

Type the two words: