Forbes: Your Pitch Deck Doesn’t Close the Deal - Your Power in the Room Does

October 23, 2025



Chris Lipp, professor of practice and director of the management communication program, contributed an article to Forbes about the importance of managing the investor-founder power dynamic when seeking capital.

> “Power dynamics, not presentation skills, determine how investors perceive your leadership potential. When investors hold all the power, you appear unconvincing. But when you project power, you appear confident and transform skepticism into respect.”

To read the article in its entirety, visit forbes.com:

https://www.forbes.com/sites/chrislipp/2025/10/23/your-pitch-deck-doesnt-close-the-deal--your-power-in-the-room-does/