



Say It Like Obama: The Power of Speaking with Purpose and Vision

By Shel Leanne, Shelly Leanne

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Say It Like Obama: The Power of Speaking with Purpose and Vision By
Shel Leanne, Shelly Leanne

Includes Obama's historic acceptance speech from the Democratic National Convention

In speech after speech, Barack Obama has “fired up” millions of enthusiastic supporters with his inspiring vision, rousing rhetoric, and charismatic presence. His outstanding communication skills gave rise to an unprecedented political movement and fueled Obama’s success in becoming the first African American presidential nominee of a major U.S. political party.

But inspiring and persuading millions isn’t simply a product of innate ability—Barack Obama honed techniques that made him a highly effective speaker before audiences numbering thirty to 200,000. These techniques are vital not only in the political arena, but also for business executives, managers, and leaders from all walks of life.

This book is about the art of persuasion, the power of presentation, and the most effective techniques of communication. From building strong arguments and facing tough issues to inspiring a team or workforce to new levels of innovation and productivity, *Say It Like Obama* gives you the tools you can use to instill positive change at every level of your organization by learning how to:

- Make a strong first impression
- Use body language and voice
- Establish common ground
- Gain trust and confidence
- Win hearts and minds
- Drive your points home
- Convey your vision through imagery and words that resonate
- Build to a crescendo and leave a lasting impression

Whether you’re a manager, executive, or public speaker, a teacher, business owner, or community leader, *Say It Like Obama* will provide you with presentation techniques that have inspired and mobilized audiences of every size.

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Editorial Review

From the Back Cover

Reach Out, Fire Up, and Motivate Like America's Most Audacious Speaker

Barack Obama has brought the power of oration back to American politics. Using well-practiced public-speaking skills, he not only rouses roaring applause but inspires real change in his listeners.

Leadership expert Shel Leanne explains how to combine oratory, body language, and the fine art of persuasion into a seamless presentation that builds trust and stimulates action. You will come away with the skill to motivate individuals, teams, or an entire workforce to embrace your vision and put it to work.

"Whether you're Republican or Democrat, this book provides useful information for anyone wanting to improve one's speaking skills...it isn't a political book, but rather one that focuses on that Obama Magic: just how does the man do it? There are a number of things Leanne addresses: things such as body language, mannerisms, alliteration, repetition, pacing, and most importantly, how to tie the speech into one's own life. One of the techniques Obama is known for is his ability to relate to his listeners by using his own life and struggles and then comparing such to that of the struggling American. One is also shown the ways in which controversy can be avoided, and dealt with in such a way that is both assertive, yet non-aggressive."--

BlogCritics.org

"There are plenty of lessons to be learned from this book even if one doesn't agree with Obama's thoughts and beliefs. Dr. Leanne succeeds in thoughtfully mixing public speaking and politics to produce a useful guide for all."--**Dallas South Blog**

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About the Author

Shel Leanne is President of the Wishel Corporation, a leadership development firm whose clients include Fortune 500 businesses across the world. Prior to launching her company, Leanne gained experience working for McKinsey & Company and for Morgan Stanley in New York and London. She subsequently served as a full faculty member at Harvard University from 1997 to 2001, where she taught courses on social entrepreneurship and organizational design. She is also the author of *How to Interview Like a Top MBA*.

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David Blunt:

The book untitled Say It Like Obama: The Power of Speaking with Purpose and Vision contain a lot of information on it. The writer explains the woman idea with easy technique. The language is very straightforward all the people, so do certainly not worry, you can easy to read it. The book was written by famous author. The author will bring you in the new time of literary works. You can easily read this book because you can read more your smart phone, or device, so you can read the book in anywhere and anytime. In a situation you wish to purchase the e-book, you can open up their official web-site along with order it. Have a nice learn.

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