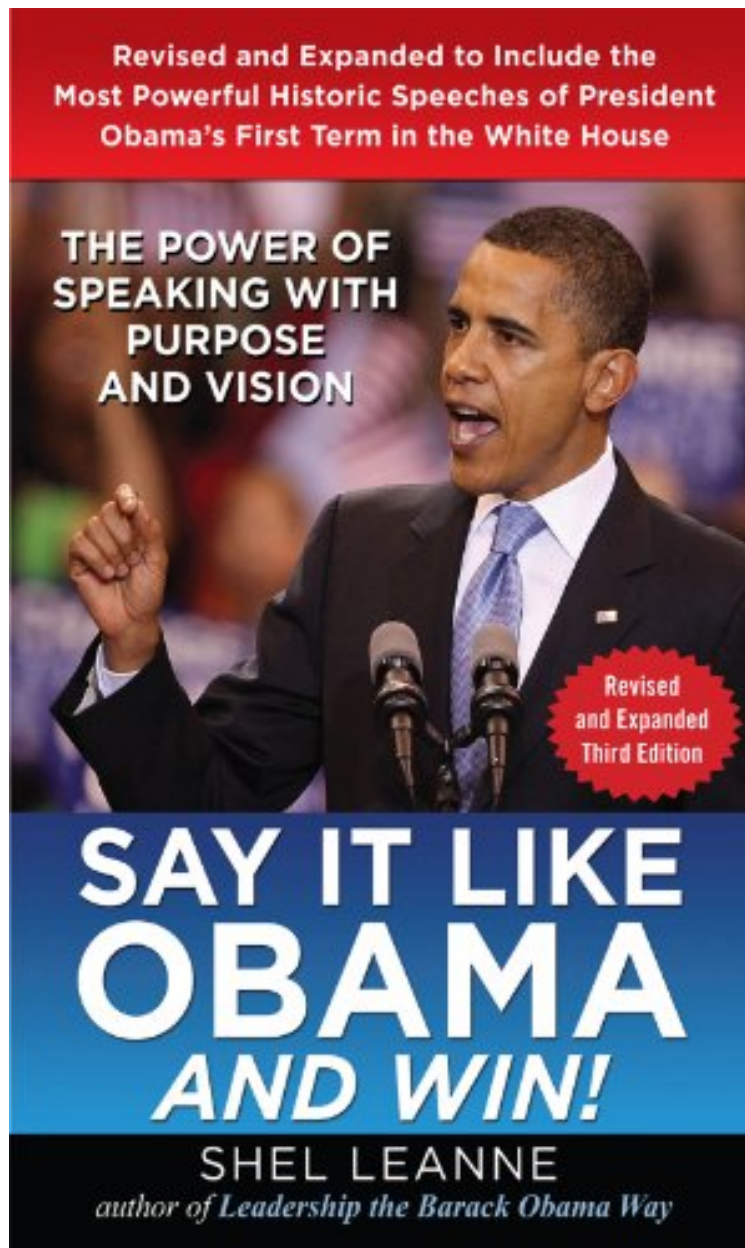


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## Say it Like Obama and Win!: The Power of Speaking with Purpose and Vision, Revised and Expanded Third Edition

*Shel Leanne*

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**Shel Leanne : Say it Like Obama and Win!: The Power of Speaking with Purpose and Vision, Revised and Expanded Third Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Say it Like Obama and Win!: The Power of Speaking with Purpose and Vision, Revised and Expanded Third

Edition:

0 of 1 people found the following review helpful. Buy this book!!!By wpolkjrGreat book! Exactly what I was expecting.1 of 2 people found the following review helpful. Learn from one of the best orators of our timesBy Steve Amoia"His twenty-minute speech, less than 2,300 words, captured the imaginations of Americans and garnered praise from around the world. Obama successfully drove his points home, fused the best of rhetoric and substance, focused on a powerful message, and delivered it with great effectiveness. His words and vision inspired millions of viewers."--- Dr. Shel LeanneBeginning with the powerful and eloquent speech at the 2004 Democratic Convention that launched Barack Obama's public career, this book takes you on a vast oratorical journey. Few have analyzed in detail the integral reasons behind President Obama's ascent to power. Dr. Leanne comprehensively examines and outlines how Mr. Obama used and uses his notable oratory skills to build bridges of support and mend fences of discontent. This book is a detailed analysis of the speech-making phenomenon that is President Obama, and in a complementary sense, how the rest of us can learn from his example.Format and Writing StyleThere is an informative introduction with concise chapter summaries, ten chapters, along with an end notes section. The author's writing style is detailed, informative, encouraging and educational. I liked the "What We've Learned" summaries at the end of each chapter to reinforce key concepts.At times, the author's writing style takes on a laudatory tone and drifts to non-speech-related facets about Mr. Obama. For example, "If you aspire to be a highly effective leader, people must trust your judgment and ethics and have confidence in your leadership abilities, believing you are worthy of authority... Barack Obama has done this with great success, gaining the trust and confidence of a broad array of people..." (Page 20) The author also wrote a highly acclaimed leadership book about Mr. Obama. Such a quote, along with a few others specifically about leadership qualities, would have been a better fit in the other book.Actual SpeechesThe most salient feature of this book was the acute attention given to Mr. Obama's famous speeches. The volume of the author's research was a masterclass in detailed presentation, painstaking analysis, along with precise attribution. She put significant effort to dig very deep into President Obama's past and present speeches which provide an excellent learning tool for any student of communication.Negative FeatureThere was no index to help the reader reference key points which was a disappointing editorial decision. The contents section was extremely detailed; however, it wasn't in alphabetical order as an index would be. Most readers scan the contents section and bank on a good index to find specific items of interest.Notable Quotes"Another important lesson of Obama's outstanding communication style is how he leverages shared experiences to build rapport and a strong sense of camaraderie. As we have seen, when addressing an audience, Obama searches out the common ground and deliberately directs attention to this." Page 56"Barack, I'll give you a bit of advice. Forget this community organizing business and do something that's gonna make you some money. You can't change the world, and people won't appreciate you trying. You've got a nice voice. What you should do is go into television broadcasting." Page 83"A notable hallmark of Barack Obama's communication style is his use of unique variations of repetition. Obama draws on a wide variety of repetition techniques that give power to his oration: conduplicatio, anaphora, epistrophe, and mesodiplosis, among them. These rhetorical techniques help him to structure his key ideas and themes and drive key points home." Page 116"Barack Obama illustrates that orators skilled in the art of persuasion know how to create a strong sense of logic to their ideas and remarks. The clarity of reasoning is apparent and they demonstrate the merit of their ideas with sharp arguments." Page 149"Another lesson we can glean from Obama's communication practices is that, when addressing controversy, he usually offers an apology early on in his remarks. His apologies are usually very clear and forthright." Page 182Comprehensive AnalysisI was curious, as you likely will be, to learn the art and science of speaking exemplified by President Barack Obama. This book is a comprehensive analysis about one specific trait that elevated a mostly unknown law professor and State Senator to a global stage. Regardless of your stage in life, political persuasion, or whether or not you can ever truly "Say it Like Obama," this book will help you become a better speaker in formal and informal communication situations.Please NoteI have received a complimentary review copy from a representative of the publisher, McGraw-Hill. I was not compensated by the author, publisher, or any party who would benefit from a positive review.This review was originally published in November 2012.1 of 9 people found the following review helpful. One StarBy R. E. Hackworthsay it like Obama and destroy a Nation!

Updated to include speeches on the death of bin Laden, the Arab Spring, and other historic moments on the podium In speech after speech, Barack Obama fires up enthusiastic supporters with his inspiring vision, rousing rhetoric, and charismatic presence. His outstanding communication skills gave rise to an unprecedented political movement and launched him to the top of the world political stage. But inspiring and persuading millions isn't simply a product of innate ability. Barack Obama spent time and effort honing skills that have made him so successful. 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 methods 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 and Win!* gives you the tools to instill positive change at every level of your

organization by teaching you 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, an executive, a public speaker, a business owner, or a community leader, *Say It Like Obama and Win!* provides you with presentation techniques that have inspired and mobilized audiences of every size.

From the Back Cover **REACH OUT, FIRE UP, AND MOTIVATE THE OBAMA WAY** President Barack Obama's remarkable ability to inspire and persuade millions from the podium isn't simply a product of innate ability. It took years of painstaking effort to hone the speaking skills that fueled his rise to the top leadership position on the globe. Using well-practiced public-speaking skills, he not only rouses roaring applause but inspires real change in his listeners. In this revised and expanded edition of *Say It Like Obama and Win!*, leadership expert Shel Leanne ("Dr. Shel") explains how to combine oratory, body language, and the fine art of persuasion into a seamless presentation that builds trust and stimulates action. This international bestseller now features even more history-making speeches, including: 2012 State of the Union Address \*Remarks on the Death of Osama bin Laden \*Middle East Speech . . . "On a New Beginning" \* Remarks on Financial Rescue and Reform \* Remarks on American Energy After reading this updated edition, you will come away with the skill to motivate individuals, teams, or an entire workforce to embrace your vision and put it to work.

About the Author Dr. Shel Leanne is President of the Wilshel Corporation, a leadership development company that helps empower young business leaders for success. Participants in her leadership development program hail from around the world--the United States, Europe, East Asia, South Asia, Latin America and Africa. They come from all industries within the Fortune 100, including companies as varied as Microsoft, Hewlett Packard, Goldman Sachs, the Vanguard Group, Citibank, Fidelity Investments, General Electric, General Motors, Dell, Bank of America and PepsiCo. Dr. Leanne's insights and work have been cited in national publications such as *Businessweek.com* and *The Wall Street Journal*. Prior to launching her company, Shel 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 1997-2001, where she taught courses on social entrepreneurship and organizational design. Since launching her company, Dr. Leanne has given additional talks on succeeding in the business world at Harvard Business School. A Fulbright Scholar, Dr. Shel Leanne holds a B.A. from Harvard College, and earned Masters and Doctoral degrees from Oxford University. Shel Leanne enjoys serving on the Board of nonprofits including Beautiful Gate (focused on HIV/AIDS in Africa), Kids with HIV (South Africa) and WorldTeach. She is engaged in the fight against HIV, focusing her work in South Africa and also in Kenya, where she once taught for a summer among the Luo at an all-girls' school, near the rural village where Barack Obama's father was raised.