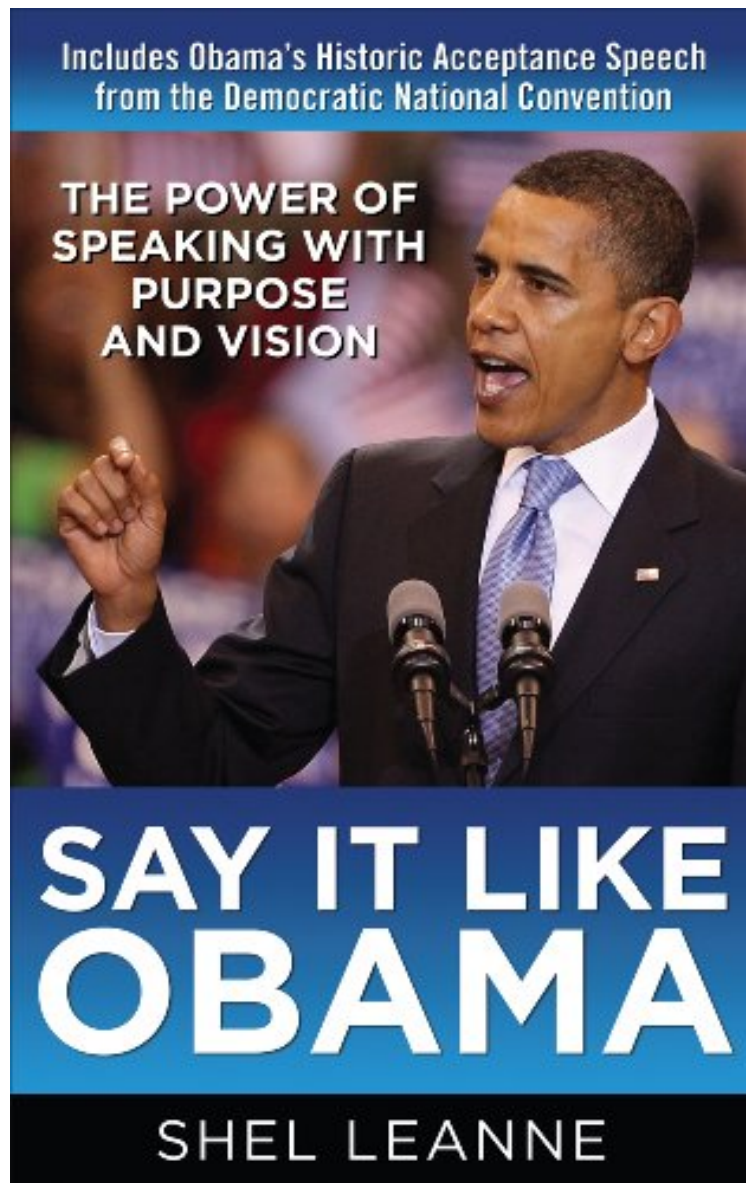


[Free] Say It Like Obama: The Power of Speaking with Purpose and Vision

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

Shel Leanne, Shelly Leanne
ebooks / Download PDF / *ePub / DOC / audiobook



[Download](#)

[Read Online](#)

#1416003 in eBooks 2008-09-16 2008-09-21 File Name: B001G6EW9W | File size: 45.Mb

Shel Leanne, Shelly Leanne : Say It Like Obama: The Power of Speaking with Purpose and Vision before purchasing it in order to gauge whether or not it would be worth my time, and all praised Say It Like Obama: The Power of Speaking with Purpose and Vision:

1 of 1 people found the following review helpful. Not what I expected By Tagi The book is just a recollection of speeches reprinted in a book. Personally I did not find it useful as I thought. You'll be better off just listening the

speeches in youtube.0 of 1 people found the following review helpful. Not Good EnoughBy MESHAL ALSALEMthere is no clear steps of how to say it like obama0 of 0 people found the following review helpful. Say It Like Obama - Shel Leanne (McGraw Hill)By BlogOnBooksIn the wake of President Obama's first televised address from the oval office, (using this initial opportunity to address the BP oil spill situation in the gulf) we thought it would be interesting to take a look at a book that profiles the skills that the former Senator from Illinois employs to convey his messages to the public.`Say It Like Obama' examines the myriad techniques that Obama - who even his most vocal critics admit is one of the finest orators of the modern political era - uses to drive his agenda in ways most speakers have never approached. Author Shel Leanne deconstructs a variety of famous Obama speeches - beginning with his electrifying 2800 word speech that introduced a magnetic new young player to the political arena at the Democratic National Convention in Boston in July of 2004, to Obama's later, high-profile speeches in Berlin, his acceptance speech, the inauguration speech and others.Along the way, Leanne distills the specific techniques that allowed Obama to maximize the effectiveness of the communication that created the meteoric rise of the 44th President of the United States. Among the techniques `Say It' reveals are things like finding common ground, using words that resonate, addressing objections, the power of three, using polysyndeton and achieving transcendence. In identifying each technique, Leanne shows example after example of how these devices are used to create hyper-effective, and highly effective communication to an audience.The purpose of the book, of course, is to show business leaders and anyone who aspires to public speaking, a panoply of approaches to effectively improve their mass-communication skills. By using uber-orator Obama as the example, the book cannot help but succeed. Or more simply put, `Fired up' begins here.

Includes Obama's historic acceptance speech from the Democratic National Convention In speech after speech, Barack Obama has ldquo;fired uprdquo; 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 Obamarsquo;s success in becoming the first African American presidential nominee of a major U.S. political party. But inspiring and persuading millions isnrsquo;t simply a product of innate abilitymdash;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 yoursquo;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.

From the Back CoverReach 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."shy;--BlogCritics.org "There are plenty of lessons to be learned from this book even if one doesnrsquo;t agree with Obamarsquo;s thoughts and beliefs. Dr. Leanne succeeds in thoughtfully mixing public speaking and politics to produce a useful guide for all."--Dallas South Blog TABLE OF CONTENTS: C H A P T E R 1: THE SPEECH THAT STARTED IT ALL C H A P T E R 2: EARNING TRUST AND CONFIDENCE C H A P T E R 3: BREAKING DOWN BARRIERS C H A P T E R 4: WINNING HEARTS AND MINDS C H A P T E R 5: CONVE YING VISION C H A P T E R 6: DRIVING POINTS HOME C H A P T E R 7: PERSUADING C H A P T E R 8: FACING AND OVER COMING CONTROVERSY C H A P T E R 9: MOTIVATING OTHERS TO ACTION AND LEAVING STRONG LAST IMPRESSIONS C H A P T E R 10: THE SPEECH THAT M ADE HISTORY . . . AGAINAbout the AuthorShel 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*.