



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

By Shel Leanne

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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.

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Editorial Review

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.

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