



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

Shel Leanne, Shelly Leanne

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A fully updated, expanded edition of the leadership classic!

President Barack Obama never fails to fire up a crowd. Whether he's addressing societal injustices or explaining complex policy decisions, Obama gains legions of enthusiastic supporters with every speech he makes.

With Say it Like Obama and Win!, you hold in your hands the secrets to the President's amazing success. Author Shel Leanne dissects Obama's style to reveal his remarkable communication tactics—which you can put to use right away. You'll learn how to:

- Make a strong first impression
- Communicate using body language
- Establish common ground with your audience
- Gain trust and confidence
- Convey your vision with imagery that resonates
- Build to a crescendo and leave a lasting impression

This updated edition contains brand-new material, including Obama's historic presidential election acceptance speech, the inaugural address, election-winning debates, and communications regarding the economy and foreign affairs.

Say it Like Obama and Win! 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 and Win!* gives you the tools you can use to instill positive change at every level of your organization.

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