

# "Say it like Obama— The Power of Speaking with Purpose and vision"

## 研讀心得

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### 書 摘

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Book	Say it like Obama— The Power of Speaking with Purpose and vision
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Content Introduction	<p>The book, Say it like Obama— The Power of Speaking with Purpose and vision, teaches us a lot of speech skills.</p> <p>Together, these outstanding communication practices enabled Barack Obama to overcome obstacles that would have hindered another politician—his age, his race, his “exotic” name, his unconventional personal story—to become the president-elect of the United States. We have much to learn from him, as we see in the book Say It Like Obama (McGraw Hill, 2008 - <a href="http://www.sayitlikeobama.com">www.sayitlikeobama.com</a>).</p>

## Abstract

Tuesday, November 4, 2008 will go down as a monumental day in American history, when America elected an African American to serve as its president. What enabled Senator Barack Obama to tear down traditional barriers of race and ethnicity, to become such a historic figure? There were two key factors. His outstanding communication abilities, which enabled him to garner support from one of the most diverse coalitions in American history; and his excellent ability to launch and lead a formidable organization—he exhibited leadership and managerial skills of the highest order.

His ability to use communication in all of its forms—from body language, to voice inflection, to gestures—to establish a strong first impression and to sustain that positive impression.

His ability to use communication to tear down barriers and build up bridges, focusing on areas of commonality that enable him to gain support from a diverse set of people.

His ability to use oration to win the hearts and minds of listeners. He has shown great skill in using key communication practices to inspire people, securing their loyalty and passionate support.

His ability to communicate his vision excellently, using words that resonate with people.

His ability to drive points home. Obama uses key rhetorical techniques to present his ideas powerfully.

His ability to persuade. Obama uses key rhetorical techniques that enable him to sway listeners.

His ability to draw on excellent communication practices to weather controversy, emerging with his positive reputation largely in tact.

His ability to use effective communication skills to motivate people to action and to leave a lasting strong impression.

Together, these outstanding communication practices enabled Barack Obama to overcome obstacles that would have hindered another politician—his age, his race, his “exotic” name, his unconventional personal story—to become the president-elect of the United States. We have much to learn from him, as we see in the book *Say It Like Obama* (McGraw Hill, 2008 - [www.sayitlikeobama.com](http://www.sayitlikeobama.com)).

Dr. Shel Leanne is author of *Say It Like Obama: the Power of Speaking with Purpose and Vision* (McGraw Hill, 2008 - [www.sayitlikeobama.com](http://www.sayitlikeobama.com)) and President of Regent Crest, a leadership development firm whose clients come from Fortune 500 companies.

Learn in this article the secrets (and unusual style) of Obama’s speech making. How did he win the presidential nomination for the United States?

As the title and description describe, this article is about “saying it like Obama.” Many people admire Obama; some curse him for making it into the White House. Some argue that there’s a reason it’s called, “The White House,” and some simply fear that he’ll get shot.

All hypothetical situations aside, the reason we’ve posted this article is to fully comprehend and master the style of Obama’s speech making.

Barack Obama’s ability to orate clearly and yet with unmistakable meaning has swept hundreds of people off their feet around the world overseas. Now, apart from his excellent diplomatic, economic, and international plans, his ability to successfully ‘capture’ his audience has been argued to have won him the presidential seat in the White House, where he resides now.

It is simply amazing to watch him speak, no matter your political views, to use words in such elegant style that he does, to use such pivotal body language, and to see a truly breathtaking speaker talk with such style. So how does he do it?

The key thing is his simple calmness. His unmistakable knowing of what he’s going to say, who’s he talking to, and how he’s going to say it

are some of the most crucial and significant qualities of his oration techniques.

As any good orator knows, there are principles in which you must simply have in your speeches, presentations, or other. In any public speaking, you must:

- Know your material
- Know your audience
- Connect with your audience
- Use appropriate body language

And, most of all, do not show how nervous you are.

The simple fact that I am saying this should not be new to anyone, but completely unavoidable. Evidently, you are going to be nervous. Anyone who is not nervous before or during a major presentation or speech is either on many calming pills, immune to their personal emotions, or simply knows their speech cold. No matter how you play the cards, you most likely will be nervous.

But the thing is, when it comes to serious public speaking, you can't afford it. Imagine if Barack Obama was standing there, his eyes scanning the crowd like bugs over a fire and was biting his nails. Would you vote for him?

Even if his speech was good, that pause in which you thought, why is he so nervous? Could cost anyone a few votes, which could mean the difference between crying into a napkin for four years or being on the next first class airplane to D.C.

Undecided voters are a tricky group of people, and have historically been the biggest challenge for anyone running for office.

As you could have guessed by now, I am in favor, to say the least, of Barack Obama. That is not to say I am a Democrat - that is not to say I am a Republican, or even Independent.

Because it's that kind of sentimentality that can kill politicians. Not literally slaying them on the floor, as I'm sure you

know, but sincerely knocking down their approval rating. A simple slip of the tongue, no matter how small, could easily knock your possible flight to D.C. right out the window.

So Barack Obama is careful. He was very careful during the race for the presidential seating. He refused to get himself “caught up in all the political stuff that draws us far away from what really is at stake here.” He is very careful to be inclusive to all races, nationalities, religions, political views, and other. If anything, he worked extremely hard with Republicans to hear their views on the matters, which was definitely not just for press and for a few more approval tallies. Many of his conferences with Republicans were quiet and unknown to the public; it was only with a bit of nosing done by journalists did his talks get out.

As a gathering conclusion, Barack Obama has many brilliant speech techniques that are always just said at the right moment. Undecided voters swayed in his favor many a time (although sometimes in John McCain’ s favor when we were still awaiting the final vote draw), people around the world supported him, and he withstood a cool head when McCain and Palin took swipes at him, but it all sums up to ability to remain calm in times of stress, which, given the times we currently struggle in, that’ s exactly what we need.

## Reference

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