

The Five Communication Secrets that Swept Obama to the Presidency

The following excerpt has been taken from a breakthrough training film that provides easy, step-by-step communication lessons illustrated by videos of President Obama's speeches. Presented by renowned communication expert Richard Greene, the DVD and supporting materials are designed to quickly advance the presentation and public speaking skills of all participants.

President Obama:

I accept your nomination, [CHEERS], for Presidency of the United States.

Greene:

So how did he do it? He did it because he has mastered the Five Secrets of the world's greatest communicators.

This DVD is about teaching you to do the same thing so that you can achieve whatever you want in your personal life and in your business life.

The first thing about using words is that you use sensory-specific words, rather than abstract words.

President Obama:

[My father] grew-up herding goats. Went to school in a tin roof shack. His father, my grandfather, was a cook, a domestic servant to the British.

Greene:

Can you see it? Is it specific? Yes, much more powerful than saying he was poor.

The second thing is you want to use words that everybody can relate to rather than using jargon.

President Obama:

This election had many firsts, and many stories that will be told for generations, but one that is on my mind tonight is about a woman who cast her ballot in Atlanta....

Greene:

We can all relate to stories on a deep primal level. But words are just seven percent. How do you use your voice tone?

Great communicators vary voice tone in three ways. You can vary it through volume.

Secondly, you can vary the pace.

The third thing is pitch.

Another of the ways to help vary your communications is to punctuate.



President Obama:

A little, little less than, one year from today, you will go into the voting booth, and you will select the next President, of the United States of America.

Greene:

This allows people to digest what you are saying, because when you speak, it's not about you, it's about them, allowing them to get it, to absorb it, to digest it, to feel it.

Let's now talk about body language. The most important thing about body language is that visual impression that you create when you are speaking. The second point is eye contact.

Another secret is what I call the communication effectiveness continuum. One of the reasons that people responded so powerfully to Barack Obama is because they don't get a sense that he is preaching at them. It's just that sense of, I'm including you, we're all together, we're just having a conversation.

President Obama:

So I am not worried about CEOs, I'm not worried about corporate lobbyists,

I'm not worried about the drug companies or the oil companies or the insurance companies. They'll be fine, they are going to look out for themselves. I am worried about the couple that's trying to figure out how they are going to retire. I am worried about the family that's trying to figure out how they can save for their child's college education... That's who I am worried about. That's who I am going to be fighting for and thinking about every single day that I am in the White House.

Greene:

Secret number four: the four languages of communication. Understanding these four languages is possibly the most important thing you can do for your relationships, your personal relationships. You solve [communication] problems by you being the one to develop all of the languages so that you can communicate with anyone, anywhere, anytime, and they will always listen to you.

The fifth secret is probably the most important: Anytime you speak, whether it's at home or at work, I want it to be driven by what we call authentic passion.

The great communicators ask themselves one question, what is so incredibly cool about what it is that I am talking about?

President Obama:

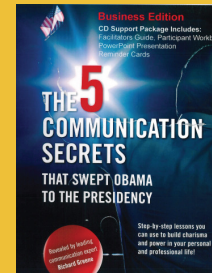
I will never forget that the only reason that I am standing here today, it is because somebody, somewhere, stood-up for me when it was risky. Stood-up when it was hard. Stood-up when it wasn't popular. [CHEERS] And because that somebody stood-up, a few more stood-up. And then a few thousand stood-up. And then a few million stood-up. [CHEERS] And standing-up with courage, and clear purpose, they somehow managed to change the world.

Greene:

I guarantee you that you probably want more from your life than what you have in terms of your relationships, in terms of your career. The secret, the way, the pathway for all of that – and I have never ever seen it to be otherwise – is through more effectively and authentically communicating what is in your gut, what is in your heart, what is in your mind.

Excerpt from The Five Communication Secrets that Swept Obama to the Presidency. Contact Mind Resources for more information.

DO YOU WANT YOUR LEADERS COMMUNICATING WITH THE IMPACT OF BARACK OBAMA?



World renowned expert in communication strategies Richard Greene analyses Obama's speeches: voice, message, passion and language to reveal the The Five Communication Secrets that Swept Obama to the Presidency in this breakthrough new training program.

Call Mind Resources to or visit the Mind Resources Online Shop to obtain your copy of this 47-minute DVD with step-by-step lessons illustrated by videos of President Obama's own speeches.

Equip your employees with the ability to inspire and unite, stimulate action in pursuit of a goal, and to articulate the company's mission and future to move your organisation forward.

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