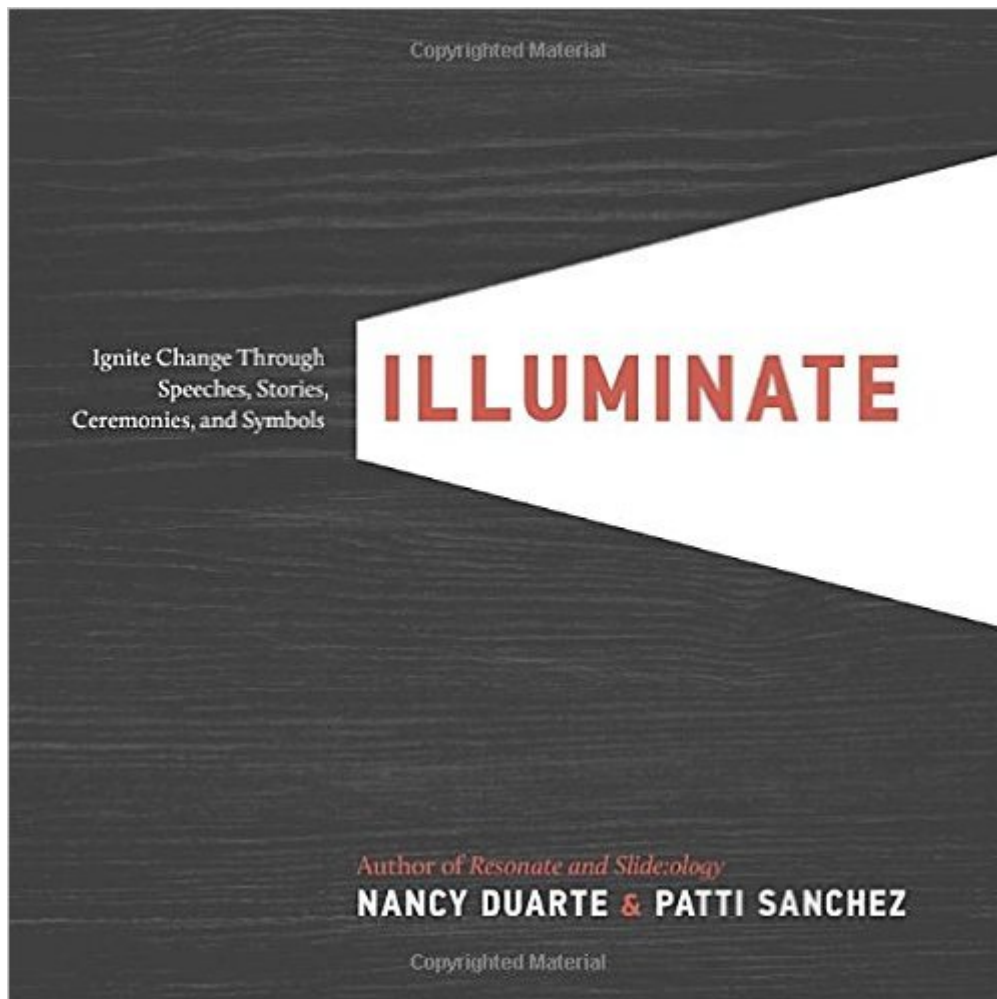


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Illuminate: Ignite Change Through Speeches, Stories, Ceremonies, And Symbols



Synopsis

"THE PEOPLE WHO ARE CRAZY ENOUGH TO THINK THEY CAN CHANGE THE WORLD ARE THE ONES WHO DO." With these words, Apple Inc., and its leader, Steve Jobs, catalyzed a movement. Whenever Jobs took the stage to talk about new Apple products, the whole world seemed to stop and listen. That's because Jobs was offering a vision of the future. He wanted you to feel what the world might someday be like, and trust him to take you there. As a leader, you have the same potential to not only anticipate the future and invent creative initiatives, but to also inspire those around you to support and execute your vision. In *Illuminate*, acclaimed author Nancy Duarte and communications expert Patti Sanchez equip you with the same communication tools that great leaders like Jobs, Howard Schultz, and Dr. Martin Luther King Jr. used to move people. Duarte and Sanchez lay out a plan to help you lead people through the five stages of transformation using speeches, stories, ceremonies, and symbols. This visual and accessible communication guidebook will show you how Apple, Starbucks, IBM, charity: water, and others have mobilized people to embrace bold changes. To envision the future is one thing, getting others to go there with you is another. By harnessing the power of persuasive communication you, too, can turn your idea into a movement.

Book Information

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Customer Reviews

For Duarte and Sanchez, this book is in support of the common purpose they champion where change is driven by leaders, whom they term ["Torchbearers"](#), envisioning new possibilities.

They "light the path" as they set out to change the world and bring "Travelers" on the journey along with them. If this sounds like the plot to Lord of the Rings, well, in addition to Durkheim, they quote Frodo Baggins, Aragorn and the others as they motivate the hobbits to set out on the quest for the Ring. However, this book is anything but a fairy tale. Duarte, Inc is one of the premier communications agencies in Silicon Valley. Since it was founded in 1990, Nancy Duarte has built a stellar reputation as a PowerPoint guru (with her first book, slide:ology) and general communications consultant (cemented by Resonate, her second book). With "Illuminate" she has broadened her scope to include not only presentations and speeches, but stories, ceremonies and symbols. These are all weapons in the "torchbearer's toolkit" that can be employed to affect what people think, feel and do as they move through what she calls the "five stages of a venture": Dream, Leap, Fight, Climb, and Arrive. If this sounds like the content of a classic 4f5 matrix, well, you'll find it summarized in a handy-dandy fold-out between pages 58 and 59. Using this taxonomy allows you to choose the right tool for the job depending which stage an audience is on the journey. While not a "paint by numbers" approach to communications, after reading Illuminate you will know what to deploy if, say, you need to rally the troops. The advice is to deliver a "battle speech" or tell an "overcome the enemy story" or hold a "rally the spirits" ceremony.

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