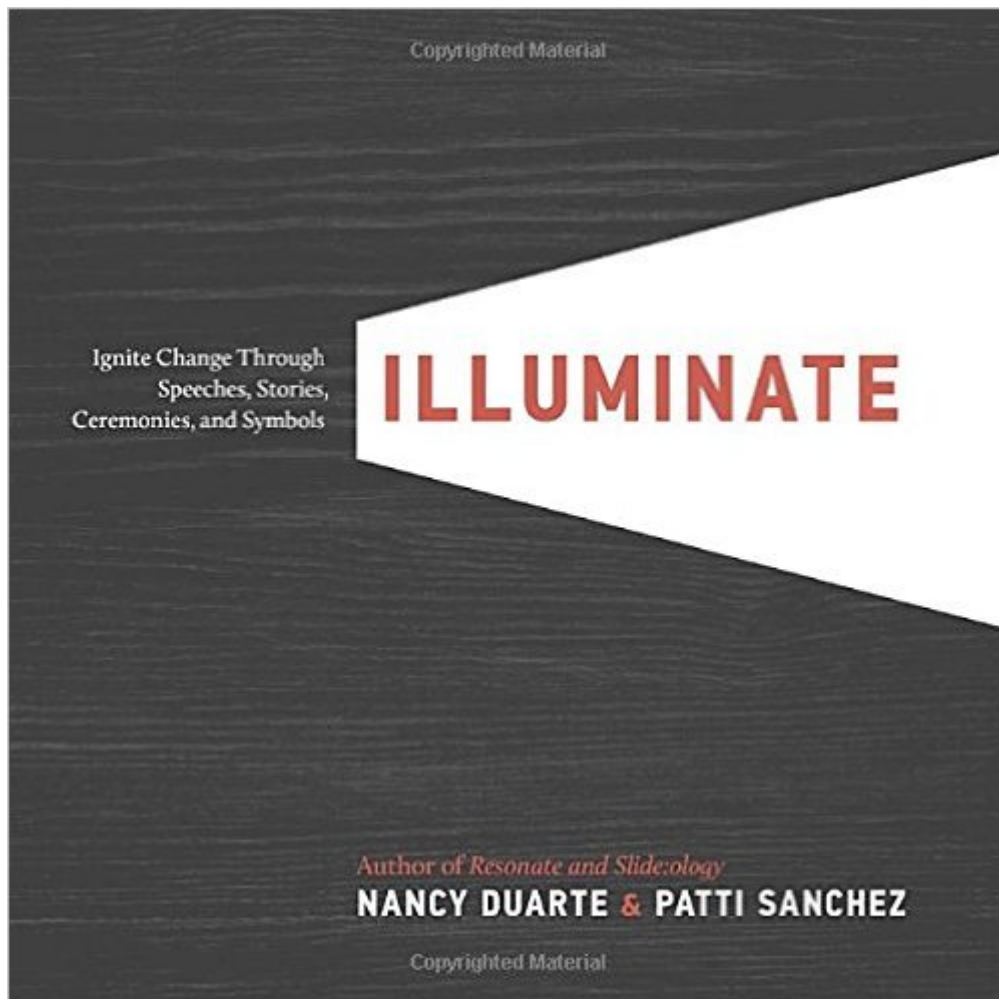


The book was found

# 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

Hardcover: 336 pages

Publisher: Portfolio (February 16, 2016)

Language: English

ISBN-10: 1101980168

ISBN-13: 978-1101980163

Product Dimensions: 8.5 x 1 x 8.3 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (33 customer reviews)

Best Sellers Rank: #14,943 in Books (See Top 100 in Books) #40 in [Books > Business & Money > Processes & Infrastructure > Organizational Learning](#) #111 in [Books > Business & Money > Skills > Communications](#) #261 in [Books > Business & Money > Management & Leadership > Management](#)

## 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 âlight the pathâ<sup>TM</sup> as they set out to change the world and bring âTravelersâ<sup>TM</sup> 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 âIlluminateâ<sup>TM</sup> she has broadened her scope to include not only presentations and speeches, but stories, ceremonies and symbols. These are all weapons in the âtorchbearerâ<sup>TM</sup>s toolkit<sup>TM</sup> that can be employed to affect what people think, feel and do as they move through what she calls the âfive stages of a ventureâ<sup>TM</sup>: Dream, Leap, Fight, Climb, and Arrive. If this sounds like the content of a classic 4Ã5 matrix, well, youâ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 âpaint by numbersâ<sup>TM</sup> 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 âbattle speechâ<sup>TM</sup> or tell an âovercome the enemy storyâ<sup>TM</sup> or hold a ârally the spiritsâ<sup>TM</sup> ceremony.

[Download to continue reading...](#)

Illuminate: Ignite Change Through Speeches, Stories, Ceremonies, and Symbols  
 Wedding Speeches: Father Of The Groom: Sample Speeches to Help the Father of the Groom Give the Perfect Wedding Speech (Wedding Speeches Books By Sam Siv) (Volume 5)  
 Islam: Signs, Symbols, and Stories (Religious Signs, Symbols, and Stories)  
 Create vs. Copy: Embrace Change. Ignite Creativity. Break Through with Imagination.  
 Illuminate: A Gilded Wings Novel, Book One By Any Means Necessary (Malcolm X Speeches and Writings) (Malcolm X speeches & writings)  
 Trademarks & Symbols of the World: Pictogram & Sign Design (Trademarks & Symbols of the World)  
 V3 Stedman's Medical Abbreviations, Acronyms & Symbols (Stedman's Abbreviations, Acronyms & Symbols)  
 Voices of Radical Change: Greatest Speeches of Political and Social Transformation  
 Be the Change! Change the World. Change Yourself.  
 The Book of Common Prayer: And Administration of the Sacraments and Other Rites and Ceremonies of the Church  
 The Book of Common Prayer and Administration of the Sacraments and Other Rites and Ceremonies of the Church According to the Use of the Reformed Episcopal Church in North America  
 Together with the Psalter or Psalms of David  
 The Book of Common Prayer: And Administration of the Sacraments and Other Rites and Ceremonies of the Church  
 Book of Common Prayer (1928): and Administration of

the Sacraments and Other Rites and Ceremonies of the Church The Book of Common Prayer and  
Adm of the Sacramens and Other Rites and Ceremonies of the Church - Leatherbound in Original  
Box The Biblical and Historical Background of Jewish Customs and Ceremonies Content Rules:  
How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage  
Customers and Ignite Your Business Fuel: Devotions to Ignite the Faith of Parents and Teens  
(Focus on the Family Books) Research-Based Strategies to Ignite Student Learning: Insights from a  
Neurologist and Classroom Teacher The Content Code: Six Essential Strategies to Ignite Your  
Content, Your Marketing, and Your Business

[Dmca](#)