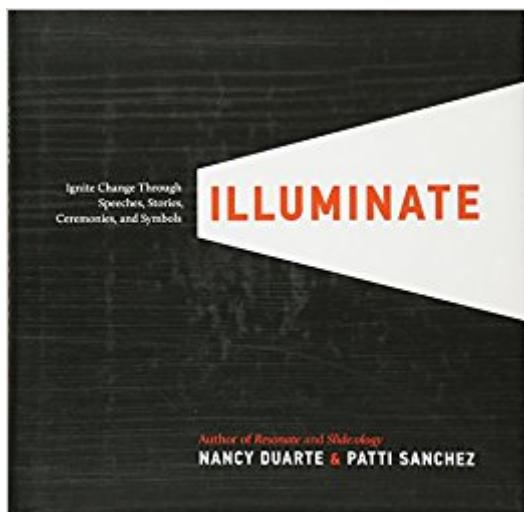


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# **Illuminate: Ignite Change Through Speeches, Stories, Ceremonies, And Symbols**



## 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

Whether it is to well-dressed executives or begrimed young soldiers, there is a vast difference between simply transmitting information and effectively communicating. *Illuminate* is

a tremendous guide for anyone who must educate, motivate or inspire" and that's just about all of us. General Stanley McChrystal, author of Team of Teams and cofounder of McChrystal Group, "Great leaders aren't measured by their volume but by their ability to be truly heard. To motivate others, leaders must listen and communicate empathetically. With Illuminate, everyone can learn to lead" even without being loud. Susan Cain, author of Quiet: The Power of Introverts in a World That Can't Stop Talking, and cofounder of Quiet Revolution"Duarte and Sanchez give us the unique concept that our company's change and growth have the structure of epic drama; we make our stories through working out our difficulties. She gives an even deeper insight that we must begin our next journey before the current one ends. Most people misunderstand the role of story in our lives, but by understanding it, we can use it as a metaphor for leading." Ed Catmull, President of Pixar Animation Studios and Walt Disney Animation Studios, and author of Creativity, Inc."Change can be fear-filled in prospect but fearsome in effect. With Illuminate, Duarte and Sanchez light our path through that crucial transition dazzlingly. Robert B. Cialdini, author of Influence"Leading people through change is hard to do, especially for leaders who don't communicate well. But Illuminate makes it easy with a clear roadmap and comprehensive communication toolkit that will help any leader learn how to inspire and activate people." Beth Comstock, Vice-Chair of GE

NANCY DUARTE is a communications expert and the CEO of Duarte, Inc., the largest design firm in Silicon Valley. She is the author of Resonate: Present Visual Stories that Transform Audiences, Slide:ology: The Art and Science of Creating Great Presentations, and HBR Guide to Persuasive Presentations. She has been featured in Fortune, Forbes, Fast Company, Wired, The Wall Street Journal, The New York Times, Harvard Business Review, and many other outlets. PATTI SANCHEZ, the Chief Strategy Officer for Duarte, has distilled twenty-five years of experience as a communicator into this book. She has led transformative communications initiatives for brands including Cisco, Ericsson, Hewlett-Packard, LexisNexis, Nike, Symantec, VMware, and Compassion International, and has taught hundreds of leaders to become more empathetic and effective communicators. Her work has been honored with awards from IABC, BMA, and Vital Speeches of the Day.

Nancy and Patti help leaders understand why even our very best rehearsed and timely communications FLOP! Despite being brief, clear, charming... and even presenting to the right

audience, won't always produce results. Nancy and Patti will force you to look at communication and storytelling in yet another way. These ladies take one beyond the hero's journey and most importantly give leaders practical advice as to how to improve and better explain "the change" we would like our audience to experience. Too often our audience/organization/customers/clients seem to agree on the next steps... they agree it's tactically the right way to take them... and despite you leading the way, though they are all in agreement with you, not enough follow. Nancy and Patti will help you cross the chasm of empathy and persuasion in order to positively influence your audience. Well why not 5 Stars? I wish there was 2 rating systems, one for REAL Experts (like Nancy & Patti)... and one for wannabe internet experts. Because I am rating this book in light of their previous 2 books, this book is a 4 Star. If Nancy had only written "Slideology" and skipped "Resonate", this would be a 5-Star... but in light of the HIGH BAR they have set at DUARTE, I think it's fair to say this is a 4-Star. Don't worry, If this book is your Intro to Nancy Duarte and Patti... I promise you too will become a FAN! Oh, and if you're wondering which of the 3 books to read first, I'd start with this book, as it feels more like an intro to Resonate... then Resonate, and finish with Slideology.

Read it once. Then read it again. Liked it so much that I am "gifting" Illuminate to CEOs of startups in my portfolio. Many of them are a new kind of leader. They do not push the UP button on the elevator but rather DOWN to get to their "corner office". And with that I mean the last desk on the row - the one with the extra chair pulled in. This kind of leader works elbow-to-elbow with their team(s) and they need real practical help that can make an immediate impact (see chapter 3 - the toolkit) to make the world a better place. Illuminate provides them with the needed insights through a series of best practices they can use every day to inspire and educate.

In Illuminate, Nancy Duarte and Patti Sanchez write about the process of transformation in business organizations, a topic that has received surprisingly little attention. Their model introduces the concept of rituals of corporate change, which they refer to as "ceremonies". As specialists in business presentations, however, Duarte and Sanchez focus on the communicative value of rituals, rather than the tangible impact of ceremonial activity as processes of behavioral transformation and cultural maintenance. Further discussion of the process and experience of ritual in corporate settings would be a great extension of this work. References to the work of Victor Turner and Arnold Van Gennep are teasing suggestions of a more powerful field of ritualized commerce quietly under development. The authors

offer a clear model of a cycle of change, with visual as well as textual representations of the process, with plenty of examples to contextualize their general principles. Readers from outside of Silicon Valley, however, will notice an odd conceptual gap in the presumption that change must take place - an item of faith in the digital Cult of Disruption. A more reflective examination of the authentic need for transformation in business, along with an acknowledgement of the vulnerability that the push to change creates, would have strengthened the model.

Much credit to Nancy Duarte. This is one of her best. If you want to know how to engage your audience....get this book. If you want to stand out from others .....get this book. If you want to change the quality of your work..get this book. I could go on but you get the idea. I recommend you get this book and put it to use now!

Nancy Duarte does not disappoint. Her ideas are applicable in the "real world" and her writing style is approachable. She builds her theories on the foundation on research and solid examples. This is a great addition to her other books, which I also recommend.

Complete and comprehensive way to help everyone communicate better & build memorable speeches. It does require that we take the time to think how to craft compelling messages, but who said better communication could be achieved the night before a big speech? ;-)Nancy and Patti, you ladies are the "Rock Stars" of our trade!

Most vision casters will tell you that vision is not ÁfÂ¢Ã  ¬Ã  Å“one and doneÃfÂ¢Ã  ¬Ã  Å• but must regularly be renewed. In their new book, Illuminate: Ignite Change Through Speeches, Stories, Ceremonies, and Symbols, authors Nancy Duarte and Patti Sanchez outline a framework that will help leaders cast vision in a variety of settings.

great

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