



Say It Like Shakespeare: How to Give a Speech Like Hamlet, Persuade Like Henry V, and Other Secrets from the World's Greatest Communicator

By Thomas Leech

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Book Info A guide to better communication skills using the trademark persuasion style of famous playwright, William Shakespeare. Takes examples from Shakespeare's characters and plays to illustrate the qualities and skills an excellent communicator must have, helping readers empower themselves to be more effective in front of an audience, as part of a team, or one-on-one.

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Editorial Review

From the Back Cover

*No man is lord of anything
Though in and of him there be much consisting
Till he communicate his parts to others.*

William Shakespeare

No matter how talented the individual, superior the product, or righteous the cause, success is a stranger to the person who lacks effective communication skills. And whether it's asking for a raise, coaching a colleague, giving a presentation, or rallying a team, the essence of effective communication lies in the ability to send information well, be a good listener and facilitator, develop a clear, compelling message, and make good use of the medium for imparting it.

Nobody understood these ingredients better than William Shakespeare, and for over four centuries, celebrated communicators in many fields have found inspiration and guidance in his immortal comedies, dramas, and sonnets. Inspired by the Bard's genius and written by one of the nation's leading authorities on public speaking and business communication, *Say It Like Shakespeare* will entertain you while providing valuable lessons on what it takes to be a successful communicator, whether in the workplace or in personal life.

Triggered by the Bard's pithy examples, insights, and witticisms, the expert advice from *Say It Like Shakespeare* covers all key aspects of face-to-face communication. You'll discover how to:

- Jump-start your career through inspiration, vivid anecdotes, and proven approaches
- Polish your personal *sending* ability through better use of language, voice, appearance, and nonverbal messages
- Improve *receiving* ability, to better listen, interact, and respond in a variety of situations
- Develop a clear, compelling *message* through sound audience analysis, organization, and punchy stories and examples
- Master the *medium* to increase readiness and success via more astute use of visual aids, props, attention to details, and practice
- Enhance *team communications* to achieve a successful project outcome, cleverly shoot down the opposition, and, if necessary, reinvigorate your downfallen colleagues

Whether your goal is to occupy a corner office or a political one, to win a contract or the heart of a beloved, *Say It Like Shakespeare* offers you an unparalleled opportunity to learn from the all-time master communicator how to "mend your speech a little, lest it mar your fortunes," avoid sending "a tale told by an idiot ... signifying nothing," urge your team "once more into the breach, dear friends," and even deliver the leveling quip at a competitor who "has not so much brain as ear wax."

The Bard's Timeless Tips for Better Communication

Thomas Leech, one of today's most sought-after experts on public speaking and business communication, teams up with William Shakespeare, the acknowledged master of language timing and persuasion, to offer

you powerful lessons on how to be a great communicator. Combining clear, easy-to-follow how-tos, with pithy examples, insights, and witticisms from Shakespeare's immortal works, *Say It Like Shakespeare* arms you with the knowledge and skills you need to get your message across to audiences from one to one thousand.

Among other things, you'll learn how to:

- Polish your personal sending ability through better use of language, voice, appearance, and nonverbal messages
- Be a better listener and responder in a variety of situations
- Plan strategy, size up audiences, organize ideas, and use punchy stories and examples to win over your audiences
- Enhance readiness and meeting success via more astute use of visual aids, props, equipment, arrangements, and practice
- Nurture a project team toward a successful outcome, cleverly shoot down the opposition, and reinspire your downfallen colleagues

About the Author

Thomas Leech is one of today's most sought-after consultants on business communications, public speaking, and presentations. His clients for executive and team coaching, training seminars, and conference programs include many Fortune 500 companies, public agencies, and professional associations. He conducts the team presentation module for the University of CaliforniaSan Diego (UCSD) Executive Leadership Program and has taught management communications for National University. He served as communications administrator for General Dynamics and was one of the nation's first corporate ombudsmen. He is a long-time freelance writer and columnist, with over 200 articles on communication in *Presentations, Master Salesman, Manage, The Toastmaster*, and business journals, plus the monthly Outdoors Forum for *San Diego* magazine's online edition, San Diego Online. He's the author of several other books, including *How to Prepare, Stage & Deliver Winning Presentations*, which won a "Best Business Book of the Year" award from Library Journal.

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David McCabe:

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