



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

By Nancy Duarte, Patti Sanchez



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"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.

From the Hardcover edition.

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Editorial Review

Review

“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

About the Author

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.

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Leta Welter:

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