



Leadership lessons from Obama

A photograph of Barack Obama sitting in a dark leather chair. He is wearing a white dress shirt and a grey patterned tie. His hands are clasped together and resting on his right knee. He is looking directly at the camera with a slight smile. The background is an office setting with a computer monitor and a framed picture on the wall.

**Be comfortable
in your own
skin**

**Develop your
communication
skills**





Spend quality time crafting your speeches



**PRACTICE
PRACTICE
PRACTICE**

Deliver with passion





Connect with your audience



Stick to the message



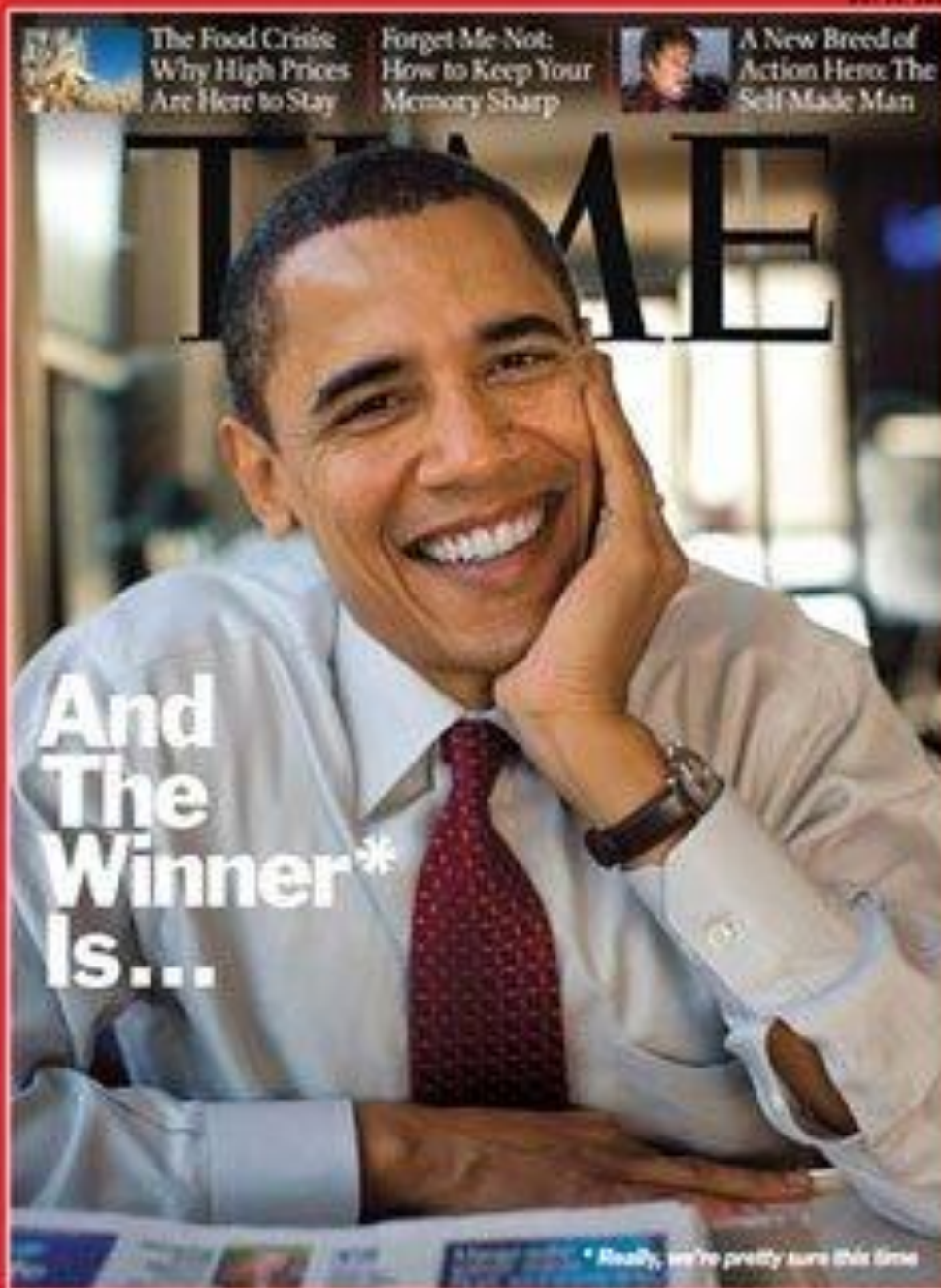
You will get far with a great team



You learn more by listening.....

It's all about connecting





**Stable
strategy
+
Flexible
tactics
=
Victory**

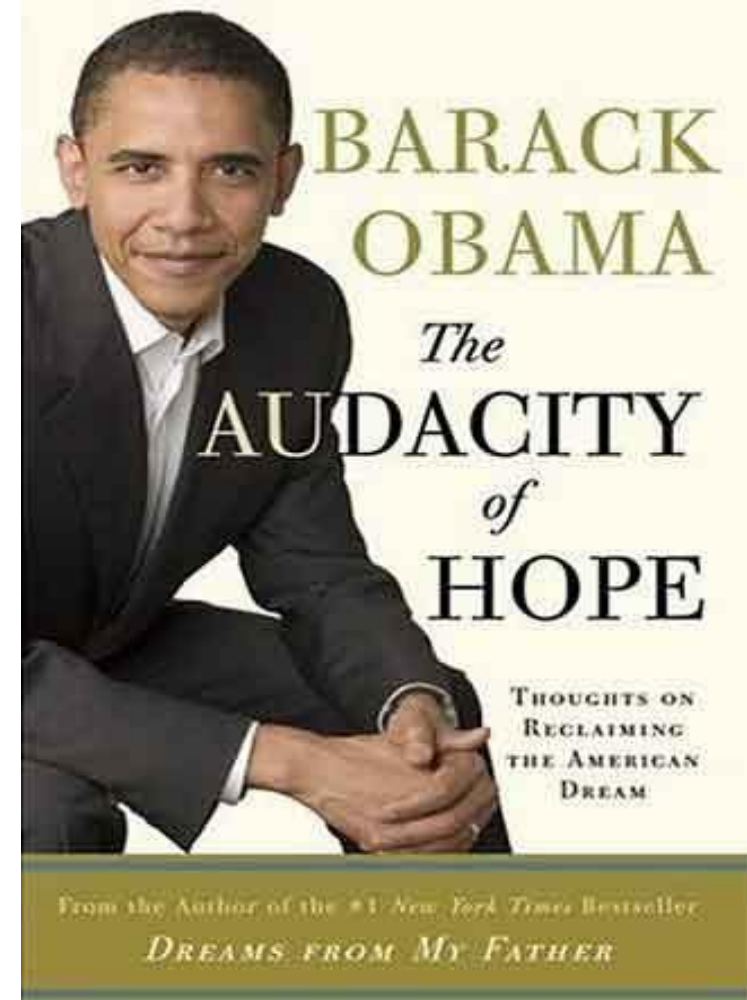
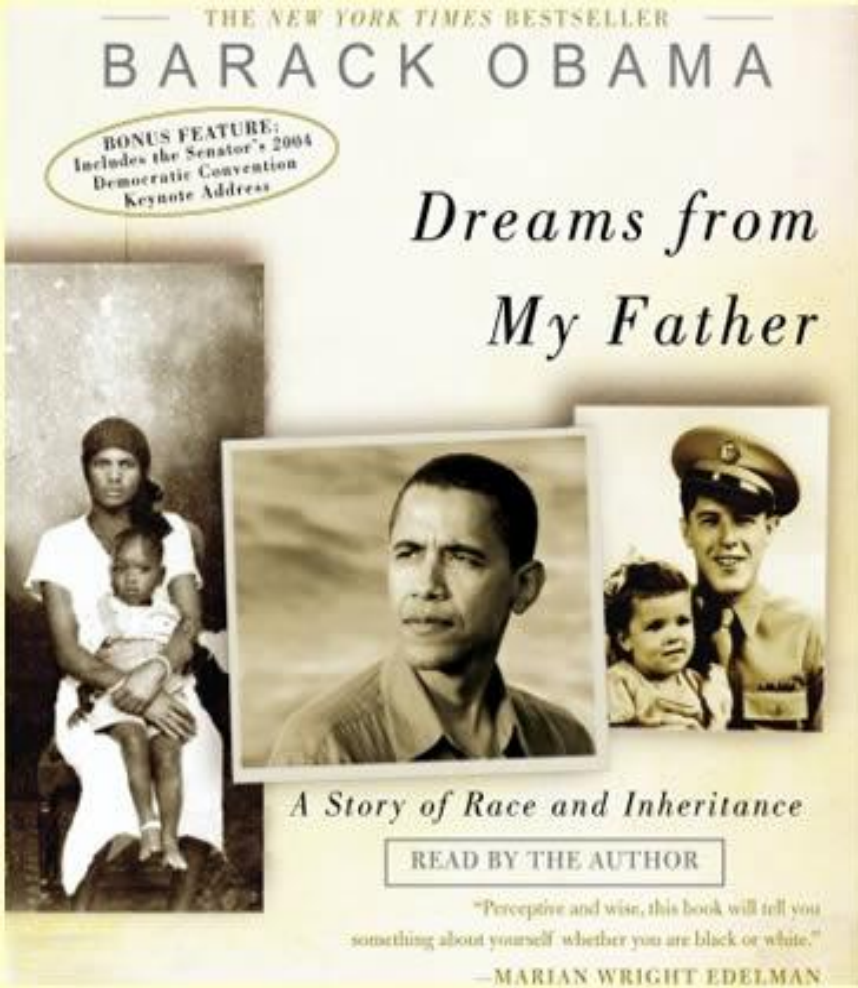
A close-up photograph of Barack and Michelle Obama. Barack is on the left, wearing a dark suit and white shirt, looking down at Michelle. Michelle is on the right, wearing a light blue top and a turquoise earring, looking up at Barack. The background is a soft, out-of-focus blue.

**Yesterday's
competitor is
today's
collaborator**



A leader is a
dealer in hope

Napoleon.



Be your own story teller

Leadership is influence







OBAMA'08

CHANGE

WE CAN BELIEVE IN



Use it to reach your supporters

**JOIN THE
MOVEMENT**

Email Address

Zip Code

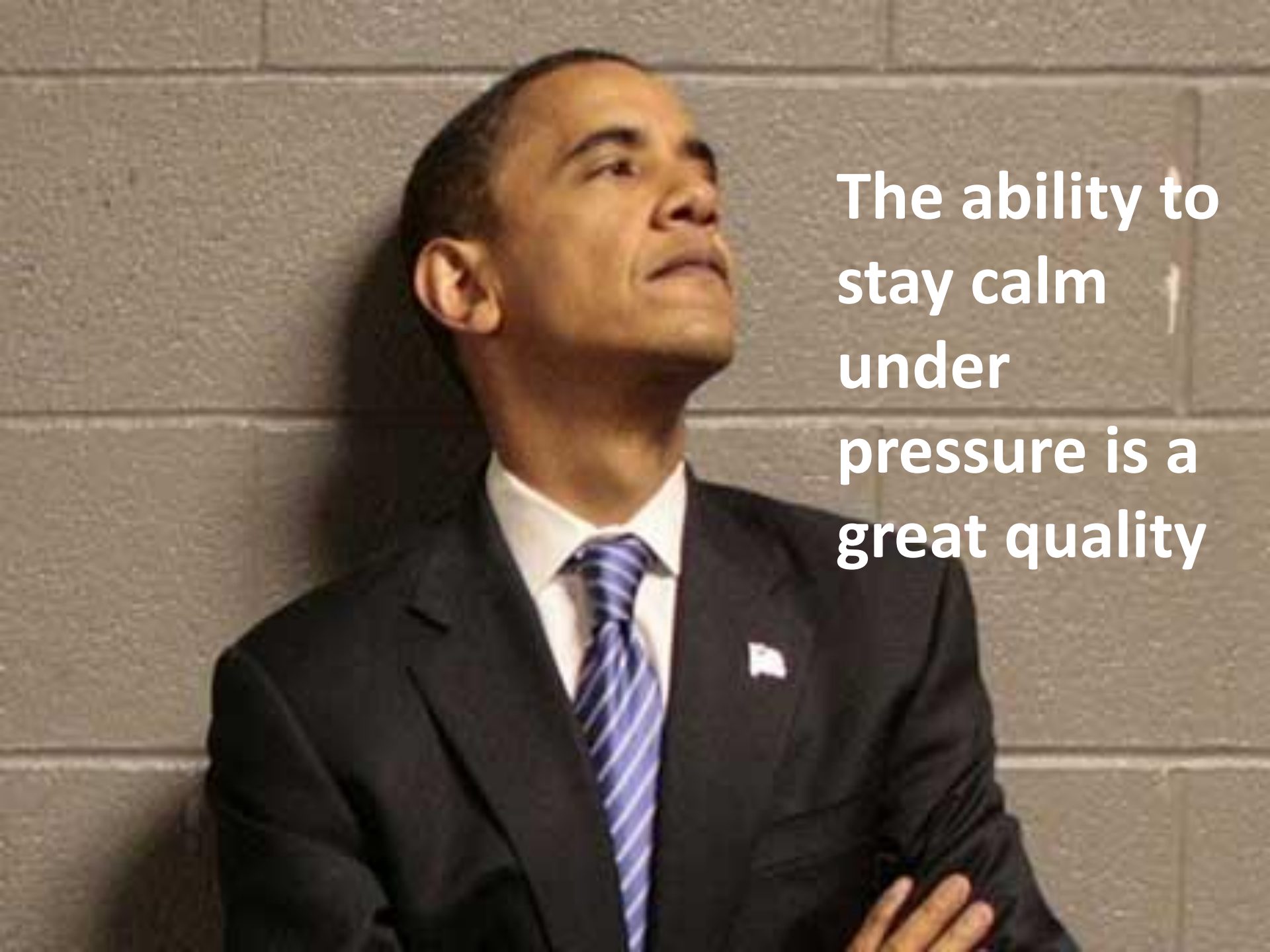
LEARN MORE

Leadership is
all about
empowering
others



and releasing them to make impact



A photograph of Barack Obama, dressed in a dark suit, white shirt, and a blue and white striped tie. He is leaning against a grey brick wall with his arms crossed and looking upwards and to the right with a thoughtful expression. The lighting is soft, coming from the side, casting a slight shadow on the wall behind him.

**The ability to
stay calm
under
pressure is a
great quality**



**Don't be afraid
to experiment**