

1. Record Nr.	UNINA9910369916603321
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Titolo	The Four Speeches Every Leader Has to Know // by Bård Norheim, Joar Haga
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2020
ISBN	3-030-19974-6
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (130 pages)
Collana	Palgrave Pivot
Disciplina	808
Soggetti	Political communication Political leadership Leadership Political Communication Political Leadership Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 Introduction: A Rhetoric of Suffering -- Chapter 2 The Opening Speech – Envisioning the Future -- Chapter 3 The Executioner Speech: Communicating Tough Decisions -- Chapter 4 The Consolation Speech: The Leader as Comforter -- Chapter 5 The Farewell Speech: Leaving a Legacy Worth Suffering For -- Epilogue -- Rhetorical Dictionary for Leaders -- Index.
Sommario/riassunto	This book provides a rhetorical manual for political and business leaders to motivate followers even in times of hardship. It covers the fine art of persuasion and argues that there are four speeches every leader has to know: the opening speech, the executioner speech, the consolation speech, and the farewell speech. The authors explore how leaders could speak in order to appear credible to an audience, and they argue that the leader has to take on suffering and give meaning to suffering people experience. To be persuasive, the speaking leader therefore has to acknowledge that life is inscribed in the reality of change and suffering. The point is not to glorify suffering, but to acknowledge the depths of the human condition and how this

knowledge may shape the art of speaking well. The book analyzes speeches from a wide variety of speakers, including Sir Winston Churchill, Barack Obama, Nelson Mandela, and Angela Merkel, and ends with a rhetorical dictionary for leaders to help readers familiarize themselves with helpful terms from rhetorical theory. Bård Norheim is Associate Professor of Practical Theology at NLA University College, Norway. Joar Haga is Associate Professor II of Church History at NLA University College, Norway, and Associate Professor of Church History at VID Specialized University, Norway.
