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Winning Minds: Secrets From the Language of Leadership

Simon Lancaster
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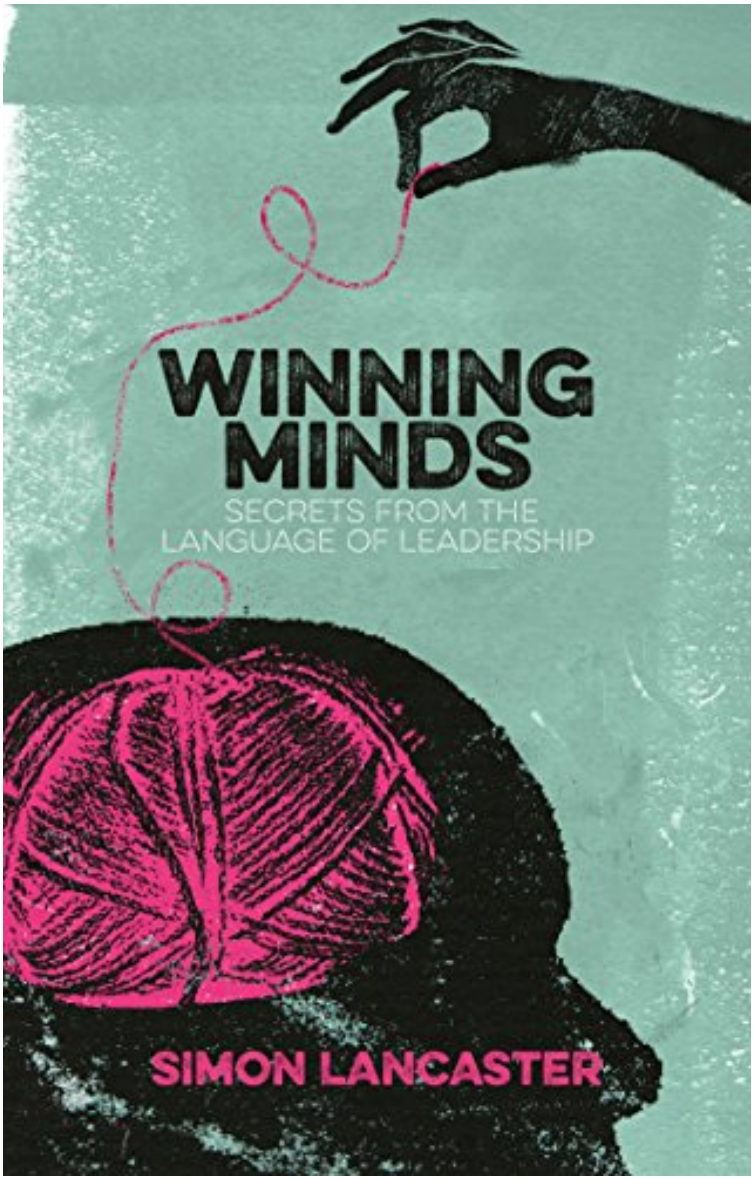

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'Simon Lancaster is a polymath excellent civil servant, brilliant speech writer, talented musician, and fantastic author. If you want to understand why this description breeches the rhetorical device of tricolon, read this wonderful book.' - Rt Hon Alan Johnson MP, former Home Secretary "From substance to style, Winning Minds is an excellent insight into the language of leadership written in the clear yet humorous way that is Simon's hallmark." -Richard Solomons, CEO, Intercontinental Hotels Group plc 'Simon's book unlocks the secret of how to be a world class communicator and leader in a book that is as entertaining as it is packed with know-how.' -Darren Childs, Chief Executive Officer, UKTV 'If you need people to care as much as you care, to be moved as much as you are moved and to give as much as you give, read this simple, clear, and effective book.' -Adrienne Kelbie, Chief Executive, Disclosure and Barring Service 'Winning Minds lays bare with shocking clarity the simple techniques that great communicators use to manipulate our emotions. Give them a go and unleash your hidden leader!' -Peter Wanless, CEO, National Society for the Prevention of Cruelty to Children 'This brilliant business book is filled with powerful stuff that will change the way you 'think' about language and the way you 'do' leadership. Simon's superb style is somewhere between serious boardroom discussion and a cosy fireside chat. Massively entertaining. Hugely useful. Thoroughly recommended.' - Mark Swain, Director, Henley Business SchoolAbout the AuthorSimon Lancaster is one of the world's top speechwriters. He first became a speechwriter in the late 1990s, working for members of Tony Blair's Cabinet. Today, he writes speeches for the CEOs of some of the biggest companies in the world, including Unilever, HSBC and Intercontinental Hotels. Simon is a visiting lecturer at Henley Business School, Cass Business School and Cambridge University. He writes regular columns for Total Politics and The Guardian, as well as providing expert commentary for the BBC and Sky News. His award-winning workshops in the 'Language of Leadership' have been run to great acclaim across the world.