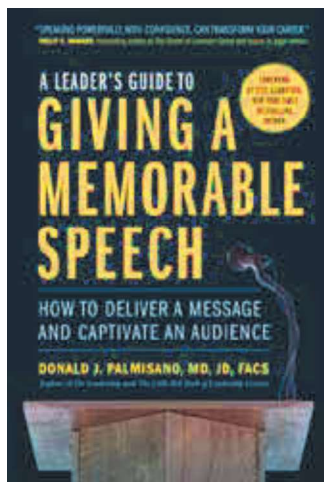


## A Leader's Guide to Giving a Memorable Speech

Palmisano, Donald J. (2020). *A Leader's Guide to Giving a Memorable Speech: How to Deliver a Message and Captivate an Audience*. New York: Skyhorse Publishing. Available for Pre-Order at <https://amzn.to/2u6IOSF>

Review by Angelic Rodgers



Dr. Palmisano's newest book was born of his experiences teaching an elective course to Tulane medical students on how to give memorable speeches. The result is a tightly constructed book that is at once a "how-to" guide for constructing a speech, a resource guide for finding examples of solid speeches, a brief primer of effective rhetorical strategies and a guide to different mediums for speeches (including YouTube, social media,

personal vlogs and podcasts), how to engage in live events in your community and professional conferences, along with a handy tips guide for things to remember. Whether you are looking for great historical speeches to study or trying to figure out how to deal with a faulty teleprompter, Dr. Palmisano has you covered.

Dr. Palmisano begins with Aristotle, building the first third of the book as a basic history of speeches and then helping readers put together their own rhetorical toolkit in chapters like "The Speechwriter's Toolbox" and "Rhetorical Devices Make a Speech Soar." The second section of the book focuses on excerpts from memorable speeches divided into categories like "of yesteryear," "in times of crisis," "by women," and finally "from the web and movies." The third section of the book covers "newer" venues for speeches, including TedTalks and online platforms and how to be invited to speak. The book ends with chapters that focus on practical tips for everything from dress and appearance, to dealing with equipment (teleprompters, projectors, recording equipment, cameras) to remembering a spare pair of eyeglasses and hearing-aid batteries, just in case.

The key points which repeat throughout the book are: Tell stories to captivate your audience and add personal interest, do your research and present your message appropriately. Not only does Palmisano highlight these concepts, he also puts them into practice, making this guidebook entertaining and easy to read. The tone is engaging and friendly - even conversational, effortlessly moving from discussing Aristotle,

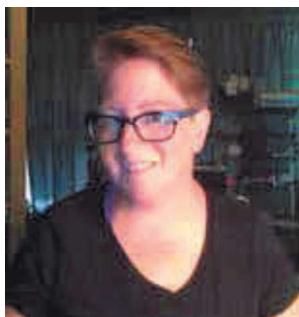
to telling a personal story about his father, to sharing excerpts from Shakespeare, to Steve Jobs' style of speaking, to relating personal stories of speeches he's given in the past, sometimes with very little notice. In all these examples and stories, the key concepts are reiterated and reinforced.

As with his earlier book *On Leadership: Essential Practices for Business, Political, and Personal Success*, (reviewed in our Summer 2019 issue) Dr. Palmisano offers copious notes, resources, and references for further reading and investigation. The layout of the book also makes for quick review, as each chapter ends with a short bulleted list of "Lessons Learned." He makes clear in the introduction that the book is organized in a way that allows the reader to skip around, choosing the areas they wish to address first.

You might be wondering why we chose to feature a book on speeches in our "Physician Families on the Move" issue. Once you delve into the 24 chapters here, though, you'll realize this book will help you not only with speeches in front of large groups with teleprompters and other equipment, but it will also help you develop skills that will carry you through job interviews, interviews for medical school, residencies and fellowships and much more. Practicing techniques like his "two-minute" speech format would be a great strategy during interview seasons for those in medicine and any time for those outside of the medical profession.

Whether you're a student taking a speech class hoping to make an impression, running for an office or leadership position, interviewing for a new job or simply wishing to hone your presentation skills, this book can help. This book would be useful for students, aspiring educators, community leaders and entrepreneurs. But its usefulness doesn't end with live speeches. Those looking to break into vlogging, podcasting or creating content for YouTube will also find Palmisano's book is a great addition to their toolboxes. And, with helpful suggestions for community organizations like the Rotary Club or your local, state or national meetings of the AMA Alliance, this book could even help you find your tribe!

(*Physician Family Magazine's* editor Donna Baver Rovito was invited to preview this book — check out her blurb!)



In addition to serving as *Physician Family's* associate editor, **Angelic Rodgers** is a writer and freelance consultant. She and her wife, Dr. Dani Cothorn, live in Camden, Arkansas, where Dani is an OB/GYN with Ouachita Regional Medical Center. Angelic can be reached through her website at [www.angelicrodgers.com](http://www.angelicrodgers.com).