

Praise for *Winning Minds*

“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 School

# About the author

Simon 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 regularly provides expert commentary for the BBC and Sky News. His award-winning 'Language of Leadership' workshops have been run around the world.

Secrets From the  
Language of Leadership

# Winning Minds

Simon Lancaster

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First published 2015 by  
PALGRAVE MACMILLAN

Palgrave Macmillan in the UK is an imprint of Macmillan Publishers Limited, registered in England, company number 785998, of Houndmills, Basingstoke, Hampshire RG21 6XS.

Palgrave Macmillan in the US is a division of St Martin's Press LLC, 175 Fifth Avenue, New York, NY 10010.

Palgrave Macmillan is the global academic imprint of the above companies and has companies and representatives throughout the world.

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ISBN 978-1-137-46592-4      ISBN 978-1-137-46594-8 (eBook)  
DOI 10.1057/9781137465948

This book is printed on paper suitable for recycling and made from fully managed and sustained forest sources. Logging, pulping and manufacturing processes are expected to conform to the environmental regulations of the country of origin.

A catalogue record for this book is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Lancaster, Simon, 1972–

Winning minds : secrets from the language of leadership / Simon Lancaster.  
pages cm

1. Communication in management. 2. Communication in organizations.  
3. Leadership. I. Title.

HD30.3.L357 2015

658.4'092—dc23

2015003457

Typeset by MPS Limited, Chennai, India.

*To Lottie and Alice  
Be who you want to be,  
Do what you want to do,  
Go where you want to go,  
I'm always beside you.*



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(All illustrations by Paul Rainey – [www.pbrainey.com](http://www.pbrainey.com))

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