

Barack, Inc.: Winning Business Lessons of the Obama Campaign

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Getting down to business may be passé. Getting up to politics could be the wave of our future.

[Chapter 2. Be Cool](#)

The indispensable quality of a leader whose decisions and actions can change people's lives is his cool—his calm rationality, steadiness under pressure, and ability to stay on message and control strong emotions. [Chapter 3. Be Social](#)

Business—like politics—is extremely personal. [Chapter 4. Be the Change](#)

Impermanence rules the universe. Those who resist change resist reality and life itself.

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Scordato, Nancy Sheen, Jim Storer, Joe Tremonte, and Sabrina Walker, who are helping us build the best social software business on the planet. Our thanks, also, to the first-rate team at Pearson: Tim Moore, Amy Neidlinger, Gina Kanouse, Megan Colvin, Sandra Schroeder, Lori Lyons, Erika Millen, Nonie Ratcliff, and San Dee Phillips. Our heartfelt appreciation also goes to Donna Sammons Carpenter, Maurice Coyle, and the other talented writers, researchers, and editors at Wordworks, Inc.: Ruth Hlavacek, Larry Martz, Molly Sammons Morris, Cindy Butler Sammons, Robert Shnayerson, and Robert W. Stock. Finally, we are indebted to our literary agent Helen Rees, who never flagged in her support of Barack Obama and this project. **Authors Barry Libert** is chairman and **Rick Faulk** CEO of Mzinga, a leading provider of social software solutions that help major corporations around the world create online communities for marketing, customer support, and learning. It manages more than 14,000 communities and has over 60 million unique visitors every month. Libert is a pioneer in using communities and Web 2.0 technologies to help enterprises thrive and accelerate business growth. He was co-author of the recently published *We Are Smarter than Me*, a critically acclaimed book created in collaboration with Wharton School Publishing that used the Wiki-based contributions of more than 4,000 people to illustrate how businesses could profit from the wisdom of crowds. A one-time McKinsey and Company consultant, Libert has also co-authored two other highly regarded books about the business value of information and relationships. Faulk has spent his career working in the field of marketing, on-demand collaboration, and software-as-a-service technologies. He has 21 years of executive experience at high-tech companies, among them WebEx, Intranets.com, PictureTel, Shiva Corporation, and Lotus. Early in his career, he also founded First Software, which grew to sales of more than \$175 million in less than four years and was ranked on one of *Inc.* magazine's lists of fastest-growing companies in the United States. **Introduction**

WHO AMONG US EVER FULLY BELIEVED THAT A CINDERELLA CANDIDATE COULD SOAR OUT OF ILLINOIS OBSCURITY AND BECOME THE 44TH PRESIDENT OF THE UNITED STATES, CONFOUNDING DOZENS OF WORLD-RENOWNED POLITICOS IN THE PROCESS? YET BARACK OBAMA MANAGED TO BEAT THE REPUBLICAN PARTY AT ITS OWN GAME WITH DISCIPLINE, ORGANIZATION, AND MASSIVE FUNDRAISING. From his cooler-than-cool leadership style to his use of Internet-based social technologies to his basic message of change, Barack Obama showed businesspeople that they have a lot to learn from a savvy politician. In the flush of Obama's triumph, we need to recall his initial hurdles, all seemingly insurmountable. Here was a truly exotic presidential hopeful—a stranger with a Muslim-sounding name, an African father, a white American mother, a Hawaiian childhood, a Harvard law degree, and a political resume of perhaps 25 words or less. As he put it in his victory speech, "I was never the likeliest candidate for office." All sorts of moves, from tried-and-true tactics to cutting-edge strategies, turned Obama's candidacy from improbable to inevitable. He assembled a first-class team of staffers who ran a nearly flawless campaign; he attracted tens of thousands of volunteers, many of them so dedicated that they left their jobs or dropped out of school to work on his election; and he collected an unprecedented amount of money, both from small contributors and big traditional donors. But we were especially riveted by the campaign's prodigious use of social networking. That's a subject we have studied in depth, and Barack Obama is tuned to our wavelength. He turned a 50-state presidential campaign into one enormous online community. His networking inspired millions of people across the United States to join a national crusade, pooling their skills, time, and dollars to achieve a decisive victory. As a result, American (and perhaps world) politics will never be the same. We believe Obama's political pioneering set a brilliant standard for any business seeking to prosper in the Web 2.0 world of the 21st century. Hence this book: Obama's campaign saga annotated for business use. We combined our own observations with those of a diverse group of media whose expertise was on display during this long, dramatic campaign. We interviewed Obama supporters, collected an array of superb reports from a variety of sources, and paid close heed to the blogosphere's unprecedented election coverage—the latter a concatenation of diverse views and voices ranging from Politico to Twitter that did much to make 2008 a turning point in politics. Our goal was to tease out

the relevance of this historic campaign to business leaders everywhere. Let's get started.
Chapter 1. Success You Can Believe In And Emulate

GETTING DOWN TO BUSINESS MAY BE PASS; GETTING UP TO POLITICS COULD BE THE WAVE OF OUR FUTURE. Remember 'dollar-a-year men'? They were Corporate America's best and brightest, the take-charge CEOs who volunteered to save the U.S. government from itself during grave crises, including both world wars. Back then, everyone assumed Washington politicians lacked the brains and gumption to solve national emergencies. To their rescue rode business geniuses like Robert McNamara, the Ford Motor Company 'Whiz Kid' who ran the Pentagon during the Vietnam War. Because the government can't accept free services, these men charged a symbolic dollar per year, making them even more selfless and presumably competent. Soon it became received wisdom that the business bench is crowded with star players able and eager to clean up the mess in Washington. As a result, politicians began donning business masks. Cheers erupted when politicians claimed managerial experience and gravely pledged to run the American government like a business. Indeed, various business leaders (Ross Perot, the two Romneys, Mitt and his father George) took the idea further and ran for president themselves. So how does the notion of business *uber* politics fare today? What if it turns out that business has more to learn from politics than the other way around? What if Barack Obama's extraordinary campaign was a feat of managing ideas, people, and technology on a scale so massive and demanding that historians rank it as a sort of Manhattan Project of presidential politics? Our book offers valuable reasons for business leaders not to wait for historians. We invite you to examine Obama's campaign performance right now. Pore over its peak moments. Find all sorts of possible trails to business turnarounds we did. If you do, too, e-mail the dean of your favorite business school, urging a crash course in Obama campaigning and leadership, annotated for future CEOs. As the opening of this chapter suggests, getting down to business may be pass; Getting up to politics could be the wave of our future.

BUSINESS BY THE PEOPLE AND FOR THE PEOPLE. Many of the lessons ahead are brand-new and previously untried ideas so innovative that cautious souls might hesitate to use them. Others are familiar, road-tested tactics so commonplace that politicians and businesspeople alike may be tempted to ignore them. Taken together, they created the Obama campaign; a unique set of moves that we can all learn to adapt. Let's start counting the ways. **He stayed cool.** Barack Obama was unflappable in the debates and showed no anger at underhanded attacks. Even more unlikely, he was able to ignore all distractions and remain firmly on message for a marathon race lasting nearly two years. With his relative inexperience, Obama focused unrelentingly on the nation's need for change. How can a business leader cultivate Obama's cool? Among the specific lessons shared in [Chapter 2, 'Be Cool'](#); he learned to keep his focus on the main goal, ignoring all distractions. He knew how to correct problems without blaming people for them. He could play hardball when that was necessary, and he could blow off his emotions without affecting his campaign. He knew how to adjust to the needs of the moment. Perhaps best of all, he learned from Abraham Lincoln's example to lead without losing his humility. So, too, must business leaders react calmly to hard times and unforeseen emergencies. That means that they must build sound organizations, plan for contingencies, and be ready to implement their plans, while sticking as close as they can to Obama's character traits. Just as Obama won over voters by seeming presidential, business leaders can win over their people, their suppliers, and their customers by remaining cool, rational, and statesmanlike; all the while moving smartly to beat their competitors. **He unleashed social technologies.** Obama won the 2008 election by seven percentage points, in large part because he used all the social technologies of our time; blogs, discussion boards, viral videos, texting, and cell-phone networks; to connect with his constituencies. He created a grassroots community (My.BarackObama.com) to market his campaign and raise an unprecedented flood of capital. Among the points to emulate in [Chapter 3, 'Be Social](#)

,” Obama learned to cultivate the new grassroots constituency that the Internet has made accessible. With copious lists of voter registrations, swing voters, and possible donors, he built a seamless community of supporters, volunteers, and converts to the cause. He made himself bulletproof against the cheap political shots that he himself refused to use against his opponents. He used customer-relations software to create true customer relationships within his community. And he used text messaging and cell-phone networks to expand and reinforce his community. Companies do themselves an extreme disservice if they forgo the benefits of all these social technologies—for instance, more customers, lower costs, additional leads, higher efficiency, and greater profits. **He embraced and embodied change.** Business leaders must enable change, not defend the status quo. By no coincidence, Obama’s preemption of “change” neatly undercut his two main opponents, Hillary Clinton and John McCain, both veteran Washington hands. Not realizing they were working against themselves, they ran mainly on their past “experience” and readiness to govern—a message badly out of sync with America’s weariness with Washington and hunger for new faces and new ideas. For Obama, however, “change” meant more than a political slogan. To win, he knew he would have to develop a clear vision of the future and share it with the voters. Among the business insights: That vision would have to confront the realities facing the nation and put them in context. He knew that when he held the high ground, it would be foolish to back off, and that he needed a strong team with a minimum of squabbling and infighting. He knew the power of the personal touch and the necessity of getting information straight and unfiltered. And above all, he had the ability to assess himself clearly and objectively—a crucial talent for any leader, business or political. If our leaders aren’t willing to embrace change and new ideas, our economy will never recover from the current meltdown in the financial markets. We need to recognize that financial systems and markets are flawed and must be corrected. The same is true for businesses and their leaders. If they have not yet answered or even recognized the need for drastic action, they need to make way for others. But to make change work for the good, they must learn the lessons Obama’s campaign can teach. Perhaps Barack Obama’s most important lesson is his basic unspoken premise, a principle that traces to his long-time role model, Abraham Lincoln: Government must be by the people and for the people. It’s a principle that translates into a winning motto for us: business by the people and for the people. Our country is now entangled in a major recession. But in our history, setbacks invariably generate rebirth. More than likely, the hardships ahead will trigger what we need, a potentially massive change in mind-set. Ordinary people and government officials alike will learn the merits of *Poor Richard’s Almanac* and the hazards of too much debt. And businesses will finally zero in on what matters most to them—profits, products and services, people, and the communities they form. As Barack Obama kept saying during his primary campaign, the time for change is now: “We are the ones we’ve been waiting for. We are the change that we seek.” That was a remarkable statement for any American politician. By conventional standards, it was far too mystical to appeal to the pragmatic, down-to-earth swing voters who decide elections. Yet, somehow it resonated. Of course, Obama’s “we” boils down to individual change and responsibility. In the end, it is up to us—the heads of our businesses, the leaders of our communities. It’s we who must keep our cool, invest in social technologies, and accept the reality of change.

Barack Obama's campaign didn't just make history: it teaches lessons that every business can profit from. The Obama campaign was brilliantly planned, strategized, and executed, and built to drive home a powerful, consistent core value proposition: the proposition of change. Moreover, it had an extraordinary understanding of

innovation, manifested by its extraordinary use of technology to achieve specific, quantifiable goals. In **Barack, Inc.**, Barry Libert and Rick Faulk present the Obama campaign as a business, identifying lessons any business leader can use to maximize performance. Libert and Faulk cover issues ranging from marketing to leadership, strategy to execution. They reveal how Obama's team identified and honed a powerful core message, and applied it flexibly in response to changing circumstances without ever compromising core brand values. You'll discover how Obama built a focused, "no-drama" organization that empowered local decision-makers without sacrificing nationwide consistency or discipline. Finally, the authors, executives at the world's leading provider of business social networking services, show how Obama leveraged social networking at a scale unprecedented in the history of either politics or business. From start to finish, **Barack, Inc.** is actionable: packed with ready-to-use strategies and tactics that can help you succeed with any goal, in any marketplace.

A History of President Obama's 8 Years in Office - Campaign Inc.: How Leadership and Organization Propelled Barack Obama to the White House the Republican machine, while offering lessons in leadership and organization to innovators, executives, Try searching on JSTOR for other items related to this book.. A win could very well be enough to tip Hillary from her. Carol browner colbert - Bharaj Tools Corporation - Book a Trip & Fine Hotels & Resorts & Find a Travel Insider What Leaders Can Learn from Obama's Speech to His Campaign Presentation Skills Training, Author, Columnist Business Trends & Insights, Clarion Enterprises Ltd. to thank the campaign workers for their efforts in helping the President win Barack Inc Winning Business Lessons Of The Obama Campaign - 2019 MagicFind, Inc. When He created the Phyllis Summers (formerly Sale " the sale that has produced the winner of a Melbourne Cup, Golden Slipper, This empowers people to learn from each other and to better understand the world. Hillary Clinton is running for president, almost completely unopposed in the Barack, Inc.: Winning Business Lessons of the Obama - PR Lessons from the 2012 Presidential Campaign one of history's great negative quotes went into the record books. Business communicators can learn a lot from studying the 2012 President Obama seemingly took a nonchalant approach to the first 2019 Public Relations Society of America, Inc. Brand Obama - ThickCulture - The Society Pages - Nina's mexican style restaurant case study neat research paper, business Apple inc. ipods and itunes case study? Book on critical thinking pdf, essay on indecent dressing on campus! Research paper on a lesson before dying.. study monopoly barack obama victory speech analysis essay, write essay on homework. The Audacity To Win: The Inside Story And Lessons Of Barack - Former Vice President Joe Biden met with voters in Las Vegas on Nov. Zac Petkanas, a Democratic strategist and former Hillary Clinton campaign aide. history of visiting on official and political business have him running strong, a

strategy seen as key to Obama's narrow win in 2008, when he lost the Barack Inc
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