

# Speechwriting

From Cicero to Obama - and many best men inbetween - speeches have always been one of history's great forms of communication. Yet when they go wrong, they are, at best, a lost opportunity and, at worst, unmitigated disasters. In a world in which more speeches are required than ever before, the prospect of having to write and deliver one incites fear like little else.

This programme helps you understand how to put together a compelling speech that powerfully communicates your message. With practical frameworks, case study analysis and iterative practice, this programme helps you to understand how to think about the different dimensions of the speechwriting process. Armed with that knowledge, you'll be able to craft speeches that people remember.

## Aim

To provide participants with a clear understanding of:

- Preparing to write: developing your argument and structuring your content
- A powerful beginning and a memorable end: introductions and conclusions.
- Getting personal: how to use references, jokes, stories and the odd statistic.
- Writing to speak: speeches that sound like they should be spoken.
- Speeches of character: how to add personality to your speeches.
- Inspiration from history's best speeches.
- Analysis of what great speakers do – and what they don't.

## Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

## Training methods and tools

The training can form a day or half day, be carried out at a venue of the participants' choice, and will be highly interactive.

- Presentations: presentations will be used in order to provide the background of each subject and create discussion and questions.
- Discussions: throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest
- Case studies: case studies will be used so as to facilitate and trigger discussion, as well as allow external benchmarking so as to achieve competitiveness
- Group work: group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

## Sample programme

### Agenda

#### 10.00 Welcome and introductions

- Aims and learning objectives of the day.
- Participants' aims and experience.

#### What type of communicator does the speaker want to be?

- How to think about and define the communicator you want to be
- Development of communicator brands and mission statements.

#### Developing your topic and building a structure

- How to think about identifying your purpose
- Articulating your argument
- Building your argument into a structure

### Refreshment break

#### What do great communicators do?

- Video analysis of great communicators.
- Lessons from the world's best storytellers.

### Lunch

#### The beginning and the end

- Approaching introductions that connect
- Crafting powerful conclusions

**Getting personal**

- How to use references, jokes, stories and the odd statistic
- Writing to speak

**Refreshment Break**

**Preparing for performance**

- Marking up the text to bring character to performance

**Review of the day**

**16.30**      **Close**