

Effective Speechwriting for Government Public Sector

Great speeches have always mattered – but in this uncertain world, they have never mattered more. This course teaches you how to write great speeches, certain to be memorable and have an impact. We'll help you answer these key questions in your writing assignments: What does our audience expect? How do we get our speaker to take risks? What is an inspirational speech? How do you cut through in the social media age? How do you write a great speech in times of crisis?

This expert-led virtual speechwriting course will train individuals on how to put together a persuasive speech with clarity and precision. We'll get you writing and discussing real-life case studies. This personal development training will make you a better writer, ready to impress your next speaker, and their next audience.

Effective Speechwriting for Government & Public Sector is an online course within our [Professional Development Skills](#) series. At the [Civil Service College](#), we tailor our courses to each attendee's role and organisations, ensuring that each delegate gets the most out of the training. Our courses and trainers are continuously updated and evaluated to ensure that we are always delivering the best service possible.

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

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

Break

Preparing for performance

- Marking up the text to bring character to performance

Review of the day

16.30 **Close**