



From Executive Communications to Essential Business Partner: Speechwriting and Beyond

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Throughout the world, there are certain people whose works are shrouded in mystery ...



KGB
Буилдинг тхе револутион



**And perhaps the most mysterious
of them all ...**



SPEECHWRITERS

We're Misunderstood ... And We Kind Of Like It That Way

SPEECHWRITERS



What my mom thinks I do.



What my friends think I do.



What society thinks I do.



What other Corp Comms professionals think I do.



What paranoid executives think I do.



What I really do.



Executive Communications ... Hey, Cicero – take a memo!

- Very few pure speechwriters today
- Exec Comms frequently means you write:
 - Speeches
 - Bullet points for leaders who “don’t use scripts”
 - Employee comms
 - Bylined articles
 - Blogs
 - Letters for event programs
 - Letters to customers
 - Letters to get your executive out of doing things they don’t want to do



5 Tips for Becoming a Better Exec Comms Practitioner and an Essential Business Partner

Tip 1: Find your speaker's voice

- Listen, listen, listen!
- Read, read, read!
- Dig for dirt, and don't be shy
- Become familiar with his/her passions



5 Tips for Becoming a Better Exec Comms Practitioner and an Essential Business Partner

Tip 2: Focus fiercely on the messages that matter most

- Ask lots of questions
- Clear the clutter
- Teach your speaker about the five-finger message platform



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Tip 3: Write speeches (and other comms) that help ANY speaker connect with ANY audience

- Simple narratives are the key to effectively communicating complex ideas
- Aim for the heart to change or inspire minds
- Get personal



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Tip 4: Deliver coaching that earns the trust of your clients

- Tell your exec what he needs to hear, not what he wants to hear
- Praise, criticize and praise again
- In a world full of “Yes Men,” be the Guy (or Gal) Who Says No



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Tip 5: Remember who is really in the spotlight

- Swallow your pride of authorship
- Offer support in public, critical counsel in private
- Be passionate in your advocacy, but be willing to execute even when things don't break your way



If You Do These Things Well Your Job Will Be:

- Messy
- Unpredictable and ever-changing
- Frustrating at times ... maddening at others
- Exciting
- Full of unexpected challenges and opportunities
- Frequently more rewarding and more fulfilling than any other role in professional communications



Let's keep in touch!

Please reach out to let me know what you thought of my presentation (be honest; I can take it) and to share your ideas, challenges and lessons learned. I'd love to hear from you!

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