

(Not) Lost in Translation



SPEECHWRITING AND FOREIGN AUDIENCES

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“The spirit is willing,
but the flesh is
weak.”

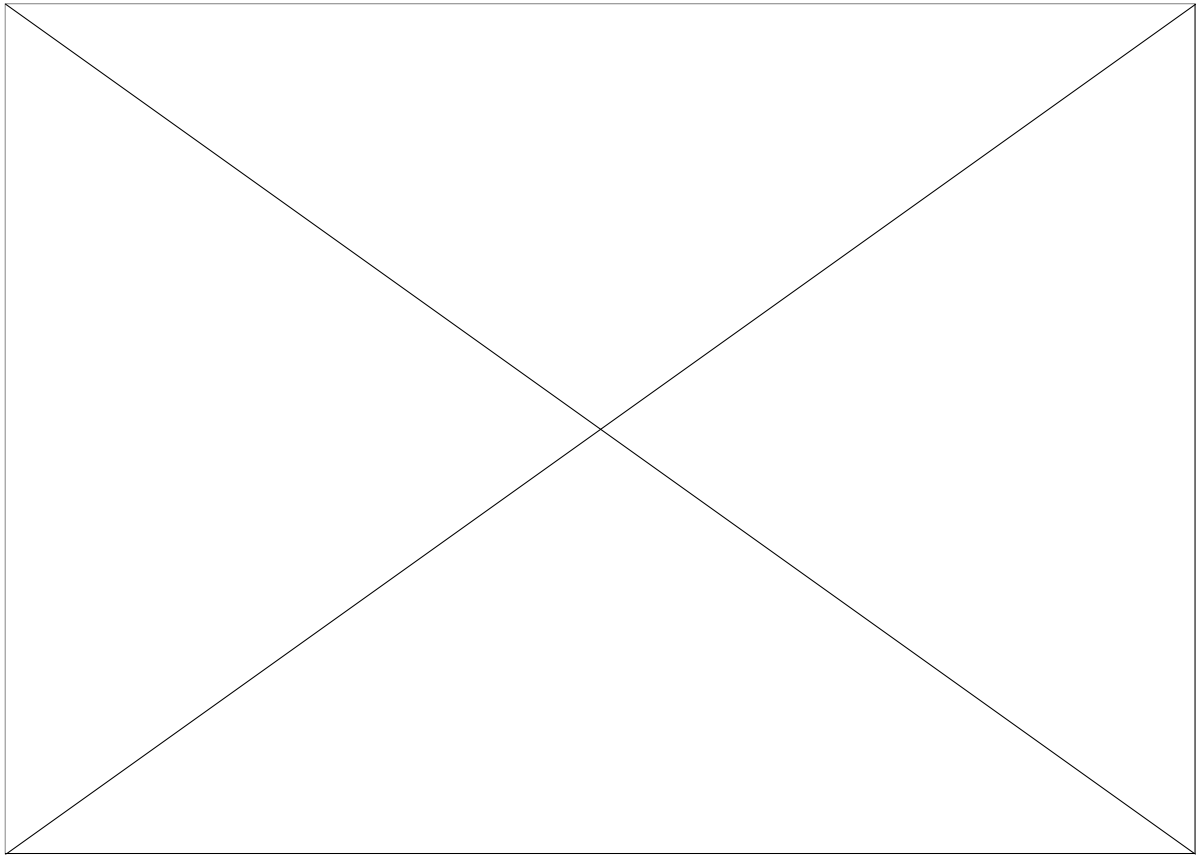
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“Whisky is great... but
meat is terrible.”

In this session, you'll learn how to:



- Hone in on your organization's reputation
- Cut down on jargon to portray foreign policy priorities
- Tell the stories that really matter – especially the funny ones





Think about your principals and organizations...



- What are their core values and beliefs?
- What makes them special or unique?
- How are they leaders?
- How are they perceived by others at the same level?

A news broadcast segment featuring a man in a dark suit, white shirt, and yellow tie with black dots. He is looking slightly to his left. The background shows a blurred view of the US Capitol building. At the bottom of the frame, there are three text elements: a 'DEVELOPING NOW' banner with a double arrow, a main headline banner, and the MSNBC logo with a 'LIVE' indicator.

DEVELOPING NOW >>>

BRITISH AMBASSADOR SHOWS SUPPORT FOR IRAN DEAL

LIVE
MSNBC



When translating foreign policy...



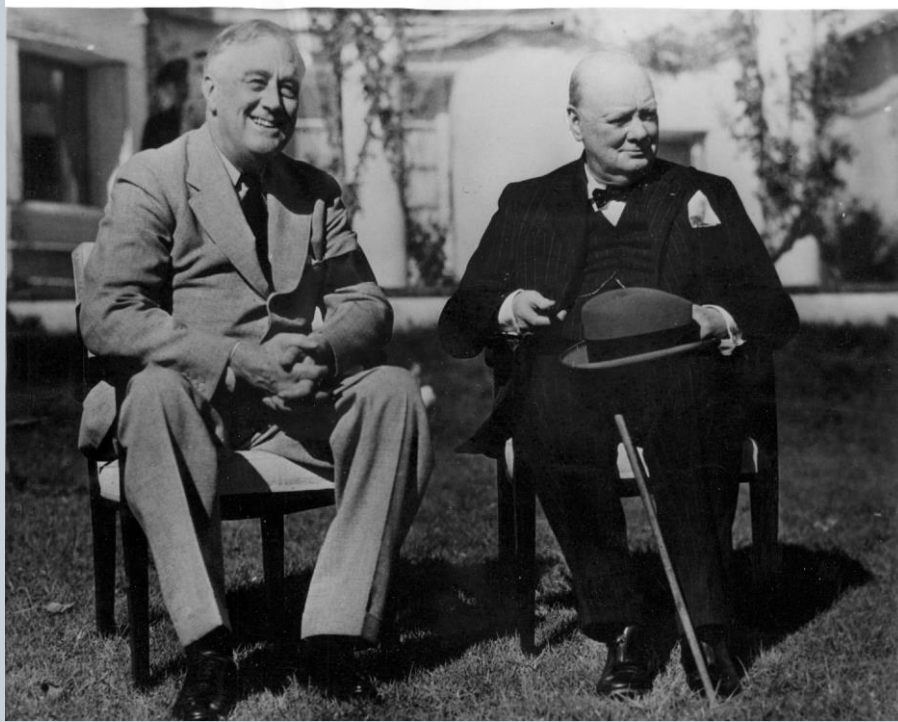
- Think about what makes your principal or organization a valuable player at the table.
- Be honest and transparent.
- Appeal to both experts and novices.
- Put it in the global context.
 - What will this mean now?
 - What will it mean in the future?
 - And what will it mean to your audience?



Monroe's Motivated Sequence







Tips for writing humour



- Offer some fresh perspectives as an outsider.
- Don't pander to your audience.
- Above all, make it personal.



- Hone in on your organization's reputation
- Cut down on jargon to portray foreign policy priorities
- Tell the stories that really matter – especially the funny ones



“You may not be able to take risks...
but you can always be surprising.”



Questions?