A stylized, light-colored leaf graphic is positioned on the left side of the slide, extending from the bottom towards the top. It has several pointed, overlapping leaf shapes.

Stalking the elusive executive: How to get access to your speakers— and what to do when you get it

Rob Friedman

Retired Senior Director, Executive Communications

Eli Lilly and Company

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Speechwriters →

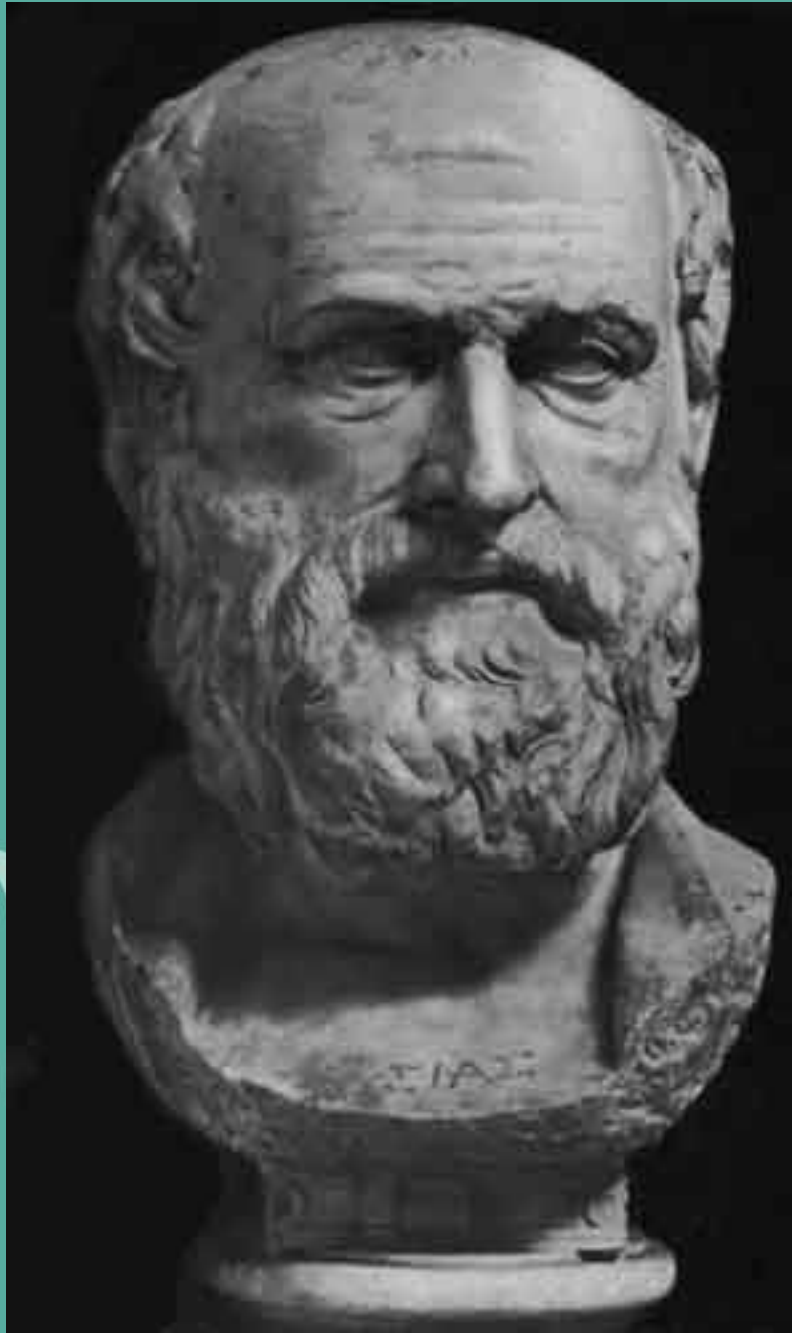
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A stylized, light-colored leaf graphic with multiple pointed leaves, positioned on the left side of the slide.

Access = Trust

And it's up to *us* to *earn* it.

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“Lysias ... perceived that a purveyor of words for others—if he would serve his customers in the best way—must give the words the air of being their own.”

– R.C. Jebb

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A stylized, light-colored leaf graphic with multiple pointed leaves, positioned on the left side of the slide.

Gain access by gaining trust

Be patient ...

... be assertive.

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