



SEVEN SPEECHWRITING PROBLEMS

And how to fix them

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Using totally unscientific and
mostly just common-sense
approaches, but hey, they work,
SO...

PRINCIPALS WHO DON'T USE A SPEECHWRITER...

Because they're sure they're brilliant on their own

- **Tools:**
 - Game tape
 - The Daily Mail test

PRINCIPALS WHO DON'T USE A SPEECHWRITER...

Because they don't like to speak publicly

- **Tools:**
 - Strike a bargain
 - Take it slow
 - Make it easy
 - Make it worth their while
 - Make sure they *know* it was worth their while
 - Feedback
 - Positive reinforcement
 - Evidence

LEGAL AND POLICY WORDSMITHING

- **Tools:**
 - Evidence
 - A champion
 - Ownership

DIFFICULT DEPARTMENTS

- **Tools:**
 - A partner in crime
 - Flattery
 - Subjugate your pride
 - Results

BLOCKED BY A GATEKEEPER

- **Tools:**
 - Charm offensive
 - Bring them into the process
 - Recognize their worth
 - Prove your worth

FORMIDABLE PRINCIPALS IN NEED OF HUMANIZING

- **Tools:**
 - Have them walk the floors
 - Make them available and make them interact
 - Office hours
 - Monthly sit-downs – breakfast/lunch with 10 employees
 - AMAs
 - Get them involved
 - Outreach, community engagement
 - Get art

MEH PRESS COVERAGE

- **Tools:**
 - Always have a press release
 - Work with your media team...
 - ...but build your own press relationships as well
 - Get outside the comfort zone
 - New media, different outlets, alternative platforms
 - Play speech bingo – or another game