

# **Finding Your Executive's Voice**

**How to Be Real, Relevant and Consistent  
Across All Communications Channels**

**RAGAN 2017 SPEECHWRITERS CONFERENCE • WASHINGTON, DC • MARCH 23, 2017**

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President Bill Clinton**

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**Former speechwriter to  
President George H.W. Bush**



# The **First Rule** of Speechwriter's Club

**Even in the Age  
of Trump, Some  
Truths Are Timeless**

**You all know them**

# But There Is a New Bar for **Authenticity**

Keep it real

# **Six Rules** **for Finding Your** **Executive's Voice**

**Before You Write**



Rule **1**

# Don't Be Afraid of **Rabbit Holes**

Good writing is good research

Rule **2**

**It Can't Sound  
Like Me If It Doesn't  
Think Like Me**

**Meet face-to-face**

Rule 3

**Follow — Don't  
Lead — the Witness.**

**Specificity matters**

**While You Write**

Rule 4

**People**

**Remember**

**Stories**

**And everything can be turned into a story**

Rule 5

# Imitation **Isn't** Always the Sincerest Form of Flattery

The dangers of plagiarism

CNN





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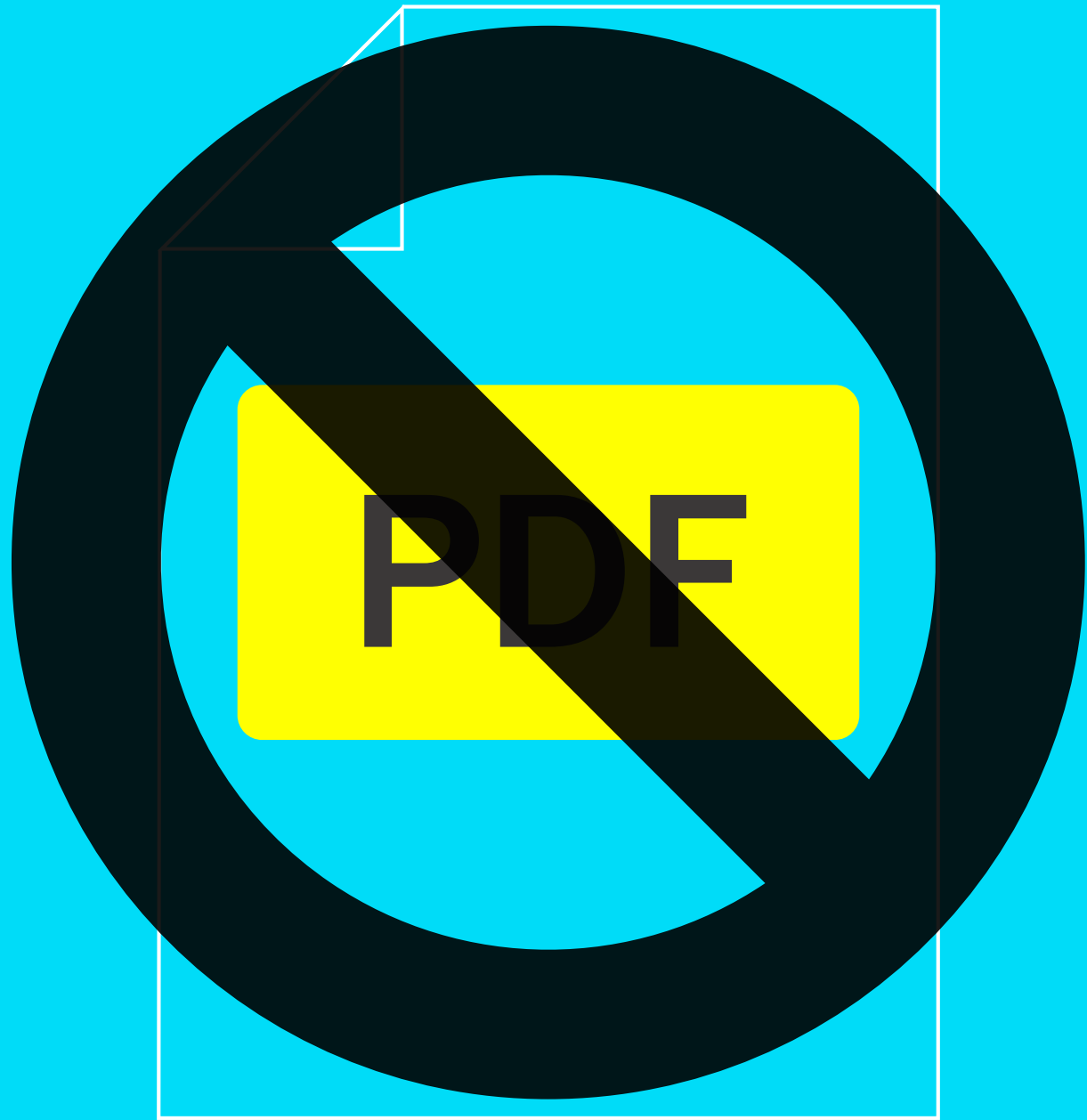


**After You Write**

Rule 6

# The Speech Is the **Beginning** of the Process, Not the End

Your speaker's voice across social media



44:12



## Why This Company's Mission Includes No-Meeting Mondays



| 2:45 @ 04:30 **How to Create More Jobs in the U.S.**



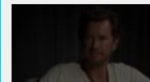
| 5:17 @ 07:15 **Surprising Challenges of Manufacturing Internationally**



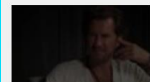
| 5:20 @ 12:32 **What Retailers Need to Watch in 2015**



| 4:53 @ 17:52 **How Burnout Can Affect Your Bottom Line**



| 4:36 @ 22:45 **If You Want to Give Back, Don't Rule Out For-Profit**



| 4:54 @ 27:21 **Tell Your Story to Anyone Who Will Listen**



| 4:44 @ 32:15 **The Secret to Versatility Across Industries**



| 4:05 @ 36:59 **What Entrepreneurs Can Learn From Shoe Boxes**



| 3:08 @ 41:04 **Too Many People Become Entrepreneurs to Make Money**



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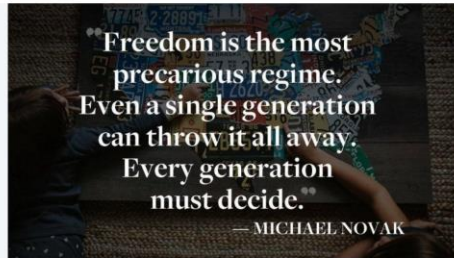
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Depressed by Politics? Just Let Go  
nytimes.com



# In Summary

- 1 Don't Be Afraid of Rabbit Holes
- 2 It Can't Sound Like Me If It Doesn't Think Like Me
- 3 Follow — Don't Lead — the Witness
- 4 People Remember Stories
- 5 Imitation Isn't Always the Sincerest Form of Flattery
- 6 The Speech is the Beginning of the Process, Not the End

**Questions?**