

HOW TO WRITE A SPEECH THAT MAKES YOUR CEO SOUND INTERESTING

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Speechwriting as a Sui Generis Profession

- No basis of formal study
- No clear standard path of entry into the speechwriting profession
- For every speechwriter who actively entered the profession, two speechwriters that inadvertently entered the trade

Speechwriting as a Sui Generis Profession

- Writing for the ear like a television journalist
- Drawing broader, otherwise overlooked societal connections like a sociologist
- Utilizing original source data to build a compelling data-driven narrative like an economist
- Telling a chronological story that has heft like a historian
- And approach each speech as a writer

Like a TV Writer-Writing for the Ear



Like a TV Writer-Writing for the Ear

- Your sentences are an experience: listeners enter, stay, and then leave.
- Your power points are at the beginning and the end of a sentence, particularly for numbers.
 - 72% of Americans polled by Gallup see trade as an economic opportunity, far more than the percentage who see it as a threat, which was 23%.
 - In a poll released by Gallup, 72% of Americans said that they saw trade as an economic opportunity, while only 23% said they saw it as a threat.
- Read your speech aloud to pick up logical inconsistencies and to gather rhythm.
- When constructing sentences, to the extent that this comports with the voice of your principal, keep the sentences concise.

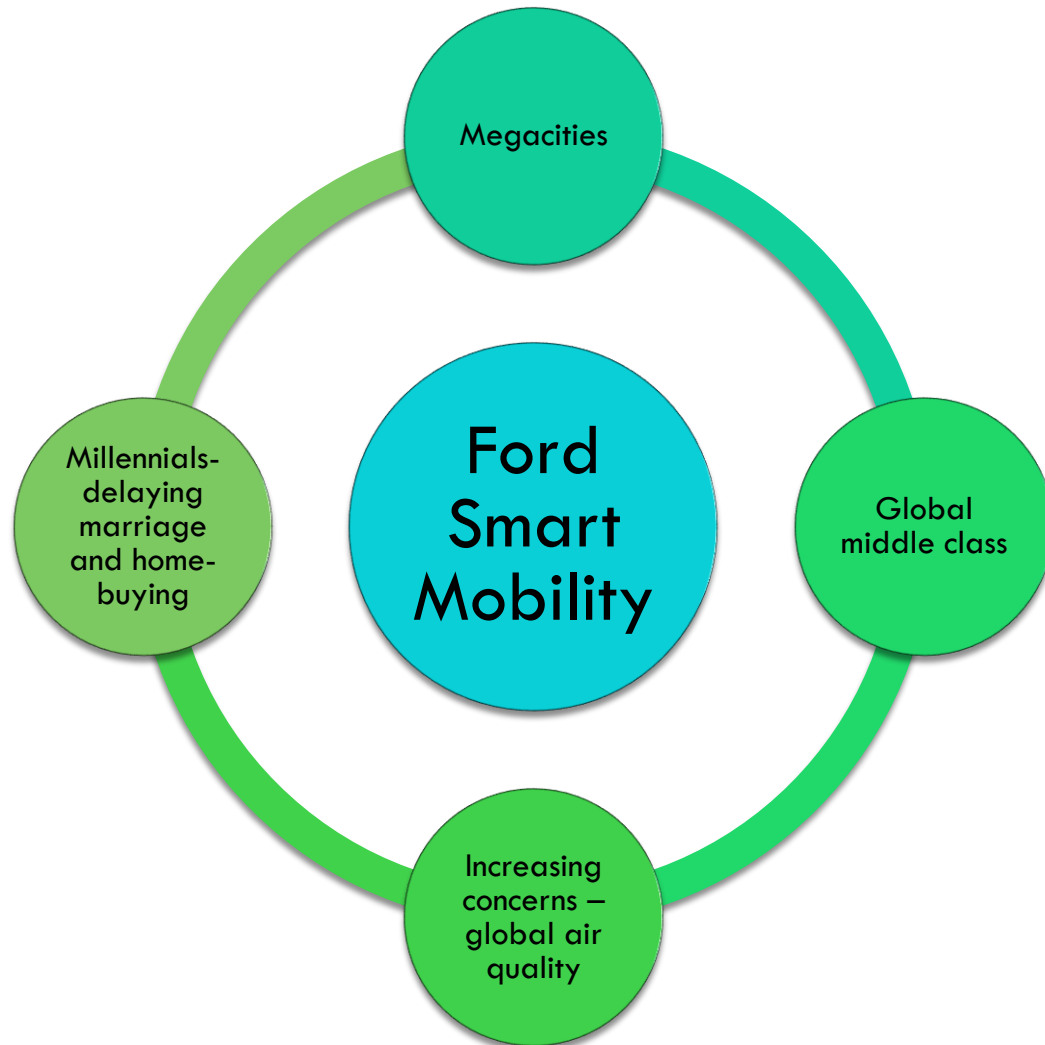
Like a TV Writer-Writing for the Ear



Like a Sociologist: Draw Broad Societal Connections

- Draw real connections between your work, product, brand, company and society as a whole, including broader trends (megatrends) and developments.
- Will increase heft and power of the speech by removing it from the silo of its immediate subject matter.
- Will also position principal as a thought-leader and extend the company's brand.

Like a Sociologist: Draw Broad Societal Connections



Like a Sociologist: Draw Broad Societal Connections

- “I think I can make the case that what we're discussing today is significant in relationship to national security, and it's not the Iranian nuclear deal. I think I can make the case that it is central to the economic competitiveness of the United States in the future, particularly in and against and involving our Asian competitors, and it's not the Trans-Pacific Partnership discussions that will take place in Congress this month. And I think that I can make the case that this is a way in which we can significantly reduce expenditures on health care, and it's not protecting the important efforts of the Affordable Care Act from any budget gimmicks that may take place.”

Like an Economist: Search For and Rely on Data

(Ben Evans-Mobile is Eating the World)

2000

- 100 staff
- 1M users
- \$10M raised

Today

- 10 staff
- 10M users
- \$1M raised

YO

- 1 man
- 1M users
- \$0 raised

Like an Economist: Search For and Rely on Data

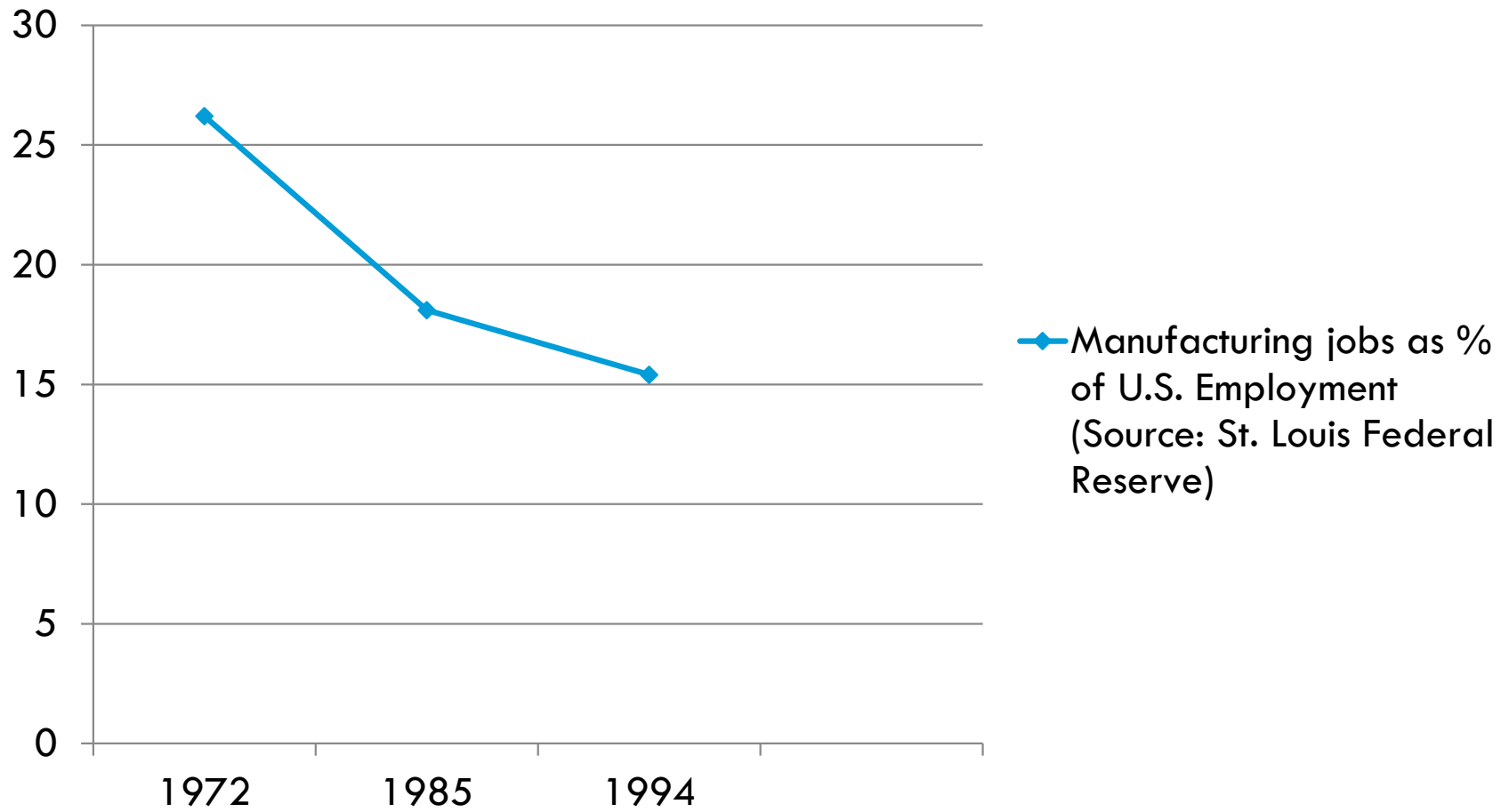
- Trend #1—CEOs & c-suite leaders participating in public policy discussions and thought-leadership opportunities.
- Trend #2--Are all becoming more data literate
 - Fitbit—data tracking your physical activities
 - Financial institutions—can offer data regarding your investments in real time and any time
 - Use data analytics—to maintain situational awareness to make strategic decisions
 - Sports—advanced data (sabermetrics in baseball, VORP and efficiency in basketball)

Like an Economist: Search For and Rely on Data

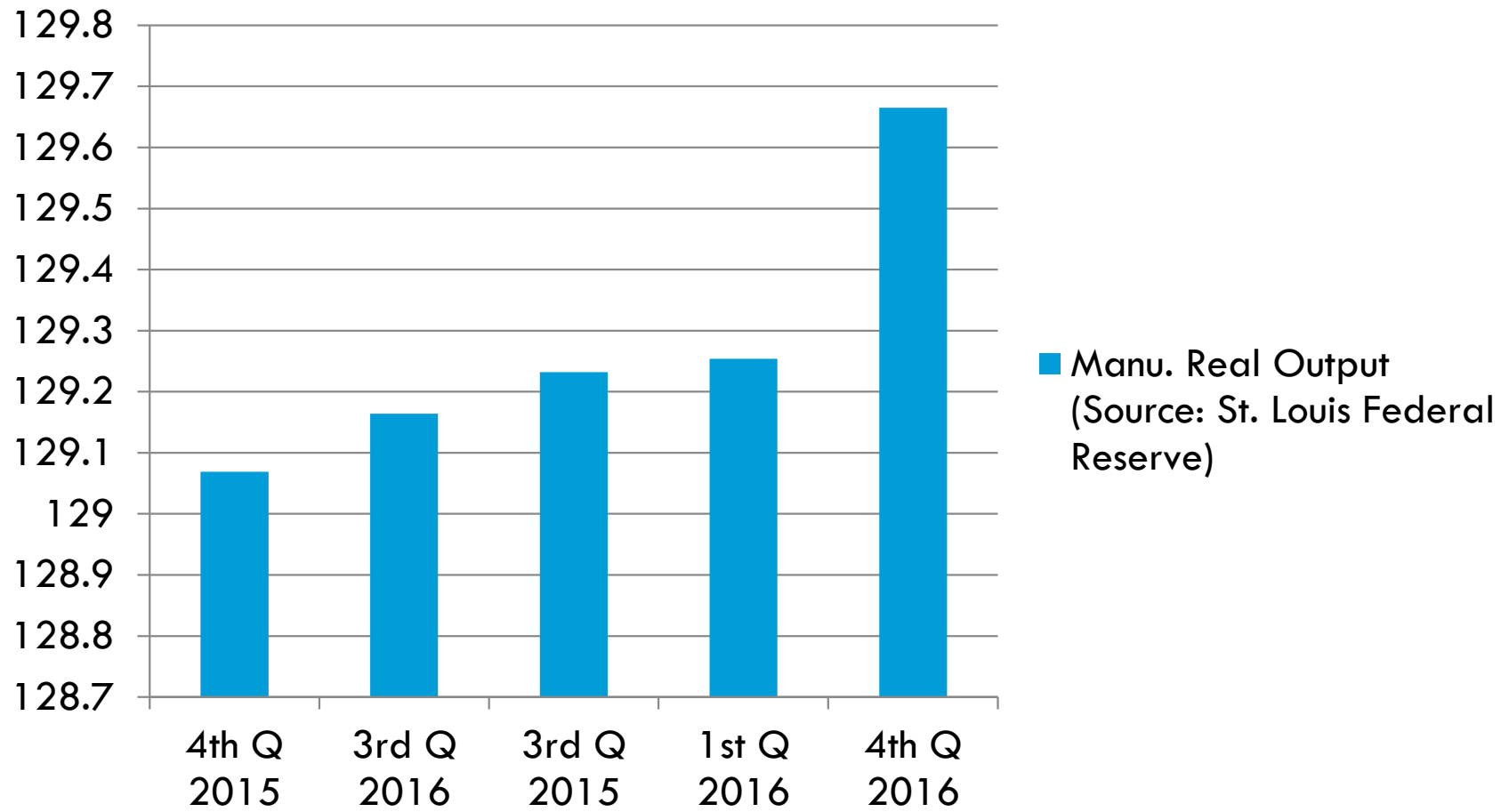
Challenge: How do we make the case that the trend of manufacturing job losses predated free trade?

Challenge: How do we show that our free-trade involvement has not impacted our manufacturing capability?

Like an Economist: Search For and Rely on Data



Like an Economist: Search For and Rely on Data



Like an Economist: Search For and Rely on Data

- Public Sector
 - ▣ Bureau of Economic Analysis
 - ▣ Census
 - ▣ Commerce
 - ▣ Bureau of Labor Statistics
- Private Sector/NGO
 - ▣ World Bank/IMF
 - ▣ Proprietary data-financial institutions (JPMorgan Chase Institute)

Like a Historian: Weaving a Compelling Chronological Narrative

“The truth is a rabbit in a bramble patch. All you can do is circle around and say it’s somewhere there”

--Pete Seeger

Like a Historian: Weaving a Compelling Chronological Narrative

The Challenge:

- 20 minute keynote address
- Delivered in North Carolina
- On the importance and benefits of foreign direct investment

Like a Historian: Weaving a Compelling Chronological Narrative

“Perhaps the first governor to lead an international mission in the post-Second World War period was Luther Hodges of North Carolina, who directed such a mission to Europe in 1959 in search of FDI.”

-Hans Michelmann, “Foreign Relations in Federal Countries”

Like a Writer: Pursue Your Work as Writer



Like a Writer: Pursue Your Work as Writer

“The Movement You Need is on Your
Shoulder.”

--originally a placeholder line

Like a Writer: Trust Your Intuition



Like a Writer: Trust Your Intuition

“Getting the first draft finished is like pushing a very dirty peanut across the floor with your nose.”

Joyce Carol Oates

Conclusion





Thank You