



## Drafting & Delivering Speeches

If you are called upon to mark an event, celebrate success, or make an important announcement as a leader, you'll need to deliver a speech.

Executives often make the mistake of giving a presentation when they should be making a speech. Because a great speech changes hearts, minds and actions. Your challenge is to learn how to write and speak authentically in a way that connects you to everyone in an audience, no matter who they are.

Attend this workshop to understand how to write, then deliver, a great speech.

### How do I know I should attend this workshop?

1. Are you keen to craft powerful and impactful speeches?
2. Would you like to excel when you deliver a speech?
3. Are you inexperienced at speech-making but know that you will soon be called upon to deliver speeches, due to your career success?
4. Have you ever thought "I should have given a better speech", but are not sure where to begin?
5. Are you nervous when you address large audiences?

If you answer yes to most of these five questions then this workshop is for you.

### What will I do?

You will cover:

- Developing and organizing your ideas
- Understanding speech structure and format
- Working up a structured content and finding your authentic voice
- Writing as powerfully as possible
- Delivering your content and receiving video and peer feedback

### What are the outcomes?

By the end of this workshop you will have:

- Understood when a speech is called for, as opposed to a presentation
- Understood how to structure a well thought out speech that reflects who you are
- Worked on language that captures the essence of the occasion
- Practiced delivery with maximum effect
- Given and received clear feedback

### How do I prepare?

Please come with an idea for a speech. You will draft a speech on this topic and then you will deliver it.

Read and watch these two speeches and think about why we chose them:



- Lou Gehrig's resignation speech 1939: <http://www.youtube.com/watch?v=OyT4mPBe4YQ>
- Oprah Winfrey's eulogy for Rosa Parks: <http://www.youtube.com/watch?v=MS3DhzzTN-o>

## Who is iOpener?

We develop people and organizational performance through the power of happiness at work.