



NEWSLETTER - Speeches

Since the last few weeks have been “commencement time”, I thought it would be relevant to cover speech development and preparation in this month's newsletter (personal note - our youngest just graduated High School last week!). In the Appendix I have included a few excerpts from 2017 commencement speeches and some articles on tips for successful speeches.

I have had the opportunity to help several executives create speeches, including internal sales/partner conferences to rally around the goals for the year, board of directors presentations to align on the strategic plan, and industry keynotes to launch new products as part of a new market vision. It is an honor to collaborate with presenters to develop their stories to educate, engage, and inspire audiences. Through my speech development experiences, I have had the pleasure of partnering with marketing/communication teams, creative firms, spokesperson trainers, and event organizations who make the stories come to life (VIVA Creative, Duarte, R/GA, Market Engage, Streamlinevents, etc).

Speeches - What Has Worked

Key Messages: Regardless of whether it is a 15 minute or hour long speech, it is critical to set the context at the beginning of your presentation by summarizing the key messages that you would like your audience to remember. It is also valuable to tie your messages to others who have already presented and to the overall theme of the event. If you have previously presented to the audience it is important to provide an update on what you told them, or more importantly committed to them, last time. Your speech should not be a one time event but rather it should be one chapter in a phased plan to communicate key messages over a period of time across different activities.

- **Challenge:** It is important to “start strong” to immediately connect with your audience (or they will pay more attention to their phones). Don’t start talking about yourself but rather use a quick story, a joke, or poll the audience on a fun question. Be unique - try to stay away from generic messages that everyone else is presenting and provide a provocative viewpoint as a subject matter expert, offer a special preview of a future announcement roadmap, or recommend a way to think differently about a new idea. Be focused - don’t have too many messages (recommend 3) that they can’t remember. As they say “a picture is worth a thousand words” - create visual images to help reinforce your messages but make sure that the visuals are in sync with what the presenter is saying or it will be distracting. If done well images can be entertaining as well (ask me sometime about when we used a train theme).

Personalized Stories: People are engaged when you tell stories that are also personalized. Your passion from a story is more memorable and more authentic than reading bullet points on slides. Include the audience where possible. One way is to make sure you leave plenty of time for questions (have some ready ahead of time) and include a way for people to reach you afterwards for follow-ups.

- **Challenge:** Sometimes one story naturally leads to another and then another. Target a couple of stories (mix in some analogies) at key moments in your speech but remember to use a story to reinforce a key message as part of the structure of your speech.



NEWSLETTER - Speeches

Practice, Practice, Practice: Key to engaging your audience is to be comfortable with your presentation and the venue. I have worked with speakers who have different styles. Some speakers prefer a few bullets on a monitor to remind them of key points while others are more comfortable with a fully scripted teleprompter. Some speakers prefer to stand behind a lectern while others like to “walk the stage”. The key is to determine your style to deliver an effective presentation.

- **Challenge:** Even though you are typically rushed with a lot of other responsibilities before a speech, it is critical to have a dry run onsite to be aware of the stage, projection systems, teleprompter, timing monitors, microphones, entrance/exit process, etc.

Speeches - What Has Not Worked

Not Targeted to the Audience: It is essential to prepare a speech that is targeted toward your audience including their priorities, issues, and perceptions. Pulling a standard presentation from your files typically is not successful.

- **Recommendation:** It is valuable to leverage current research that is specific to your audience to highlight key facts to which they can relate. It is also engaging to include peers or industry experts as part of your speech to further connect with your audience. If you believe a majority of your audience is frustrated by a common issue, then it is valuable to address it at the beginning since they will not be listening to your other points until it has been addressed.

Reading/Rambling: It is important to avoid the trap of adding too much content on a slide. Reading directly from your slides or rambling will not engage your audience.

- **Recommendation:** I have found that it keeps your audience entertained if you provide different experiences in a speech including the use of short videos, customers presenting their story, real time voting on a topic in the speech, and last, but most challenging, is a live demonstration. Pauses also can be used to reinforce key messages.

No Next Steps: The ending to your presentation is as important as the beginning. Do not skip or rush the closing.

- **Recommendation:** Respect your audience by starting on time and finishing on time (or early is even better). It is important to say thank you to show appreciation for the audience's time. It is also important to reiterate your contact information, how to get a copy of the presentation, and most importantly to provide recommended next steps as part of a typical “call to action”. It is valuable to provide either electronic or paper surveys to collect feedback including ways to measure the success of your speech. If at all possible, try to stay after the presentation to talk to people who want to meet you.

I would appreciate hearing about your speech development & preparation experiences and your favorite speeches.



NEWSLETTER - Speeches

APPENDIX

A] Speeches

A few excerpts from 2017 commencement speeches:

- “You young people need to go forth knowing what you’re reading, what you’re clicking and watching.” - Christiane Amanpour (When an actress was asked her opinion on the greatest challenge facing the world today, she replied simply, “Who to believe.”)
 - (Boston Globe) Christiane Amanpour tells Northeastern grads to resist ‘assault on the truth’
<https://www.bostonglobe.com/metro/2017/05/05/amanpour-tells-northeastern-grads-resist-assault-truth/6v8VB43K6yQQ0SMae3UxoL/story.html>
- “Finding your purpose isn’t enough. The challenge for our generation is to create a world where everyone has a sense of purpose.” - Mark Zuckerberg
 - (Forbes) Harvard Dropout Mark Zuckerberg Gives Commencement Speech At University Where He Created Facebook
<https://www.forbes.com/sites/katevinton/2017/05/25/billionaire-mark-zuckerberg-discusses-purpose-and-connection-in-harvard-commencement-address/#3a0114e8462e>
- The Best Advice From 2017’s Commencement Speeches
 - “YOU’RE NEVER NOT AFRAID.”– WILL FERRELL
 - “DON’T GET CAUGHT UP IN THE TRAP OF COMPARISON.”– OCTAVIA SPENCER
 - “ALWAYS TRUST YOURSELF.”– HOWARD SCHULTZ
 - (Fast Company) The Best Advice From 2017’s Commencement Speeches
<https://www.fastcompany.com/40423908/the-best-advice-from-2017s-commencement-speeches>

One memorable speech for me is the “Last Lecture.”

- Randy Pausch: Really achieving your childhood dreams
https://www.ted.com/talks/randy_pausch_really_achieving_your_childhood_dreams



NEWSLETTER - Speeches

A sample of articles that provides recommendations for successful speeches:

- (Duarte) How to Master Audience Engagement When You Present
<https://www.duarte.com/blog/audience-engagement-strategies-presentations/>
- (LinkedIn) 7 Presentation Tips from MLK's "I Have a Dream" Speech
<https://www.linkedin.com/pulse/7-presentation-tips-from-mlks-i-have-dream-speech-nancy-duarte>
- (HBR) How to Give a Killer Presentation
<https://hbr.org/2013/06/how-to-give-a-killer-presentation>
- (ITSMA) The Marketing Strategist: Brain Science Says: Three Keys to Memorable Marketing
<https://www.itsma.com/brain-science-says-three-keys-to-memorable-marketing/>
- (Fast Company) If Your Talk Doesn't Do These Three Things, Don't Give It
https://www.fastcompany.com/40402787/if-your-talk-doesnt-do-these-three-things-dont-give-it?utm_source=mailchimp&utm_medium=email&utm_campaign=fcdaily-top&position=4&partner=newsletter&campaign_date=04052017
- (WSJ) How CMOs Can Hone Their Storytelling
<http://deloitte.wsj.com/cmo/2017/03/21/how-cmos-can-hone-their-storytelling/>
- (LinkedIn) What great speakers do
<https://www.linkedin.com/pulse/what-great-speakers-do-loic-le-meur>
- (LinkedIn) Obama's Speechwriter Shares 5 Storytelling Tips
<https://www.linkedin.com/pulse/obamas-speechwriter-shares-5-storytelling-tips-trevor-ambrose?trk=hp-feed-article-title-like>



NEWSLETTER - Speeches

APPENDIX

B] Market Coverage

(Key messages and analysis to be included in 2Q2017 RS Market Research Insights report)

Internet of Things (IOT) Initial Coverage 2Q2017 report (end of June): Sample Market Coverage in May

- (McKinsey) What's new with the Internet of Things?
<http://www.mckinsey.com/industries/semiconductors/our-insights/whats-new-with-the-internet-of-things?cid=other-eml-alt-mip-mck-oth-1705&hlkid=9f8420979ff7413594204ff3edf3299a&hctky=9998045&hdpid=5148ff23-1908-4fb0-bed0-236090b1f9ad>
- (Information Technology & Innovation Foundation) False Alarmism: Technological Disruption and the U.S. Labor Market, 1850–2015
https://itif.org/publications/2017/05/08/false-alarmism-technological-disruption-and-us-labor-market-1850-2015?utm_source=MIT+Technology+Review&utm_campaign=d6d373ba99-The_Download&utm_medium=email&utm_term=0_997ed6f472-d6d373ba99-154367565
- (McKinsey) Security in the Internet of Things
<http://www.mckinsey.com/industries/semiconductors/our-insights/security-in-the-internet-of-things?cid=other-eml-alt-mip-mck-oth-1705&hlkid=5058fb616cca467ab74cae9254260526&hctky=9998045&hdpid=bafef7f6-46ef-4e6b-8f97-6487d140f80b>
- (McKinsey) Making sense of Internet of Things platforms
<http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/making-sense-of-internet-of-things-platforms?cid=other-eml-alt-mip-mck-oth-1705&hlkid=fa181154fe7d42b9ab5d4dbe8fc96d1dd&hctky=9998045&hdpid=bafef7f6-46ef-4e6b-8f97-6487d140f80b>

Customer Service Experience UPDATE 1Q2017 report: Sample Market Coverage in May

- (McKinsey) Digitizing customer journeys and processes: Stories from the front lines
<http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/digitizing-customer-journeys-and-processes?cid=other-eml-nsi-mip-mck-oth-1706&hlkid=83d43380dc414bd49b8d881edee6aabf&hctky=9998045&hdpid=d13c3f6a-8d9d-43f4-ad2f-7f7ff4e24e58>
- (McKinsey) When the customer experience starts at home
<http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/when-the-customer-experience-starts-at-home?cid=other-eml-alt-mip-mck-oth-1705&hlkid=d0c1c70af56b426a8d9d406cda933f52&hctky=9998045&hdpid=70311958-6448-433b-8c3c-7bdec39abdc0>



NEWSLETTER - Speeches

Future of Work UPDATE 4Q2016 report: Sample Market Coverage in May

- (McKinsey) Burned by the bots: Why robotic automation is stumbling
<http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/digital-blog/burned-by-the-bots-why-robotic-automation-is-stumbling?cid=other-eml-alt-mip-mck-oth-1706&hlkid=341865d43d164325b2471b58628e9ec5&hctky=9998045&hdpid=d561fed8-1244-4e24-bc7d-8587f6ca7c34>
- (McKinsey) Technology, jobs, and the future of work
<http://www.mckinsey.com/global-themes/employment-and-growth/technology-jobs-and-the-future-of-work?cid=other-eml-alt-mgi-mgi-oth-1705&hlkid=75769586c86e4a018917487459b7230e&hctky=9998045&hdpid=a09516c8-7f82-472b-aaa9-320f2a194dd2>
- (Wall Street Journal) IBM, a Pioneer of Remote Work, Calls Workers Back to the Office
https://www.wsj.com/articles/ibm-a-pioneer-of-remote-work-calls-workers-back-to-the-office-1495108802?utm_medium=email&utm_source=newsletter&utm_term=170525&utm_campaign=sharetheview&mg=id-wsj
- (Fast Company) IBM's Remote Work Reversal Is A Losing Battle Against The New Normal
https://www.fastcompany.com/40423083/ibms-remote-work-reversal-is-a-losing-battle-against-the-new-normal?utm_source=mailchimp&utm_medium=email&utm_campaign=fcdaily-bottom&position=1&partner=newsletter&campaign_date=05232017
- (Bloomberg) UrWork Takes on WeWork in Fight for China's Shared Spaces
https://www.bloomberg.com/news/articles/2017-05-22/urwork-takes-on-wework-in-fight-for-china-s-shared-office-spaces?cmpid=BBD052217_TECH&utm_medium=email&utm_source=newsletter&utm_term=170522&utm_campaign=tech
- (Wired) Apple's New Campus: An Exclusive Look Inside the Mothership
https://www.wired.com/2017/05/apple-park-new-silicon-valley-campus/?utm_medium=email&utm_source=newsletter&utm_term=170522&utm_campaign=sharetheview
- (Fast Company) Which One Of These Visions Of How We'll Work In The Future Sounds Most Appealing?
https://www.fastcompany.com/40421436/which-one-of-these-visions-of-how-well-work-in-the-future-sounds-most-appealing?utm_source=mailchimp&utm_medium=email&utm_campaign=fcdaily-bottom&position=4&partner=newsletter&campaign_date=05182017
- (McKinsey) What's now and next in analytics, AI, and automation
<http://www.mckinsey.com/global-themes/digital-disruption/whats-now-and-next-in-analytics-ai-and-automation?cid=other-eml-alt-mgi-mgi-oth-1705&hlkid=33fb93b6b20048f6923515adcb97184d&hctky=9998045&hdpid=8ce712f8-63e5-406f-bcdf-1cbc2c3f7d05>