



THE HUMPHREY  
GROUP INC.

**The Humphrey Group**  
is pleased to offer

**A One-Day Seminar**

# **THE ART OF SPEECH WRITING**

## **ABOUT THE PROGRAM**

*The Art of Speech Writing* is an intensive one-day program that will show you how to create strong, persuasive leadership speeches for executives.

The program provides participants with a rigorous, structured methodology for creating speeches that inspire and influence audiences. Attendees will acquire a 'template' for designing speeches that have a personal opening, a strong message, a persuasive structure, and a call to action. They will also learn to use language, anecdotes and wit to embellish their speeches. The methodology participants will learn is scalable, and applies equally to the preparation of five-minute remarks or a 30-minute keynote address.

*The Art of Speech Writing* provides applied learning. Participants will have the opportunity to analyze sample speeches – from their own work and from great speakers in history. Each participant will also craft (or re-write) an outline for a speech of their own. The instructor, an experienced speech writer, will provide them with personal feedback. Everyone who attends will receive a 100-page binder and a collection of templates.

The seminar's curriculum is designed by Judith Humphrey, one of North America's foremost speech writing instructors. After a career in corporate speech writing, Ms. Humphrey founded The Humphrey Group, the first Canadian firm to focus on teaching top executives to be effective speakers. Today her firm works with many of Canada's top executives, coaching them and writing speeches for them. Learn more at [www.thehumphreygroup.com](http://www.thehumphreygroup.com).

# THE ART OF SPEECH WRITING

## Agenda

### I. INTRODUCTION 9:00-9:30

- What is a speech?
- The speech writing partnership: building your credibility
- Speech writing as project management

### II. BEGIN WITH RESEARCH 9:30-10:00

- Analyze the audience
- Gather the best information
- Conduct an intensive executive interview

### III. DEVELOPING THE MESSAGE 10:00-10:45

- The importance of a single message
- The hook and the hammer: openings and closings
- **Workshop #1:** *Analysis of messages in sample speeches*

### IV. BUILDING THE STRUCTURE 11:00-12:15

- Role of structure: elaborating the message
- The patterns of organization
- Let your audience "hear" the structure
- **Workshop #2:** *Analysis of structure in sample speeches*

Lunch

### V. WORKSHOP: RESTRUCTURING A SPEECH 1:15-2:15

- Participants will create a well-defined architecture for the speeches they have brought, using the method they have been shown. The instructor will provide feedback.

### VI. USING LANGUAGE EFFECTIVELY 2:15-3:15

- Be personal, conversational, clear and concise
- Use figures of speech well
- Use the language of leadership
- **Workshop #3:** *Analysis of language in participants' speeches*

### VII. EMBELLISHING THE SPEECH 3:30-4:00

- How to use quotations, anecdotes and embellishments
- Beware of the joke

### VIII. FROM PAGE TO STAGE 4:00-4:15

- Formatting the speaker's text
- Edit the script for the ear

### IX. CONCLUSION 4:15-4:30

# TESTIMONIALS

## What Others Say About "The Art of Speech Writing"

*"When I left the U.S. State Department to join Booz-Allen Hamilton, I wanted to strengthen my persuasive writing skills. This course provided me with a methodology that I'll be able to use when creating speeches and talks for clients."*

**–Kia Coleman, Senior Consultant, Booz-Allen Hamilton**

*"The method taught in the course was easy to grasp and highly effective. It provided a disciplined approach to speech writing that can help even experienced communications professionals improve."*

**–Sylvia Sharp, Director, Internal Communications, McDonald's Restaurants of Canada Ltd.**

*"I thoroughly enjoyed The Art of Speech Writing. Judith inspired me to convert a 27-slide presentation into a talk with only three overheads. Her approach to writing works exceptionally well and I've received excellent feedback from the leadership team!"*

**–Steven Keith, Director, Communications Downstream, Petro-Canada**

*"Your seminar certainly inspired me."*

**–Steven Palkovitz, Speech Writer, FBI, Washington D.C.**

*"This course covers the craft of speech writing in an entertaining, informative way. Now I'm ready to write with confidence and style! Thanks!"*

**–Cynthia Utz, Account Supervisor, Ogilvy & Mather, Chicago**

*"The teaching about message and structure was very illuminating. I'm looking forward to my next assignment so that I can apply all that I've learned!"*

**–Pat Morden, President, Morden Communications**