

SPOKESPERSON & SPEECH WRITING

AI-Powered Speech Writing & Executive Presentation Development

A two-day programme in ai speech writing & presentation development, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This programme shows participants how to use AI-assisted workflows responsibly to brainstorm, structure, draft and refine speeches and presentations. It combines prompt design with fact-checking, confidentiality, voice preservation, accessibility and human editorial judgement.

What participants will learn

- 01** Use AI to accelerate early-stage research, outlining and drafting without surrendering editorial control.
- 02** Improve prompts to produce more relevant audience-specific content.
- 03** Verify claims, reduce generic language and protect confidential information.
- 04** Create coherent speech-and-slide narratives with a consistent executive voice.

Who should attend

Speech writers, executive assistants, corporate communications professionals, trainers, presentation developers and leaders who prepare speeches or decks.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Develop a speech and presentation outline from a sample brief, then test and refine the outputs.

Detailed programme

Day 1 - Foundations & Core Skills

01 AI Opportunities & Limits in Executive Communication

- Identify appropriate AI use cases, common failure modes and the need for human accountability.

02 Prompt Design for Speeches & Presentations

- Write structured prompts that define audience, purpose, voice, length, context and output requirements.

03 Research, Fact-Checking & Source Discipline

- Validate names, numbers, quotations and claims; distinguish verified facts from generated suggestions.

04 Drafting in an Authentic Executive Voice

- Use examples and style guidance to shape tone while avoiding generic, exaggerated or misleading language.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Turning Speeches into Presentation Narratives

- Align the spoken story, slide sequence, visual evidence and audience takeaways.

06 Editing, Accessibility & Multilingual Adaptation

- Improve clarity, readability, inclusive language and translation review while preserving meaning.

07 Practical AI-Assisted Production Sprint

- Develop a speech and presentation outline from a sample brief, then test and refine the outputs.

08 Governance, Privacy & Workflow Design

- Create rules for confidential inputs, human approval, attribution, storage and responsible use.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Develop a speech and presentation outline from a sample brief, then test and refine the outputs.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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