

SPOKESPERSON & SPEECH WRITING

Strategic Speech Writing Mastery: Executive Speeches, Keynotes & Corporate Messaging

A two-day programme in strategic speech writing, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Participants learn to plan and write speeches that express leadership intent, connect with audiences and support organisational priorities. The course covers audience analysis, speech structure, openings and closings, evidence, storytelling, tone and editing for spoken delivery.

What participants will learn

- 01** Turn complex organisational ideas into clear and memorable spoken messages.
- 02** Structure speeches for ceremonies, conferences, town halls and leadership announcements.
- 03** Use stories, evidence and rhetorical techniques to sustain audience attention.
- 04** Edit drafts for natural spoken language, timing and impact.

Who should attend

Speech writers, executive assistants, corporate communications and PR professionals, senior managers, government communication officers and leaders who deliver formal addresses.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Draft or improve a speech for a real workplace scenario, then review it against a practical quality checklist.

Detailed programme

Day 1 - Foundations & Core Skills

01 Purpose, Audience & Speaking Context

- Define the objective, audience needs, event context, desired action and appropriate tone before drafting.

02 Building a Strong Speech Structure

- Organise the opening, central message, supporting points, transitions and close into a coherent flow.

03 Writing Powerful Openings & Memorable Closings

- Create relevant hooks, acknowledgements, clear framing and endings that reinforce the main idea.

04 Evidence, Examples & Storytelling

- Use credible facts, examples and human-centred stories to make messages understandable and persuasive.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Voice, Tone & the Spoken Word

- Write for the ear using concise sentences, natural rhythm, signposting and language suited to the speaker.

06 Executive Voice, Protocol & Sensitive Messaging

- Match the leader's authentic voice while observing protocol, stakeholder sensitivities and organisational positioning.

07 Speech Drafting Workshop & Peer Review

- Draft or improve a speech for a real workplace scenario, then review it against a practical quality checklist.

08 Rehearsal, Timing & Final Polish

- Test timing, mark emphasis and pauses, prepare speaker notes and finalise a delivery-ready manuscript.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Draft or improve a speech for a real workplace scenario, then review it against a practical quality checklist.

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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