

## Speech Writing: *Presenting the Authentic Voice*

*Nothing in life is more important than the ability to communicate effectively.*

President Gerald R. Ford

The essence of a good speech is connection. The speaker must connect with the audience in three ways – with credibility, conviction, and a call to action.

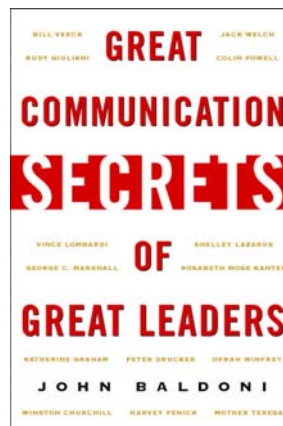
- You establish *credibility* by what you say and what you do.
- You demonstrate *conviction* by putting your values into practice.
- You issue a *call to action* because there is work to be done.

You give voice to these attributes with a speech that persuades as it informs, entertains as it teaches, and enlightens as it inspires. A good speech opens a window for dialogue and discourse, and creates an avenue of genuine understanding.

### Leadership stories

One of the most powerful means of demonstrating credibility, conviction, and the call to action is through story. Stories become avenues of discovery by which the speaker pulls the audience into his world for the purpose of talking about what's going on and what must be done. Stories emerge from people in the organization engaged in offering solutions in the form of products and services for customers. Speeches with stories are a form of leadership communication, by which speakers build the case for trust in order to achieve intended results.

For more than 20 years consultant and author John Baldoni has been helping executives at every level give voice to their stories in presentations that are credible, convincing, and compelling. **He specializes in crafting speeches for national sales meetings, all-employee meetings, board presentations, customer events, and public occasions.**



Many of the principles that John crafts into speeches are drawn from his book, *Great Communication Secrets of Great Leaders* (McGraw-Hill, 2003), which uses story and practice to demonstrate how leaders can develop, deliver, and sustain their leadership messages.



### About John Baldoni

As a leadership communications consultant, author, and speaker who works with Fortune 100 companies as well as non-profits. John has been helping managers use their communications to achieve leadership goals. His many articles have appeared in publications such as *Harvard Management Communications Letter*, *Executive Excellence*, *Leader to Leader*, *Presentations*, *Wharton Leadership Digest*, and *T&D*. John speaks frequently on leadership to audiences in the corporate, non-profit, and university communities.

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Baldoni Consulting, LLC  
2110 Tuomy Road Ann Arbor, MI 48104  
734/995-9992 (Office) 734/995-1026 (Fax)  
[www.johnbaldoni.com](http://www.johnbaldoni.com)  
[john@johnbaldoni.com](mailto:john@johnbaldoni.com)