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Global Learning for Operational Leaders



COMMUNICATION AND WRITING SKILLS | CWS-025

Speechwriting for Leaders

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031 BP Haarlem - Netherlands.

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Course content

Why Attend

A well-crafted speech can inspire employees, reassure customers, persuade investors and define how a leader is remembered. Writing for the ear is very different from writing for the page: listeners cannot reread a sentence, so structure, rhythm, repetition and imagery carry the message. Many professionals are asked to write speeches for their leaders without ever being taught how.

This Speechwriting for Leaders training course teaches the craft of writing speeches, keynotes, remarks and talking points that sound natural and achieve their purpose. Participants learn how to research the audience and occasion, capture the leader's voice, build a memorable structure, use stories and rhetorical devices, write for spoken delivery and prepare leaders to deliver with confidence.

Course Methodology

• The course is practical and performance-based. Participants analyse notable speeches, interview a partner acting as a leader to capture their voice, write speeches for different occasions and read them aloud for feedback. Rewriting exercises demonstrate the difference that spoken-word techniques make.

Course Objectives

• Explain the differences between writing for reading and writing for listening

• Research audiences, occasions and objectives for speeches

• Capture and reflect a leader's authentic voice

• Build clear and memorable speech structures

• Use stories, examples and rhetorical devices effectively

• Write sentences with rhythm and clarity for spoken delivery

Target Audience

• Speechwriters and communications professionals

• Corporate affairs and public relations staff

• Executive assistants and chiefs of staff

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• Government and public sector communicators

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Course outline

Detailed course outline

Day-by-day outline for Speechwriting for Leaders.

Day 1 - Foundations of Speechwriting

- 09:00-09:34 | Why speeches matter for leadership and reputation
- 09:34-10:08 | Writing for the ear compared with writing for the eye
- 10:08-10:42 | The role and relationship of the speechwriter
- 10:42-11:00 | Types of speeches: keynotes, remarks, toasts and statements
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Types of speeches: keynotes, remarks, toasts and statements (continued)
- 11:46-12:20 | What audiences remember and what they forget
- 12:20-12:53 | Analysing great speeches and why they work
- 12:53-14:00 | Exercise: analysing a well-known leadership speech

Day 2 - Research, Purpose and Voice

- 09:00-09:34 | Briefing questions about audience, occasion and objective
- 09:34-10:08 | Defining the single message the audience should take away
- 10:08-10:42 | Interviewing leaders to understand their views and style
- 10:42-11:00 | Capturing vocabulary, rhythm and personal stories
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Capturing vocabulary, rhythm and personal stories (continued)
- 11:46-12:20 | Writing authentically without sounding scripted
- 12:20-12:53 | Managing approvals and multiple contributors
- 12:53-14:00 | Workshop: interviewing a leader and drafting a brief

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Day 3 - Structure and Storytelling

- 09:00-09:30 | Openings that capture attention in the first minute
- 09:30-10:00 | Simple structures that listeners can follow easily
- 10:00-10:30 | Using stories, anecdotes and examples with purpose
- 10:30-11:00 | Transitions and signposting for spoken content
- 11:00-11:30 | Coffee break
- 11:30-12:30 | Building to a memorable close and call to action
- 12:30-13:00 | Timing speeches to the available slot
- 13:00-14:00 | Exercise: structuring a ten-minute speech

Day 4 - Language for the Spoken Word

- 09:00-09:34 | Short sentences, simple words and natural rhythm
- 09:34-10:08 | Repetition, triads and contrast as rhetorical tools
- 10:08-10:42 | Imagery, metaphor and vivid language used carefully
- 10:42-11:00 | Using numbers and data in speeches effectively
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Using numbers and data in speeches effectively (continued)
- 11:46-12:20 | Humour, sensitivity and cultural considerations
- 12:20-12:53 | Formatting scripts for easy delivery
- 12:53-14:00 | Workshop: reading drafts aloud and revising them

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Day 5 - Special Occasions and Delivery

- 09:00-09:39 | Short remarks, toasts and award presentations
- 09:39-10:18 | Crisis statements and speeches on difficult news
- 10:18-10:57 | Talking points for panels and media interviews
- 10:57-11:00 | Coaching leaders on rehearsal and delivery
- 11:00-11:30 | Coffee break
- 11:30-12:06 | Coaching leaders on rehearsal and delivery (continued)
- 12:06-12:44 | Adapting speeches for video and virtual events
- 12:44-13:22 | Final speech delivery and peer feedback
- 13:22-14:00 | Personal action plan for speechwriting

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Seminar dates

Available seminar dates

Live dates and pricing for Speechwriting for Leaders generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	London	Classroom	**€2,915**
14 - 18 December 2026	Barcelona	Classroom	**€2,275**
21 - 25 December 2026	Frankfurt	Classroom	**€2,175**
18 - 22 January 2027	London	Classroom	**€2,915**
25 - 29 January 2027	Barcelona	Classroom	**€2,275**
4 - 8 January 2027	Frankfurt	Classroom	**€2,175**
11 - 15 January 2027	Madrid	Classroom	**€3,400**
22 - 26 February 2027	London	Classroom	**€2,915**
1 - 5 February 2027	Barcelona	Classroom	**€2,275**
8 - 12 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Live dates and pricing for Speechwriting for Leaders generated from the course details page.

Date	Location	Format	Fee
15 - 19 February 2027	Munich	Classroom	**€2,425**
1 - 5 March 2027	London	Classroom	**€2,915**
8 - 12 March 2027	Barcelona	Classroom	**€2,275**
15 - 19 March 2027	Frankfurt	Classroom	**€2,175**
22 - 26 March 2027	Paris	Classroom	**€2,810**
12 - 16 April 2027	London	Classroom	**€2,915**
19 - 23 April 2027	Barcelona	Classroom	**€2,275**
26 - 30 April 2027	Frankfurt	Classroom	**€2,175**
5 - 9 April 2027	Rome	Classroom	**€2,830**
17 - 21 May 2027	London	Classroom	**€2,915**

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Seminar dates

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Live dates and pricing for Speechwriting for Leaders generated from the course details page.

Date	Location	Format	Fee
24 - 28 May 2027	Barcelona	Classroom	**€2,275**
3 - 7 May 2027	Frankfurt	Classroom	**€2,175**
10 - 14 May 2027	Vienna	Classroom	**€3,425**
7 - 11 June 2027	London	Classroom	**€2,915**
14 - 18 June 2027	Barcelona	Classroom	**€2,275**
21 - 25 June 2027	Frankfurt	Classroom	**€2,175**
5 - 9 July 2027	London	Classroom	**€2,915**
12 - 16 July 2027	Barcelona	Classroom	**€2,275**
19 - 23 July 2027	Frankfurt	Classroom	**€2,175**
26 - 30 July 2027	Cape Town	Classroom	**€1,825**

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Seminar dates

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Live dates and pricing for Speechwriting for Leaders generated from the course details page.

Date	Location	Format	Fee
9 - 13 August 2027	London	Classroom	**€2,915**
16 - 20 August 2027	Barcelona	Classroom	**€2,275**
23 - 27 August 2027	Frankfurt	Classroom	**€2,175**
2 - 6 August 2027	Dubai	Classroom	**€2,845**
6 - 10 September 2027	London	Classroom	**€2,915**
13 - 17 September 2027	Barcelona	Classroom	**€2,275**
20 - 24 September 2027	Frankfurt	Classroom	**€2,175**
25 - 29 October 2027	London	Classroom	**€2,915**
4 - 8 October 2027	Barcelona	Classroom	**€2,275**
11 - 15 October 2027	Frankfurt	Classroom	**€2,175**

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Live dates and pricing for Speechwriting for Leaders generated from the course details page.

Date	Location	Format	Fee
18 - 22 October 2027	Istanbul	Classroom	**€2,825**
1 - 5 November 2027	London	Classroom	**€2,915**
8 - 12 November 2027	Barcelona	Classroom	**€2,275**
15 - 19 November 2027	Frankfurt	Classroom	**€2,175**
22 - 26 November 2027	Kuala lumpur	Classroom	**€2,425**
13 - 17 December 2027	London	Classroom	**€2,915**
20 - 24 December 2027	Barcelona	Classroom	**€2,275**
27 - 31 December 2027	Frankfurt	Classroom	**€2,175**
6 - 10 December 2027	Madrid	Classroom	**€3,400**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**

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Live dates and pricing for Speechwriting for Leaders generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**

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3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**

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1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**