

## **How to write speeches that move hearts as well as minds**

If you want people to think, you have to begin by making them care. The rise of populism has seen emotion eclipse reason when it comes to political persuasion. It's a stark reminder that we are not the rational creatures of the Enlightenment we imagine ourselves to be. Modern neuroscience has demonstrated that we feel our way into decisions, and post-rationalise them.

The practical implications of all this are momentous for speechwriters – especially those who rage against the dying of the rationalist light.

In this one-day workshop we'll take an in-depth look at how language moves and influences us. And we will think about how we, as responsible speechwriters, can use the awesome power of words to improve the quality of public discourse.

Along the way you will learn how to:

- grab an audience's attention from the outset
- choose words that resonate with your audience
- use stories that will move your audience
- use metaphor to frame experience
- manipulate the narrative structure of a speech
- balance an appeal to the emotions with one to reason and evidence.

The workshop will be highly interactive, combining theory and practice throughout, with plenty of opportunity for discussion. It will also include writing exercises that will give you the opportunity to put what you've learned into practice.

## **Who should attend?**

The workshop is aimed at professional wordsmiths of all kinds – speechwriters, communications professionals, presenters, etc. Whatever your level of experience, you'll gain new insights and techniques that will give you a creative edge when it comes to using words to make things happen.

Martha Leyton and Martin Shovel run UK communications consultancy, CreativityWorks. They write speeches, lectures and presentations for chief executives, business leaders, lawyers, academics, leaders of trade unions and professional organisations, and more. They also design and run workshops for speechwriters and other communications professionals.

Martin is also a cartoonist and commentator on Twitter, and he and Martha have created several animated films, including the viral YouTube hit, *Busting the Mehrabian Myth*, which challenges the widespread belief that tone of voice and body language are more important in spoken communication than words.

## **Comments from participants in our previous workshops...**

“I thought your workshop was great: I enjoyed the intellectual depth that you included, and I appreciated the way you didn't try and teach us off-the-shelf speechwriting tricks, but rather tried to sensitise us to words and meanings, so that we could then use them organically. I'd also add that you both gave the impression that you love what you do and are still learning – both of which, for me, are key characteristics of someone I want to learn from.”

**Adviser/Senior Speechwriter in Counsel to the Executive Board at European Central Bank**

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“I very much enjoyed the workshop and would certainly recommend it to other speechwriters. It made me consider the power of individual words to make or break a point, a clever image, or indeed a whole speech. In particular, it gave me a new way to think about framing and my approach to achieving effective persuasion.”

**Tom Moylan, European Commission**