**EXECUTIVE COMMUNICATIONS WORK SAMPLE: EXTERNAL SPEECH**

***Client:*** *National non-profit organization that seeks to increase the number of females who pursue MBAs and ultimately, to launch more women into positions of leadership across the Fortune 500*

***Deliverable****: Four-minute speech for the CEO to deliver to 600 attendees to open the organization’s annual conference*

***Purpose:*** *To introduce the organization to a new audience that was unfamiliar with their mission and to encourage them to get the most from the event*

***Note:*** *Company and individual names have been redacted for privacy purposes.*

Good morning. My name is NAME REMOVED, and I am the chief executive officer of the NAME REMOVED. I am pleased to welcome all of you to the NAME REMOVED Conference. I also extend you a warm welcome to the great city of Austin –

the state capital, home to the University of Texas and, according to a recent *Forbes* ranking, the fastest-growing metro area in the U.S. I hope you will have time to explore this wonderful city and understand why its unofficial slogan is “Keep Austin Weird.”

You have come from near and far to get here – we have attendees from **33 U.S. states** and **11** **countries**. There are **478** **attendees** from **43** **MBA schools** at this year’s conference, many of whom you will develop lasting connections with over the next two days.

Y’all are a very interesting group! As incentive for you to get to know fellow attendees while you are here, I wanted to share some fun facts about you.

First of all, nineteen of you are named some form of C/Katherine – Cathy, Katie, or Kate.

Additionally – among our attendees – one of you….

* Has completed 12 triathlons!
* Has a first-degree black belt in karate and was a nationally ranked competitor and coach
* Is a competitive trap shooter
* Started graduate school with a one-month-old baby
* Participated in a 200-mile relay race
* Has done stand-up comedy
* Was on the TV show, Jeopardy!

And finally – one of you “once deceived criminals who called you pretending to have kidnapped your sister. You delayed their efforts by talking with them for five hours, helping the police find and arrest them.” Wow – I think she should lead a future session on negotiating skills!

I can see we have no overachievers in this bunch, do we? And this is just a handful of facts – all of you have an interesting story to tell.

For those of you who are new to NAME REMOVED, I’d like to share a bit about our organization: We started in 2001 with the mission to increase the number of women business leaders. With the dedicated commitment of 40 **companies**, 50 **business schools**, 10 **undergraduate universities** we achieve our mission by providing knowledge about business careers and education, and facilitating opportunities for networking.

* In 15 short years:
	+ We have built a remarkable **global network** that’s more than **70,000 members strong**.
	+ We have worked to **strengthen the representation of women in MBA programs**. Female enrollment has **risen from 28%** when we launched our efforts to **35% today**.
	+ We have supported **more than 3,900 women pursuing MBAs as Fellows**, who have received **$85 million in scholarships** from NAME REMOVED sponsor schools.
	+ And, this year alone, we’ve posted more than **2,400 jobs**—and hosted more than **70 webinars, 34 events**, and counting.

I am very proud of our accomplishments over the last 15 years, we have made substantial progress, and we have further to go on our journey.

Speaking of journeys, whether you are about to enter an MBA program or will soon start your second year, all of you are at the beginning stages of exciting journeys as women business leaders.

I’d like you to consider approaching the next two days as a short journey – an opportunity to transform both yourself and others. We’re calling it a transformational “power trip” – but not in the conventional sense of the phrase. We mean that you all gain power in coming here – during the next two days you have an opportunity to transform some of your existing ideas, networks, and relationships and build them into something even more powerful. My hope is that after leaving here, you will feel transformed.

You are going to hear from and learn about some very accomplished women over the next two days – women who have received their MBAs and made a transformational journey. Women who have drawn on the experiences of others to succeed and enhance their power. Women who have leveraged their strengths and applied their power in positive ways.

I hope this conference gives you some insights into the rewards that an MBA can bring. Before we depart, I am inspired to share some additional wisdom that I hope will enrich your journey the next two days and beyond:

* **#1 Your career is not a solo journey.** Instead it is one to take with the people you meet here, in your schools, and eventually in your workplaces. Seize opportunities to learn from your peers as well as the women who have come before you. Recognize that your power comes not from your isolated experiences and successes, but from collaborating and sharing what you have learned.
* **#2 Your career accomplishments will be in direct proportion to how much you connect with and help the people around you**. People do business with people they know and like, and your social network is your most valuable currency. Get to know your colleagues and find ways to help them – not only will you be making a difference in their lives, but you will also be cementing your own legacy.
* **#3 Think big**. You may think you already know what you want to do after graduate school, but open your mind to the many possibilities that exist for you. It is a big world out there, and your career may take a few unexpected twists and turns. Some of these so-called “detours” can often be the most rewarding.
* **#4 Allow yourself to shine.** As bright, hard-working, ambitious women, you will develop invaluable skills while you are in school that are in demand in the marketplace. The world needs your talents. Don’t be afraid to show what you have to offer.

Thank you, and enjoy your day!