**EXECUTIVE COMMUNICATIONS WORK SAMPLE: SHORT VIDEO SCRIPT**

***Client:*** *Global professional services (consulting, accounting, tax and financial advisory) firm with more than 200,000 professionals*

***Deliverable****: Three-minute video script from US Chief Executive Officer to a group of high-performing professionals who were accepted into a competitive leadership development program*

***Purpose:*** *To kick off the group’s first meeting and introduce them to their first project “challenge”*

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

Happy New Year. I hope you’ve taken some time off to reinvigorate yourselves. I know you’re heavily committed – not just to your regular responsibilities, which are substantial, but also to the strategic projects that you are undertaking on behalf of the organization.

The work you’re doing will help us address the greatest challenges we face today – attracting top talent, duplicating our best practices in India, creating and sustaining a culture of innovation, demonstrating responsibility and stewardship in our communities, and planning for growth. Your selection to think through these challenges reflects the confidence COMPANY NAME REMOVED leadership has in you.

For the past two years, my predecessor, NAME REMOVED, has challenged *your* predecessors to think about another strategic question in addition to the project related-ones, and to bring their best thinking to a meeting later in the year. Having heard rave reviews about the process, I’d like to pose my own challenge to you, on a topic of great importance to me – both strategically and personally.

In October, after a year of thorough analysis, we recommended to our Board of Directors that we take the necessary steps toward the creation of a bricks-and-mortar facility that we are currently calling NAME REMOVED – and I am pleased to say that the Board approved our recommendation. This decision puts us on the path to becoming a dedicated learning organization and a standard-setter in the areas of leadership development and innovation. Not only will this move resonate with the best talent in a challenging and ever-competitive recruiting environment, but it will also demonstrate our commitment to enhancing the careers of the great people who are already here.

We’re not building NAME REMOVED so we can continue to use the old learning tactics in a new location. Our objective is to *revolutionize* the way we learn and develop our leaders at NAME REMOVED. So here’s what I’d like to ask:

* What do we need to change about the way we learn and develop people?
* How can we start making these changes immediately?
* What overall challenges do we need to anticipate as we create NAME REMOVED – and how can we overcome them?
* What should our key themes and messages be as we begin to communicate about and create a brand for NAME REMOVED internally?

Think about what you’d like NAME REMOVED to accomplish for you and for the people you lead. And tell me what you really think, not what you think I want to hear. My expectations are high – but I have great confidence in your ability to help shape the future of our organization. I look forward to hearing your ideas in person this spring and wish you all the best of luck with this challenge.