

19 SUPERPOWERS

**YOUR SPEECHWRITER MUST
HAVE TO CREATE YOUR
AWARD-WINNING SPEECH**

**How to work with a speechwriter
to get a standing ovation
the next time you speak**



by Teresa Zumwald
CEO, Zumwald & Company



INTRODUCTION

If you have a speech coming up – but you're way overbooked, already too busy managing people and projects, and worried your speech will never turn out the way you want – it's time to work with a professional speechwriter.



For a leader who's never worked with a speechwriter before, it can seem like a big leap.

- "What am I getting into?"
- "How does it work?"
- "Who can I trust?"

Your biggest question is probably this: "What can a speechwriter bring to the table?"



In a word – **superpowers!**

Superhuman abilities, traits, attributes, strengths and external factors – applied at the right time and place – so you have an award-winning speech to deliver every time you speak.

If you're getting ready to work with a professional speechwriter, check and see whether your speechwriter has these 19 essential superpowers:



SUPERPOWER 1: ENERGY CONVERSION

The ability to absorb all the energy and passion you possess about your topic and convert it into **a new kind of energy** destined to inspire, persuade and motivate your audience.

SUPERPOWER 2: REACTIVE EVOLUTION

The ability to ask all the right questions upfront – and **swiftly adapt and advance** – to craft the precise speech you want, need and expect to deliver.



SUPERPOWER 3: SUPER LEARNING

The ability to instantly soak up the **firehose of information** flowing fast and furiously from you and others during the research phase of your speech.

SUPERPOWER 4: TELEPATHY

The ability to read your mind – to comprehend and interpret **exactly what you are thinking** (but may be having trouble articulating); the mental might to sort your ideas and connect all your dots.

SUPERPOWER 5: EMPATHY

The ability to perceive – with remarkable accuracy – what your audience will be thinking about and feeling the day of your speech; the resolve to keep the **audience's thoughts and feelings top of mind** while drafting your speech.

SUPERPOWER 6: SHAPESHIFTING

The ability to morph as needed – by observing, listening and learning from you – to **write YOUR speech in YOUR voice**.

SUPERPOWER 7: SUPERCOMPUTING

The ability to retain and access large amounts of information **at a moment's notice** (the best speechwriters know a little bit about a lot of things in the universe); the wisdom to mine and apply only the **best bits and bytes** to your speech.

SUPERPOWER 8: EXTREME LUCK

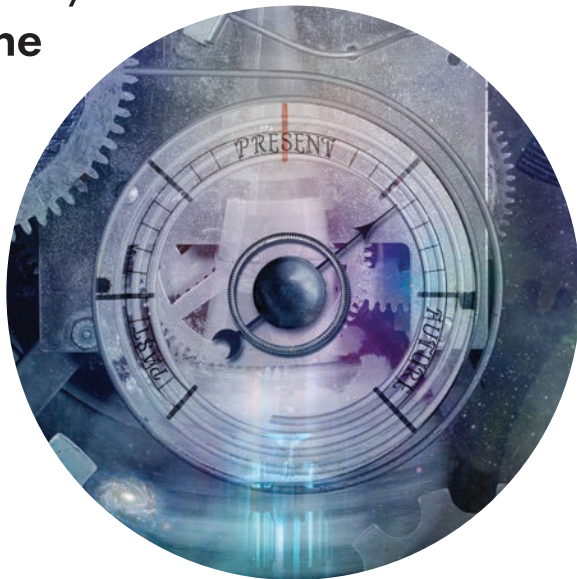
The ability to **summon the Muses** – landing just the right theme, organizing principle, stories, metaphors and turns of phrase – so you speak like a superstar.

SUPERPOWER 9: PERSUASION

The ability to use one or more of Dr. Robert Cialdini's six principles of persuasion – reciprocity, commitment, social proof, liking, authority and scarcity – so you can **influence your audience**.

SUPERPOWER 10: TIME TRAVEL

The ability to transport people backward and forward in time so your audience can **see the past and imagine a different future** based on where you intend to lead them next.



SUPERPOWER 11: PHEROMONES

The ability to tell a story or share an idea that triggers an **emotional response** – like happiness, sadness, fear, surprise, anger, pride or excitement – so you can set the stage for **changing how your audience thinks or behaves**.

SUPERPOWER 12: EARTHQUAKES

The ability to shake things up – to rock your audience's world just a bit – so you can make **points with a punch** during your speech.

SUPERPOWER 13: DANGER WARNING

The ability to **sense and advise you – far in advance** – that a wrong tone, complicated stories, questionable statements or words that are distasteful or incoherent will get you into a quicksand of trouble, making extrication virtually impossible.

SUPERPOWER 14: X-RAY VISION

The ability to see through anything – like a flawed argument – and provide the **guidance needed to shore it up** long before you go onstage.



SUPERPOWER 15: STEEL SKIN

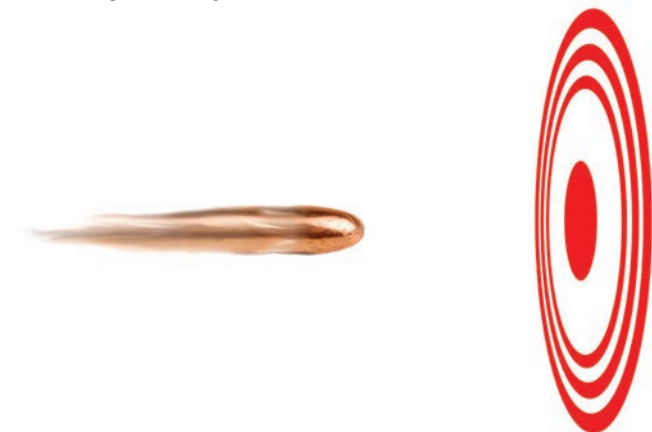
The ability to gracefully weather any and all feedback to a speech in progress and to **welcome your constructive suggestions** with extreme humility.

SUPERPOWER 16: SOUND-TO-LIGHT CONVERSION

The ability to magically transform mere spoken words into **bright ideas** that will enlighten your audience so they can **see what you see**.

SUPERPOWER 17: SHARPSHOOTING

The ability to aim – to craft remarks that **always hit the bullseye** – so you can make the right point, the right way, at the right time every time you speak.





SUPERPOWER 18: HEALING OTHERS

The ability to give you, as a leader, the words to say **when speaking is difficult but important** – during times of trial, tumult or tragedy – so you can begin to heal the wounds of people who are troubled or in pain.

SUPERPOWER 19: INVISIBILITY

The ability to remain in the background, unseen by all others, so that **YOUR presence, YOUR voice and YOUR ideas** as the speaker shine forth.



CONCLUSION

If you have a speech coming up, look for a speechwriter with these 19 superpowers that can help you turn things around.

Make a world of difference.

And ultimately save the day.

ABOUT THE AUTHOR



Teresa Zumwald

CEO, Speechwriter,
Executive Speech Coach & Storyteller

Opening her own shop in 1989 was an experiment that's never ended for Teresa Zumwald: a speechwriter, executive speech coach, executive communication adviser and three-time corporate history book author.



At Zumwald & Company, Teresa works 1:1 with leaders to write and deliver speeches and presentations that change how people think or behave.

Since 2012, her speeches have won 28 international, national and regional awards including 21 Cicero Speechwriting Awards from Vital Speeches of the Day.

Among her clients are board chairs, C-suite leaders, entrepreneurs and subject matter experts from the Fortune 500 and other U.S. and international firms including the former owner of two global manufacturing companies based in Europe.

She routinely serves leaders as a thought partner and ghostwriter of executive communication for employees, shareholders, customers, partners, suppliers, the media and the public.

Teresa has also collaborated as the writer of a business book, authored by an executive, that was published in 2020 for stakeholders of a private corporation. An expanded second edition is now in progress.

Teresa is a frequent lunch-and-learn, webinar and workshop presenter on confident public speaking, teaching leaders how to rework their own speeches and presentations to change how people think or behave.

Teresa earned a bachelor's degree in journalism from The Ohio State University and later trained under an international speechwriter and speech coach.

We help leaders **innovate** so they **resonate** when they **communicate.**TM



SPEECHWRITING

The best speeches
change how people
think or behave.

Will yours?



SPEECH COACHING

Get honest feedback
in real time.

Then deliver your next speech
with presence and power.



EXECUTIVE COMMUNICATION

You have the right ideas.
Do you have the
right words?

We do.



SPEAKING & TRAINING

Want to be a
better leader?

Become a better
communicator.

BONUS RESOURCE:
What's the process
when you work with
a speechwriter?



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