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# 7 CREATIVE WAYS TO LEARN HOW TO WRITE A SPEECH

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I had the privilege of facilitating Public Speaking classes in Covenant University, Nigeria for the 9 years and the experience was amazing. With an average subscription of 200 students per year, I was able to train and coach about 2000 undergraduate students in the science and art of Public Speaking.

In this article, I will share 7 ways to create a simple speech. This has proven to be an effective way to writing speeches for non-professionals. A speech is an expression of ideas using words. Every speech is a combination of sentences. These creative ways will work best sentence after sentence. It is writing great sentences that makes writing a great speech possible.

- **EXTEND WORDS BY A RHYTHM.** A rhythm has been described as a strong, regular repeated pattern of movement or sound. This can be a physical pattern as in a dance or even a speech. For the purpose of a speech, it is the measured flow of words and phrases in verse or prose as determined by the relation of long and short or stressed and unstressed syllables. When writing a speech, you may wish to build a sentence using this pattern. An example such as: The **vision** of our **organisation** is to ensure our people have the **passion** to deliver our **mission** and consolidate our corporate **position** in this **nation**. When this kind is built into your speech consciously, you are most likely going to see a creative speech emerge.



- **RE-WRITE SPEECHES USING YOUR OWN WORDS.** This is not an attempt to encourage plagiarism, rather it is a way to stimulate creative thinking during the writing process. Today's language differs from the language usage in the days of Shakespeare. An individual can choose to learn how to make great speeches by re-writing speeches containing old language or even contemporary speeches using different words to convey the same message from the speaker. For example, the famed Gettysburg address of President Lincoln started with this sentence:

*"Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal."*

It can be re-written as follows:

*"87 years ago, early nationalists conceived an idea of a nation that will be dedicated to the equality of all men. Today, that conception in Liberty is bedrock of the American continent."*

Learning to write this way will stimulate the mind of the writer and develop in him better writing abilities.

- **USE QUOTES:** The message in your speech will definitely have themes and subject areas. The points you seek to drive home to your listening audience can be furthered strengthened by the use of quotes. In using quotes, you can choose to devote 3 or more sentences to elaborating on the quote and the elements within it that solidifies your message.
- **USE STORIES:** The message in a speech is not only told by the words of the speaker alone. There are occasions that can help impress the message of the speaker. One of such is the stories of others. Using the story you read or heard can help give value to your speech. It can be used as an illustrative tool to emphasise a particular message in the speech. Listen to stories and write them in your own words with emphasis on what your message is centred on. You can also leverage on fables to make an analogy of a message that you wish to pass across to your audience.



- **CRITIQUE A SPEECH.** Dictionary definition of critique suggests that it is a detailed analysis and assessment of something, especially something literary. One way to make a good speech is to watch or listen to great speeches and critique them. Note your critique as inputs for an improved speech. You can rewrite that same speech by using the suggestions for improvement that you have noted during your critique. This approach will help strengthen your writing and imaginative skills in writing.
- **USE FACTS:** Many writers today fill pages with emotions and biases rather than intelligent information. One way to learn how to write a good speech is to ensure you source for facts from credible sources on matters related to your subject of discourse. Arrange these facts in your speech in an orderly manner where the listener can connect it with your advocacy.
- **PERSONAL MOMENTS:** Many renown writers today reflect on their personal experiences to make beautiful pieces of literary work which includes writings. You must learn to tell your story in a captivating way. You can embed your personal story to pass across your message to the listening audience. Embedded stories of great comebacks have made excellent speeches. This is one creative way to learn how to make great speeches.

These ways are by no means an exhaustive list of things to do to write a speech but they represent creative approaches to ensure that your speech is seasoned with styles that interest and entertain the reader while passing across your message.





### Establish Rhythm

Create a rhythmic flow of words



### Incorporate Quotes

Strengthen message with relevant quotes



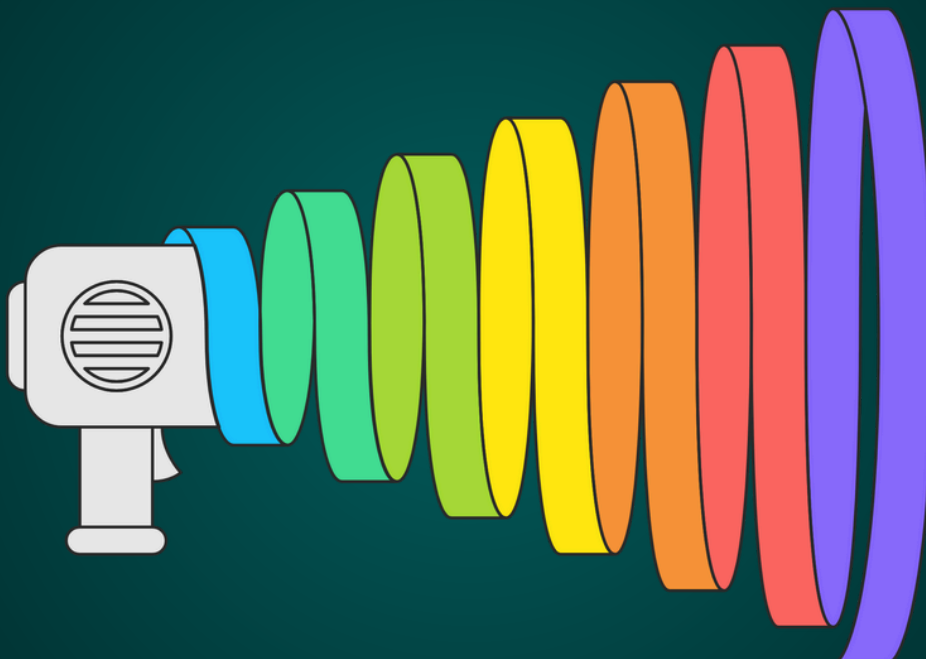
### Critique Speeches

Analyze and improve existing speeches



### Share Personal Moments

Connect with audience through personal stories



### Rewrite in Own Words

Stimulate creativity by rewriting



### Use Stories

Illustrate points with engaging stories



### Include Facts

Add credibility with factual information



## Profile for Dr. Olumuyiwa Akinrole Oludayo

Dr. Olumuyiwa Akinrole Oludayo is a transformative leader and consultant with a distinguished career across higher education, human resource management, and organisational development. His professional journey reflects an enduring commitment to influencing impactful change and advancing practices that drive growth and excellence at both individual and organisational levels.

With a strong foundation in academia, Dr. Oludayo has contributed extensively to higher education as a Member of Faculty for Human Resource Management, guiding the next generation of professionals and leaders. His roles as Dean of Students, Registrar, and Director of the African Leadership Development Centre have enabled him to influence institutional leadership and capacity-building across Africa, crafting learning environments that are centred on holistic development and resilience.

As a Research Fellow with the Chartered Institute of Personnel Management of Nigeria, Dr. Oludayo has made notable contributions to HR practice in Nigeria. His publications and development of frameworks have significantly shaped best practices within the industry, equipping HR professionals with contextually relevant strategies that address both contemporary and emerging challenges.

Organisations that engage Dr. Oludayo's consulting expertise benefit from a wealth of experience and a bespoke approach to people management. Through his work, he has supported a diverse range of organisations in optimising their talent strategies, enhancing leadership capacity, and creating resilient teams. His consulting work is marked by a commitment to solutions that are analytically robust and deeply aligned with an organisation's unique culture and objectives.

By partnering with Dr. Oludayo, organisations gain access to innovative approaches to talent development and organisational effectiveness. His strategic guidance encourages a culture of resilience, adaptability, and continuous improvement. His proven ability to integrate strategic insight with a people-centred approach makes him an invaluable asset for organisations striving for sustainable growth and a competitive edge.

In bridging the realms of academia, research, and practical consulting, Dr. Oludayo offers a holistic perspective that is both visionary and results-driven. His contributions go beyond enhancing performance; they cultivate lasting organisational value, enabling businesses to thrive through a stronger, more cohesive approach to human capital management.

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