

August 1988

TO: Executive Addressed

FR: James E. Lukaszewski, APR Chairman

RE: Golab's 12 Good Answers to "Why Speeches?"

Persuading senior executives that public presentations have bottom-line value is one of the greatest challenges facing management communicators. In principal, management supports the idea of executive visibility. Persuading executives to actively seek public forums is another matter. Eileen Golab, manager of executive communications for The Boeing Company, has come up with 12 good answers to your question, "Why should I give speeches?"

- Speeches influence stock price.
- Speeches elevate corporate stature in the investment community.
- Speeches affect the bottom line.
- Speeches gain community and consumer acceptance of programs.
- Speeches build support for issues important to the corporation.
- Speeches impel a corporation to be active rather than reactive.
- Speeches position a corporation as an industry leader.
- Speeches identify a corporation as a responsible citizen in the communities it serves.
- Speeches persuade the opposition to see a corporation's perspective.
- Speeches motivate employees.
- Speeches support a corporation's marketing mission.
- Speeches unify the goals of government relations, media relations, financial relations, community relations, and corporate relations.

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