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| **PLEASE COPY / PASTE THE FOLLOWING QUESTIONS INTO A WORD DOCUMENT AND ATTACH AS A FILE.**  In case you have problems with the form, send us your word document with instructions to: **instructions@ezspeechwriters.com** |  |
| 1. **To what size group will the speech be delivered?**  Large (100+ people), Medium (50 to 100 people), Small (25 to 50 people), Intimate (1 to 25 people)   **Answer 25 people.** |  |
| 1. **The speech will be delivered to a group made up of mostly?**  (Family, Friends, Colleagues, Business Associates, Employees, Clients, Media, Invited Guests, Crowd, Specific Ethnic Group, Children, Congregation, Teenagers, or other)   **Answer: Peers, Managers, business leaders, HR business partners and leadership advisors** |  |
| 1. **Where will the event be held?**   **Answer: At a Irvine Company Conference Room in California** |  |
| 1. **What kind of speech do you want?** (Funny,Sentimental Heartwarming, Informative, Informative, Poetic, Serious, Dramatic, Story telling, Professional presentation, Combination of one or more styles)   **Answer: Story telling, professional, persuasive** |  |
| **5. Is there a key person(s) to whom the speech will be given? Tell us their name(s) and a little about his/her personality.** |  |
| **6. Please share information about events or memories you have together that you would like mentioned in the speech.** |  |
| **7. What do you want your audience to think or feel as a result of experiencing your presentation?**  **Confident in my leadership skills, I learned something in this series of classes that I can apply** |  |
| **8. Is there an action that you would like your audience to take as a result of experiencing your presentation?** |  |
| **9. What is your deadline for delivering the speech? Practice speech by Tuesday, August 21 8AM.** |  |
| **10. Finally, please provide your speechwriter with any additional information you would like to have included in your speech. Include all information you feel is essential to your speech.**  **Formulate a 5 minute speech in regards to my leadership brand and what I have learned about myself/leadership brand that was most impactful. Select 1-2 concepts from the program I have applied. This program is for upcoming leaders that do not have direct reports. How do I become an effective leader when I do not have anyone directly to lead.**  **I have a leasing coordinator that reports to my direct and I need to be able to lead and influence him. I want to focus on communication skills with him. Adjust my message according to my audience, and speak with confidence and credibility with him. Explain to him the whys, hows, etc. so it helps him understand full circle and in turn helps myself and my director in the long run.**  **About myself: I have worked for the company for 10 years. Moved up the ranks and I am the only Leasing Coordinator that has been promoted to a leasing manager in charge of my own portfolio. Very rare to have women in this position. Need to balane sweet and nurturing with assertiveness and confidence. My leadership brand should emcampss this. Communication is key to being a women in this industry.**  **Side note: when I started this series, I found out I was pregnant and am 8 months pregnant. Funny story….I literally rolled my eyes when I found out aside from working more than 40 hours a week, being pregnant, etc. I was enrolled in this leadership brand class. What more could I add to my plate. Oh and I recently got a 300,000 SF acquisition added to my portfolio last year.**  **Need to have a beginning, middle and end to story.**  **Some feedback I got regarding communication style was “Be confident when addressing a group” and “At times Gabby can come across aggressive”. Ouch!** |  |