

Top 3 Moments: Terry Szuplat #2

1. How the work is distributed between team members

Speeches are either assigned to the team or on the calendar. When there's a speech coming up, everyone has the opportunity to say "I'd like to work on that." On the other hand, if nobody wants to work on a specific task, someone would be picked for it.

As you can imagine, a speech wouldn't sound good if it's written by 12 different people, so instead of all working on the same speech, team members suggest edits and fact-check information.

2. Political Speeches

There are rules in the government limiting the people who can do political work to prevent the president from abusing the government, people, and money for his or her own interest. Szuplat was one of the people prohibited from doing political work. However, his colleague did work on political affairs.

He was not allowed to do work that supported one particular political party, and there were a lot of laws in place for the position.

3. Clients and how they present speeches

As a speechwriter, Szuplat explains that as he is writing a speech, he can hear it play out in his head. In his experience, President Obama always gave excellent speeches, and sometimes even surpassed what Szuplat had been envisioning.

However, some people don't do justice to the speech they are presenting. They may:

- fumble a phrase
- not pronounce it with rough emphasis or power

It's not that they're poor speakers; they just aren't as practiced as some other people are. For one to be good at giving speeches, they have to work for it.

Just like people who can play a sport or an instrument well, there is effort you have to put in to become a good presenter.