

How to Inspire like Royalty: 5 Tips for Crafting Inspirational Speeches

This month we take a look at what it means to be inspirational, and how to communicate with impact. At the office or dinner table, these tips will help you speak with effective passion.

This past Saturday, November 11th, the United States celebrated Veterans Day to honor our military veterans. This time of year reminds us of the closing remarks recently made at this year's Invictus Games. Founded by Prince Harry in 2014, this international multi-sport event hosts wounded or sick armed services personnel. In his closing remarks, Prince Harry makes use of a few key strategies that transform his words into an inspirational message. Follow these 5 tips to make your toast a legendary memory.

1) Use imagery everyone relates to: It doesn't always have to be the "embarrassing behind-the-scenes" story of the newlywed couple, you can use storytelling around ideas that capture common ground. Notice how Prince Harry mentions specific people, places and events. We might not have the same daily life but we can all understand the determination it takes to be a beginner, injured or otherwise cast out.

2) Find solace in discomfort: In order to captivate the audience, start your story with a challenging issue many are faced with. Emphasizing an issue creates discomfort that can help focus attention because it forces the audience to review their previous assumptions in reflection of new information. This method is less about creating negative feelings, and is more a simple device to create community. Participants surely experience a different daily life than him, but Prince Harry unites understanding by mentioning the passionate experience and dedication to the event itself.

3) Use repetition again and again: You don't have to have a dream to understand the residue repetitive phrases can leave on an audience. Repetition in tone, phrase and imagery can keep the audience invested as the message develops.

4) Remember to KIS(S): Keep it simple, stupid! In reviewing the full transcript of Prince Harry's speech, notice how to the point it is. There is a core message with impactful phrasing - all under 1500 words. How can you say more with less?

5) Show don't tell: Invite the audience 'into' your scene. Utilize the senses by describing what they experience. Don't spend time justifying the situation, craft a story for your audience with a start, finish and moment of drama in between.

Inspirational communication is a learned skill everyone can learn. From public speeches to small-group settings, effective messaging strategies aren't reserved for the royal! Follow these simple strategies to be an inspiration to all this holiday season. We thank all of those who have dedicated to service and wish warm holiday cheer for celebrations ahead. Make this a year to remember with a toast that inspires!

The complete transcript of Prince Harry's remarks can be found online at:

<https://www.royal.uk/prince-harry-gives-speech-closing-ceremony-invictus-games-toronto>