CRAFTING A STUMP SPEECH

Talk to us!

Use the chat box on the left to say hi & ask us your questions!
Today’s webinar will be recorded & available for on-demand viewing for members of VRL Nation.
Strengthening democracy by unleashing the power of women leaders through training, technology, & community.
YOUR PRESENTER

- Coaching business, nonprofit, education, and political leaders for the past 8 years.
- Facilitates workshops and training programs in planning, leadership, communication, culture and team building.
- Helps individuals and teams clarify their goals, identify roadblocks, and strategize solutions that work.
- Helped launch and develop 3 other companies.
- Likes getting her hands in the dirt with Denver’s urban farming and local food network initiatives.

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PURPOSE OF A STUMP SPEECH:

• Connect, Get to know
• Build Relationship
• Establish Brand / Impression
• Overcome a perceived weakness
• Focus on Message
• Inspire
USE A STUMP SPEECH TO:

• Enlist, Enroll, Engage
• Increase Relationship – People vote for people that they like and trust
• Build Recognition
• Build Credibility
• Spotlight your Leadership Qualities
STARTING POINT
WHAT IS YOUR BRAND?
WHAT IS YOUR BRAND?

• When people think of you, what associations do they make?
WHAT IS YOUR BRAND?

• When people think of you, what associations do they make?
• Which associations do you want to make?
LEADERSHIP QUALITIES
LEADERSHIP QUALITIES

Strengths
Unique Ability
LEADERSHIP QUALITIES

Strengths
Unique Ability
Focus
LEADERSHIP QUALITIES

Strengths
Unique Ability
Focus
Values
LEADERSHIP QUALITIES

Strengths
Unique Ability
Focus
Values
Experience & Expertise
WHAT IS YOUR BRAND?

• When people think of you, what associations do they make?
• Which associations do you want them to make?

Take charge of it.
DESIRED OUTCOMES?
DESIRED OUTCOMES

What do I want the audience to take away from my speech? These may include impressions, understandings, actions, and relationship.

What is it about you and your message that you want your audience to remember?

3 – 5 clear goals
STRUCTURE
QUESTIONS A GOOD STUMP SPEECH SHOULD ANSWER:

1) What is your story?
2) Why are you running?
3) What is the problem?
4) Who is the problem?
   What’s your vision.
5) Why are you the solution?
6) What can they do?
WHAT IS YOUR STORY?
WHAT IS YOUR STORY?

• How and where does it align with your brand?

• How does it support your desired outcomes?
YOUR STORY
YOUR STORY

• Own it
YOUR STORY

- Own it
- Spotlight
YOUR STORY

• Own it
• Spotlight
• Frame it
YOUR STORY

- Own it
- Spotlight
- Frame it
- Relevance to goals
YOUR STORY

• Own it
• Spotlight
• Frame it
• Relevance to goals

How does it align with your Brand and support the Desired Outcomes?
WHY ARE YOU RUNNING?
WHY ARE YOU RUNNING?

• Intersection of your passion, experience, and what the voters care about

• Intersection of your values and what the community cares about

• Typically general on platform issues
  – “an economy that works for all”
  – “downtown development that is smart and maintains our traditions”
WHAT IS THE PROBLEM?
WHAT IS YOUR VISION?

#VRLNation
WHAT IS YOUR VISION?

• Ideas - Solutions
• Current Issues in Community
• Values
• Inspire
WHY ARE YOU THE SOLUTION?
EXAMPLE: FAITH WINTER’S STUMP SPEECH

Look in the chat box now for a link to Faith’s Stump Speech. Download and follow along with us if you haven’t already!
1, 3, 5+ MINUTE VERSIONS
DELIVERY

• Connect – Relationships matter.
• Open & Close
• Be Natural – Apply your style & strengths
• Aligned with desired outcomes & brand
• Movement / physiology may be your friend
RELATIONSHIPS MATTER
CONTINUOUS IMPROVEMENT

• Practice and Improve - lots of opportunities
• Iterate – race relative issues may change, new ideas and inspiration
• Choose your coaches and solicit feedback selectively
  • Fine tune, try things
  • Stay present
• Have Fun
GENERAL MESSAGING
BEST PRACTICES

• Audience-centric – Why do they care?
• Be clear and concise
• Memorable & Relatable
REFERENCES:

• Simon Sinek’s TED Talk, *How great leaders inspire action*
• Amy Cuddy’s TED Talk, *Your body language shapes who you are*

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National GO LEAD
Join us May 8-9 in St. Louis, MO

REGISTER

VoteRunLead.org/national-go-lead

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#VRLNation
Join us in St. Louis!

You’re Invited

National Go Lead

May 8 & 9
St. Louis, MO

National Go Lead will focus on the full range of VoteRunLead, from voting rights & reforms to women’s leadership in civic life.

Powered by Target

stuck on what to say?
try one of these

#VRLNation
Please wait for the meeting window to close (don’t close it yourself) and you can fill out the satisfaction survey about today’s webinar so we can continue to tailor your workshops.

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