



Barbara Rinehart 🍷

## SPEECH WRITING

### PRESIDENT'S WELCOME

My responsibilities were:

- 🍷 Interviewed Pharma president
- 🍷 Discussed challenge with marketing
- 🍷 Defined objectives
- 🍷 Wrote speech

## XYZ Pharmaceuticals

### President's Challenge – Speech

Welcome honored winners and guests! Welcome to Australia – the land down under. I am John Doe, President of XYZ Pharmaceuticals. I regret not being with you to offer my sincere congratulations on a job well done, but my congratulations are no less sincere. And I am delighted to recognize you for your efforts.

The President's Challenge began in 2001. The challenge continued in 2002. Yet only a few select reached the target. Because you met our objectives, we achieved over 3 billion dollars in drug sales this year. You made this happen. By challenging ourselves, our drug remains one of the top antidepressant brands worldwide. With this effort, thousands of men and women live in remission from the symptoms of their depression and anxiety disorders.

You have helped them pull their lives together. Your dedication has allowed them to achieve their own personal goals. Your role in promoting our drug deserves reward. Accept it graciously and enjoy your time in Sydney. Enjoy this unique and diverse culture. I especially wish to extend thanks to all of the guests here who, while not directly involved with the challenge, are no less important. Your support made achieving the President's Challenge possible. You too can take credit for all of us reaching our stated objectives.

The President's Challenge was a first. The first ever, global incentive program we have attempted. You surpassed our goals in record time by embracing our core values. You are to be commended for your commitment to quality, your leadership and integrity, your respect for people and your collaboration with others. You made this happen in 2002, you can make it happen again. Use your resourcefulness, determination, and persistence. Strive for more, achieve no less. Continue to embrace the core values that got you to the top. I know they will guarantee you success in the future. Especially next year as the President's Challenge continues. Next year's mark is \$XXX billion. I am confident you will realize this and more. And I will get to see all of you —Winners of the President's Challenge.