

Executive Groundbreaking Ceremony Speeches – Outdoor and Indoor

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Work Sample Overview

Engagement Details

Engagement Type

Ghostwritten Ceremonial Speeches – Live Delivery, Two Settings

Occasion

Groundbreaking Ceremony, East Valley
Partner Facility Expansion

Delivered By

Executive Leader, healthcare nonprofit,
Phoenix

Date

2024

Outcome

Both delivered as written

This document is a portfolio work sample presenting two speeches written for the same event – one for the outdoor public ceremony and one for the longer indoor program. The speaker is an executive of a Phoenix-based healthcare nonprofit. Identifying details have been removed.

Strategic Notes – Same Event, Two Registers

A groundbreaking ceremony with both outdoor and indoor components requires two fundamentally different speeches from the same speaker on the same day.

OUTDOOR REMARKS


Public & Brief

The outdoor remarks are public and brief. Media may be present, city officials and neighbors are in the audience, and the moment belongs to the milestone. The language needs to land efficiently for a mixed audience that may be encountering the organization for the first time. This is not the place for a full story – it is the place for a clear statement of purpose and a generous acknowledgment of partnership.

INDOOR REMARKS

Personal & Sustained

The indoor remarks are for the room that earned it – partners, staff, board members, close supporters. People who already understand the work and simply need to feel the weight of what they have helped build. That audience can hold a longer speech, a fuller story, and a more personal close. Patient's recovery arc – from crisis care at the nonprofit center to step-down housing to reconnecting with family – lands in that room because the people listening have spent years making it possible.

 Writing the shorter speech for the public audience and the longer, more personal speech for the inner circle is the judgment call. Most speakers deliver the same remarks twice with minor adjustments. **These two speeches are written for two completely different moments.**

Outdoor Ceremony Remarks

Good morning, everyone. I am honored to be here with you today. This moment means a great deal to our organization and to me personally.

Before anything else, I want to express our deepest thanks to our housing support services partner and the team here at this East Valley facility. We have been partners for years now, and the work we have accomplished together has made a lasting impact on so many lives.

At our healthcare nonprofit, we know that healthcare is more than medical treatment. It is about offering people a sense of dignity, hope, and the time and space to truly heal. Our medical clinic here allows us to do just that. Several days a week, our team is here providing medical care to individuals who are facing homelessness. For many of them, this is their only opportunity to get the medical attention they need.

What we are doing here is not just about treating an illness – it is about helping people get back on their feet, healthier and more stable. And there is something very special that our housing partner does for us that I want to highlight: the **10 step-down beds** they provide. These beds are for individuals who have come through our medical nonprofit centers – people who have made real strides in their recovery but are not quite ready to be on their own. These beds give them the extra time, care, and support they need to continue healing. Without this resource, it is all too easy for someone to fall through the cracks. Here, they get the support to keep moving forward.

What we are celebrating today is more than **30 new housing units** – it is about opening more doors for the individuals in Maricopa County to rebuild their lives. This project means more opportunity, more stability, and more hope for so many who need it.

Thank you to our housing partner for being such a dedicated partner. And thank you to everyone here today for supporting this work. Together, we are not just breaking ground – we are building a stronger, more compassionate community. Thank you.

Audience

City officials, neighbors, media, general public

Register

Institutional, efficient, clear statement of purpose

Close

Generous credit, clean and direct

Indoor Program Remarks

Good morning, everyone. I am truly grateful to be here with you today. This moment feels important – not just for our healthcare nonprofit, but for our entire community.

I want to start by acknowledging our housing support services partner and the incredible team here at this facility. The work we have done together has been meaningful, not just for those we serve, but for all of us involved.

At our healthcare nonprofit, we understand that healthcare is about so much more than treating physical ailments. It is about recognizing the inherent worth in every person we encounter. It is about offering a hand to hold when the path seems darkest. That is the heart of what we do here. When our team provides care, we are not just treating bodies – we are nurturing hope and reminding each person of their innate value.

Patient's Story

Let me share a story that illustrates the power of this partnership. Patient, an individual from out of state and parent of multiples, came to Phoenix for work. Life took an unexpected turn when they woke up in the emergency room, [situation redacted] – and they had no family nearby.

This is where our partnership became essential. After Patient's stay at our Nonprofit Center, they transitioned to this facility. They found not just a place to stay, but a supportive environment to continue their recovery. The step-down beds provided by our housing partner became the bridge between crisis and stability.

I am particularly grateful for those **10 step-down beds**. They represent a space where healing can deepen and self-belief can grow. In a world that often moves too fast, those beds offer something the healthcare system rarely provides – **time**.

Today, as we celebrate these new housing units and this expanded partnership, we are marking a turning point for the individuals of Maricopa County who need exactly what we have built here. Every bed is a decision made by people in this room. Every door that opens for someone like Patient opens because of your commitment, your presence, and your willingness to do this work together.

Thank you for being the kind of partners who show up not just at groundbreakings, but every single day. Together, we are building something that will outlast all of us – and that is exactly the point.



Patient's arc – from crisis care to step-down housing to reconnecting with their family – is the story that lands in the indoor room, because the people listening have spent years making it possible.

What This Piece Demonstrates

Two speeches for the same event, the same speaker, and the same day – written for entirely different rooms.

OUTDOOR

Institutional & Efficient

The outdoor remarks are institutional and efficient: clear purpose, generous credit, clean close.

INDOOR

Personal & Sustained

The indoor remarks are personal and sustained: a patient story, an earned emotional close, a direct address to the people who built this.

📌 The ability to hold both registers simultaneously – and to know which one belongs where – is a function of **Resilience Architecture applied to executive voice**. The speaker never breaks trust with either audience. The organization's story is consistent; only the depth of entry changes.

This piece also demonstrates end-to-end executive ghostwriting fluency: **the speaker sounds like themselves in both speeches, at two completely different volumes.**

About Liz Sahadi Smith

Strategic communications executive with **25 years of experience** shaping institutional positioning, governing AI-era brand reputation, and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage | Category Engineering

Engineered the climate-adaptive healthcare category to generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture | Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment across 113 consecutive days** of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets. PBS/WETA documentary feature; coverage in The New York Times, Reuters, AP, NPR, BBC, Politico. **91% award win rate – 20 wins from 22 submissions.**