

Tool	Victory Speeches
<b>What It Is</b>	<p>Victory Speeches illustrate the desired end state and help you stay focused on addressing the core interests of each party in the conflict. The “thought experiment” is to imagine a speech that each protagonist could give to their adherents on the same day to celebrate a successful conclusion to a conflict from their point of view.</p>
<b>What to Use It For</b>	<ul style="list-style-type: none"> <li>▪ Working backwards from Victory Speeches helps reveal more possibilities for how to achieve a triple-win, that is, a successful outcome for both conflicted parties and for the Third Side – the community at large.</li> <li>▪ Victory Speeches can be used as strategic touchstones. As the situation develops, it is useful to refer to them regularly to keep your eye on the prize.</li> </ul>
<b>How It Works</b>	<p>Step 1. Begin with the <b>Strategic Empathy Module / Tool</b> and/or a <b>Key Actor Profile</b> to gather the insights you need on the different leader protagonists and their interests/needs.</p> <p>Step 2. List the leader's 3 key points as a single word or short phrase. Writing statements in first-person will ground you in the leader's perspective. If national security is important, the Victory Speech may include "I kept the country safe."</p> <p>Step 3. For each key point ask yourself, "What are the specific achievements that need to be addressed?" and "What promises need to be made?" Next to each key point, add 3 statements that provide more detail. If the key point is "I kept the country safe," you could build on it with statements like:</p> <ul style="list-style-type: none"> <li>a. "They will never threaten the homeland again."</li> <li>b. "We will not repeat the mistakes of the past."</li> <li>c. "Our allies will be safe at last."</li> </ul> <p>Step 4. Reflect on each key point and list any tough questions that the leader could encounter in response to the Victory Speech. Alongside each question, list the credible answers that the leader could respond with. This level of detail will help</p>

you prepare to position the Victory Speech with the leader who would deliver it.

- Step 5. Regard all the Victory Speeches as a set. They must work alongside each other and not contain contradictory elements. Adapt the Victory Speeches so that they also address the interests and constituents of the other side(s). The leaders who claim victory will need to act in concert with each other. Write their speeches so that they are harmonious.

### Example

**A SWAT Team 4 Peace led by William Ury began working in October 2017 to great an off-ramp to the conflict between the UN and North Korea. In their second DesignSprint in December 2017, they developed the first iteration of Victory Speeches for President Trump and Chairman Kim and over time kept iterating them to the following:**

**President Trump: “Beautiful Deal • Lasting Peace • Everyone Better Off”**

#### **THE DEAL OF THE CENTURY**

- Our policy of maximum pressure worked
- I succeeded where past Presidents failed
- We will end the longest running war in US history

#### **I’VE KEPT AMERICA SAFE**

- They will never threaten the US homeland again
- We will not repeat mistakes of the past
- Our allies will be safe at last

#### **IT WON’T COST US A PENNY**

- Those that benefit most will pay for reconstruction
- South Korea will pay their fair share on troops and trade
- North Korea will be a great economic nation

**Premier Kim: “Security • Respect • Security”**

**WE ARE STRONG AND SECURE**

- The era of war is ended and US “Hostile Policy” is over
- Our security is now guaranteed
- The dying wishes of Kim Il Sung and Kim Jong Il have been fulfilled

**WE WON THE WORLD’S RESPECT**

- We sit with the great powers
- We are recognized by the world
- Our inner strength will lead us ahead

**WE WILL BE A PROSPEROUS NATION**

- We will provide our people with affluent and civilized life
- We will create economic relations with other countries as equals for mutual benefit
- Education in science and technology will open doors to the future

Students of current events and recent history will note that statements by President Trump and Chairman Kim following their initial Singapore summit bore an “uncanny” similarity to the “imaginary” **Victory Speeches** noted above.

**Timing**

As you see from the above example, writing Victory Speeches is not a “one and done” exercise.

**Keep in Mind**

- Using **Strategic Empathy** and creating a **Key Actor Profile** can help you better understand a leader’s underlying interests and allow you to speak to that matters most to them.
- Consider **Visualizing Victory** to enable the protagonists and their supporters to connect with the essence of the Victory Speech on a visceral level.
- A short **Bridge Memo** shared with each protagonist suggesting “their” possible **Victory Speech** can open the door to possibilities that they and their staff may not have considered.