PORTFOLIO SAMPLE: CONTEXT

Fictional keynote address written for a company's board of directors, created as a portfolio sample. The company, executives and circumstances described are entirely invented for entertainment purposes and do not depict a real business, person or event.

Address to the board of directors

Board Chair, Safari Limited Corporation

Good afternoon, everyone.

I want to begin by thanking each of you for making time on short notice. What I have to share today is significant, and I want you to hear it directly from me rather than through the rumor mill that I know has already started.

As you are aware, our founder and chief executive officer passed away last month after more than three decades building Safari Limited Corporation from a single hot air balloon route over the Maasai Mara into the region's leading blimp and helicopter safari operator across Kenya, Uganda and Tanzania. His vision put thousands of travelers into the sky over some of the most extraordinary landscapes on Earth, and that legacy does not end with this announcement. It is, in fact, the reason for it.

Our founder's will was read to the board last week, and it contained a provision none of us anticipated. He has left full ownership of Safari Limited Corporation, including all voting shares, to Franky, a Galapagos tortoise he kept as a companion for the better part of two decades.

The will includes a specific condition attached to Franky's inheritance. So long as Franky is well cared for, his shell waxed daily and fed the finest greens available from the supermarkets of Karen, Nairobi, the board will retain controlling authority over company operations and executive decision-making without requiring his approval. Franky, our founder wrote, should be kept "amply distracted by his care" so that the company he built can continue to run without interruption.

Our founder left one further note, which I will read to you exactly as it was written: "As a 150-year-old tortoise, he has plenty more years of experience than all of you put together."

I share that not for levity, though I recognize it lands that way, but because I think it captures something true about how our founder approached this company until his last day: with humor, with humility about his own limitations and with an unshakeable trust in the people around him, even when his methods were unconventional.

Practically, nothing changes for our operations, our routes or our people. The board will continue to run this company exactly as we always have. What has changed is who technically owns the results of that work, and I think there is something fitting in that. Franky will be well cared for. We will do exactly as we were asked, and we will keep flying.

Thank you all for your trust and your patience as we move through this.