

Braxton Joy – Executive Communications Portfolio
Senior-Level Writing Samples for Royal Caribbean Group

Executive Speech Samples

This portfolio showcases two original sample speeches tailored for senior leaders at Royal Caribbean Group. Each piece reflects a different tone and use case — one for internal employee engagement, and one for external corporate messaging.

Speech 1: Anchored in People, Powered by Purpose

Context: Internal employee town hall

Voice/Tone: Inspirational, people-centered, executive voice

Full Speech:

Good morning everyone,

As I stand here today, looking out at the incredible team that powers our brand, I'm reminded of one simple truth: it's not just the ships that make us who we are — it's you.

From the engineers behind the technology that keeps us moving, to the guest services teams who create unforgettable moments at sea, you are the heartbeat of Royal Caribbean Group.

In a world that's evolving faster than ever, our strength lies not only in adapting — but in staying anchored in our values: innovation, inclusion, and a relentless focus on the guest experience.

Over the past year, we've faced new challenges, explored new frontiers, and welcomed new faces aboard our journey. And still, we've held true to what matters most — people.

That's why today, as we reflect on our growth and prepare for our next wave of transformation, I want each of you to know: your voice matters. Your ideas matter. Your work has purpose.

Because the journey we're on isn't just about exploring the world — it's about building one we're proud of. Together.

So let's keep pushing boundaries, supporting one another, and charting a course toward a future we believe in.

Thank you for your passion, your heart, and your commitment to making Royal Caribbean not just a place to work — but a place to grow, lead, and thrive.

Let's go make some waves.

Speech 2: Navigating Toward a Greener Horizon

Context: Press conference or industry sustainability forum

Voice/Tone: Strategic, visionary, forward-facing

Full Speech:

Ladies and gentlemen,

Thank you for joining us today. It's an honor to stand before you on behalf of Royal Caribbean Group — a company that not only explores the world, but deeply cares for it.

For over 50 years, we've built a legacy of innovation, hospitality, and bold thinking. Today, we take another important step forward — with the official launch of our *SeaGreen Initiative*, a long-term commitment to sustainable cruising.

This isn't just a strategy — it's a promise. A promise to reduce emissions, reimagine how we use resources, and invest in clean technology that propels us into the future.

Through our partnership with leading engineers, environmental scientists, and port communities, we've set ambitious — and achievable — goals:

- Net zero emissions by 2050
- 100% of ships equipped with advanced water purification by 2028
- A new class of vessels built with energy efficiency at their core
- But we know sustainability is not a solo voyage. It's a shared responsibility. And as we navigate this transformation, we're calling on our peers, partners, and guests to join us — not just to cruise, but to care.

At Royal Caribbean, we believe that protecting the oceans we sail isn't optional — it's essential. Because the health of our planet is the foundation for every adventure we offer.

Thank you for believing in our mission, standing beside us, and helping shape a future where travel and sustainability go hand in hand.

The sea is calling. Let's answer — responsibly.