

PRO DUCTIVE

EVENTS AND TRAINING



PRESENTING LIKE A **TED** PRO

Being able to present in front of a group or a room full of people is one of the most valuable skills that you can have in life! **TED** talks are viewed more than two million times a day and, in our opinion, they have become the gold standard in public speaking and presentation skills. Which is why we use the same principles that are used to deliver a powerful **TED** talk to teach you how to speak in public.

Speaking in public has been classified as one of the greatest human fears and as Jerry Seinfeld famously points out in one of his stand-up routines, this means the average person going to a funeral “would rather be in the casket than give the eulogy.”

However, by learning how to prepare well, how to tell interesting and engaging stories, how to structure what we say and use some of the same simple techniques often used by **TED** speakers, we can all be good at delivering a talk or presentation if we want to be.

By the end of this Presenting Like a **TED** Pro program, your participants will have learnt the following ten principles and put them in to practice by successfully delivering an effective 5 minute talk.

TEN PRINCIPLES

1. Choosing an idea

Finding the right idea for your talk
What makes a good idea
Writing your idea down

2. Evaluating your audience

Research your audience before writing your talk
Understanding the motivations and possible resistance you might encounter

3. Define your premise (through line)

Understanding the common theme that connects all elements of your talk
Writing your premise in 15 words or less

4. Determine the purpose

Is your talk designed to educate, entertain or inspire?
What talk styles to avoid

5. Talk tools

Building connection with your audience
Telling stories
Mastering your verbal delivery
Mastering your nonverbal delivery

6. Creating a strong opening and closing

The 3 powerful ways to open your talk
Making a good first impression
Closing your talk with a final thought or example or call to action.

7. Preparing your talk

Gathering all the evidence to support your through line
Using the 7 step presentation outline
Ordering the different elements of your talk

8. Visual aids

When should you use visual aids to support your talk?
What goes in your slides?
Examples of good slide use

9. Rehearsing – scripting or structure

The benefits of scripting vs using structure
Using prompt cards or memorising
Rehearsal techniques

10. Controlling nerves

Breathing techniques for staying calm
Converting nerves in to positive energy
Using exercise, food and water to remove excess adrenaline.