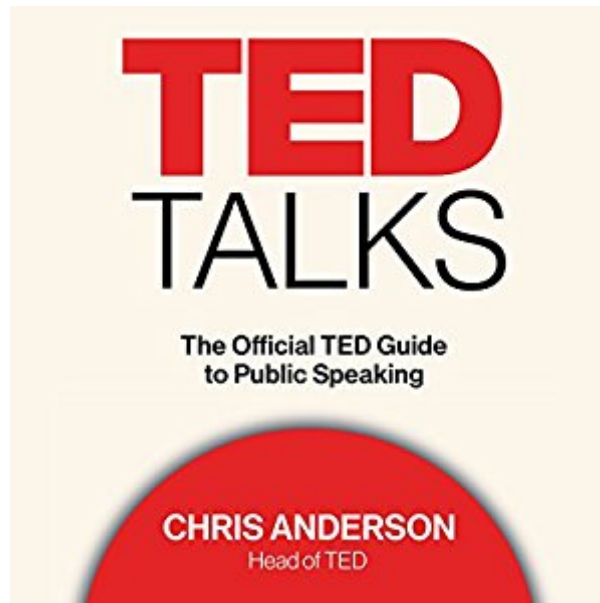




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TED Talks: The Official TED Guide To Public Speaking



Synopsis

For anyone who has ever been inspired by a TED talk... this is an insider's guide to creating talks that are unforgettable. Since taking over TED in the early 2000s, Chris Anderson has shown how carefully crafted short talks can be the key to unlocking empathy, stirring excitement, spreading knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview. Done right, a talk is more powerful than anything in written form. This book explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula; no two talks should be the same. The goal is for you to give the talk that only you can give. But don't be intimidated. You may find it more natural than you think. Chris Anderson has worked behind the scenes with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Amy Cuddy, Bill Gates, Elizabeth Gilbert, Salman Khan, Dan Gilbert, Mary Roach, Matt Ridley, and dozens more - everything from how to craft your talk's content to how you can be most effective on stage. This is the 21st-century's new manual for truly effective communication and it is a must-listen for anyone who is ready to create impact with their ideas.

Book Information

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Customer Reviews

TED Talks reminds me a little of a book I read decades ago - Bobby Fischer Teaches Chess. As I read that book I kept thinking, yes, interesting idea and another. When I finished, I thought ok good pointers but will it make any difference? Then I played someone who I had never

won against in dozens of opportunities and I beat them. Bobby Fischer's book was one of the first popular books I read that used programmed learning | stepping the reader through a series of painless exercises. I've also seen that technique also used in a book that teaches math by setting up the problems faced by Euclid, etc. and giving readers enough clues so they too can reach their own aha moments. While TED Talks doesn't use programmed learning, it is very painless reading, packed with lots of good ideas. You may not come away and be able to deliver a TED Talk right away but you will come away with at least several new ideas on how to improve your ability to get your message across in group settings. Anyone who has seen several TED Talks knows there is no one way to deliver the talks but the book has plenty to say about what generally doesn't work and what does. I'll just hit on a few that struck me as helpful:

- Don't give a sales pitch. The speaker's job is to give to the audience, not to take.
- Sometimes it takes a little demolition before changing minds.

Example: In ancient societies, a third of men died violent deaths. Modern media plays up violence because that's what sells. We've changed. After crushing their stereotypes, now you can go onto your points.

- Take your audience down your own path of discovery. By asking them to join the process, they get more involved.
- Make sure your words and images work together.
- Don't leave a slide up once you are finished with it. Better to put up a blank screen to avoid distraction.
- Transitions in Keynote should be kept simple. Cut when shifting to a new idea. Dissolve when slides are related. Dazzle distracts.
- Most TED speakers memorize and then practice so much it sounds spontaneous.
- Wrinkled clothes telegraph you don't try. If you don't care, why should they?
- Breathe deeply, take your power pose. Be sure to hydrate.
- Keep your notes by your water. When you grab a drink, you can quickly glance at where you are. Notes can be there if you need them. Hopefully, you won't.

I'm sure you'll come up with your own list of tips from this very helpful book.

Some books are easy to imagine exploding into narrative form from an Author's lifetime of work. Then there are the books that probably took years of cajoling from well intentioned friends before they finally come to fruition. This book seems like the latter. In a quiet signature style, TED founder Chris Anderson takes readers behind the scenes of some of the most well known moments from the iconic TED stage and what it took for those speakers to get there. Before TED Talks, the idea of a 17 minute non-fiction talk going "viral" with millions of views would have been unheard of. The point this book makes over and over again is that this is the real power of a great talk in the right moment. It can turn companies around and inspire people like nothing else. The premise of delivering an

actual TED talk may seem like the most intimidating way to try and improve your speaking skills. The vaunted position TED talks take in our consciousness could make it seem like an unapproachable ideal. Yet reading this book, the one belief that comes through loud and clear is that being a powerful speaker is a skill that is within reach for anyone. Rather than sharing a secret formula for an ideal TED talk, Anderson offers tips and techniques that TED speakers use, but which could be applied for anyone. Aside from having delivered 2 TEDx talks myself, I also currently teach storytelling and speaking at Georgetown University. I will be recommending this book to my students - and I highly recommend it to anyone seeking an actionable and entertaining book on becoming a more persuasive speaker as well.

An excellent guidebook for anyone who wants or needs to design and deliver more effective presentations of any kind. Written in a casual, conversational style by Chris Anderson, it's like having a presentation coach in a book. Even though I've been a professional speaker for years, TED TALKS provided me with a number of valuable tools, tips, and techniques that I can immediately put into action to improve my presentations. And, as an added bonus, the author brings his lessons to life by pointing us to his online video "playlist," making it simple for us to locate the real-life TED Talk examples he references within the book. Highly recommended.

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