

# TED TALKS

## The Official TED Guide to Public Speaking

**CHRIS ANDERSON**

**CHRIS ANDERSON** is currently TED's president and head curator. He founded Future Publishing in 1985 with a \$25,000 bank loan and then managed to double the company's turnover every year for the next seven years. In 1994, Chris Anderson moved to the United States where he established Imagine Media as publisher of *Business 2.0* and developer of the video game users website *IGN*. Imagine Media and Future Publishing were merged and went public in 1999 with the combined company employing 2,000 people who published 150 magazines and websites. He then established the Sapling Foundation as a nonprofit which tackles tough global issues through media, technology, entrepreneurship and fresh ideas. In 2001, the Sapling Foundation acquired the TED Conference which now has more than 2,000 TED Talks posted online generating more than one billion views per year. Chris Anderson is a graduate of the University of Oxford.

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**MAIN IDEA**



The key to giving a powerful talk – in TED or any other forum – is first and foremost to have an idea-worth-sharing. If you have that, pretty much everything else will just be window dressing.

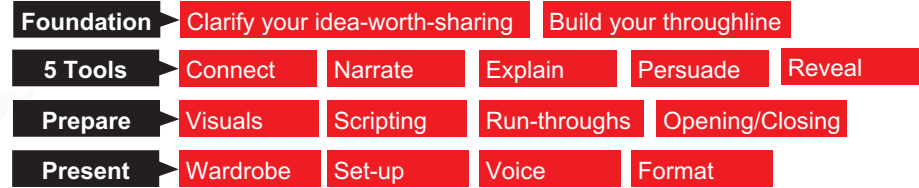
Your job as a speaker is to take that engaging idea which initially exists in your mind alone and then rebuild it vividly and memorably inside the mind of your listeners. If you can do that, a single idea can change the world.

The great thing about public speaking is there is no one way to give a great talk. A universal formula doesn't exist and it never will. Talks are vibrant and engaging because they are different and that's an essential part of their appeal. If you try and slavishly clone the formula which worked for someone else, it will backfire and come across as glib. You have to find what is genuine for you – which is why public speaking is so much fun.

To become a better speaker, don't look for a formula which doesn't exist. Instead, become skilled in presentation literacy. If you can do that, you have a superpower you can call on anytime you need to persuade and influence others.

*"We live in an era where the best way to make a dent on the world may no longer be to write a letter to the editor or publish a book. It may be simply to stand up and say something . . . because both the words and the passion with which they are delivered can now spread across the world at warp speed. In the twenty-first century, presentation literacy should be taught in every school."*

– Chris Anderson



**FOUNDATION** . . . . . Pages 2 - 3

Presentation literacy is a skill everyone can and should build. With the recent explosion of visual social media options, presentation literacy has become a core skill for the twenty-first century. If you can acquire good presentation skills and commit to being the authentic you, you'll be amazed at the beneficial impact these skills will have on your life and career.

**5 TOOLS** . . . . . Pages 4 - 6

There are five essential TED talk tools you can use to build ideas in the minds of your listeners. Get to know them and use them. They can be mixed and matched or you can choose to stick to a single tool with your talk. The five tools are all strikingly different and knowing how and when to use them can make all the difference in the world.

**PREPARE** . . . . . Pages 6 - 7

Once you have your throughline and know which tools you want to use, it's then time to get this show on the road. To achieve that, there are four key elements you should focus on. Paying attention to these during your preparation phase will go a long way to determining whether you soar or crash-and-burn.

**PRESENT** . . . . . Pages 7 - 8

If you've done your homework, getting on stage and presenting your idea-worth-sharing will be the fun part. The raw energy a great talk can unleash is incredibly fun to be part of. If you can say to the listener, "Come, let's build something great together!" and give them reasons to join your cause, a great talk can change the world.



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