

Some Tips and Tricks to

Talk Like TED

Part 1 - Master the Art of Storytelling and Have a Conversation

- Storytelling is a great way to begin a presentation. Narrative storytelling can break down walls with your audience. Stories can also turn abstract ideas into tangible, memorable ideas -- people can often recall a story better than a stream of facts or abstract information.
- It takes **practice** to come across conversationally in a presentation, but it is worth it! Your presentation will be much more engaging for the audience if your tone is conversational, rather than overly formal and stiff -- using humor is a great way to do this! Internalize your information so that you can speak knowledgeably and comfortably.
- 4 elements of verbal delivery to keep in mind: **Rate** (speed at which you speak); **Volume** (loudness or softness); **Pitch** (high or low inflections); **Pauses** (short pauses to punch key words).

Part 2 - Make it Stick

- Ideally, a presentation will be teaching the audience something new. If you are presenting information the audience might already have (say, presenting on a story the entire class has read...), think about how to package the information in a new and interesting way.
- Deliver **jaw-dropping moments** -- this can be via statistics, slogans, or a personal story. Any emotionally charged or emphatic moment is most likely to stick with your audience.

Part 3 - Logistics

- What is one thing you want your audience to walk away from your presentation knowing? Think of it as a **Twitter headline** -- if you can't

explain it succinctly in the size of a Tweet, work on tightening up your mission.

- Rule of 3: people can remember three pieces of information really well; add more items and retention falls off considerably.

3 stories - 3 lessons - 3 examples

- Think multi-sensory. Deliver presentations that engage more than one sense: sight, touch, smell, taste, sound. Think back to the jaw-dropping moments -- the brain remembers new and exciting information much easier! This is also a great way to be inclusive of various learning types.

Presentation Mapping Template

Twitter Headline

Key Point 1

|

Supporting Point 1
Supporting Point 2
Supporting Point 3

Key Point 2

|

Supporting Point 1
Supporting Point 2
Supporting Point 3

Key Point 3

|

Supporting Point 1
Supporting Point 2
Supporting Point 3

Citation:

Gallo, Carmine. *Talk Like Ted: The 9 Public Speaking Secrets of the World's Top Minds*. St. Martin's Press, 2014.