**Talk Like TED – The 9 Public Speaking Secrets of the World’s Top Minds**

**By: Carmine Gallo**

**TED Talks are divided into three parts:**

* Emotional – they touch my heart
* Novel – The teach me something new
* Memorable – They present content in ways I’ll never forget

**Secret 1 - Unleash the Master Within**

The first step to inspiring others is to be inspired yourself. Dig deep to identify your unique and meaningful connection to your presentation topic. Passion leads to mastery and your presentation is nothing without it, but keep in mind that what fires you up might not be the obvious. What is the why behind what you are doing? What makes your heart sing? Once you discover your passion the stories you tell and the content you deliver will come to life. You will connect to your audience and have the confidence to share as a master of the content.

**Why it works:** Science shows that passion is contagious, literally. You cannot inspire others unless you are inspired yourself. You stand a much greater chance of persuading and inspiring your listeners if you express an enthusiastic, passionate and meaningful connection to your topic.

**Secret 2 – Master the Art of Storytelling**

“Stories are just data with a soul.” –Brene Brown, TED Houston 2010

**Tell stories to reach people’s hearts and minds**.

Brain scans reveal that stories stimulate and engage the human brain, helping the speaker connect with the audience and making it much more likely that the audience will agree with the speaker’s point of view. Stories will break down your walls they allow your audience to connect to you on a personal and emotional level. Trust will be built when you allow the audience the space to connect to you as a speaker. It a technique used to position people into a learning mindset and allows the audience to take a learning journey with you.

**What story can you include:** Think about a story either personal, about someone else, or related to a brand that you can include. In a business presentation, telling stories is the equivalent of taking people on a field trip helping them to experience content at a much more profound level. Make sure your story has a hero and a villain and make sure your hero comes to save the day.

**Secret 3 – Have a Conversation**

Practice the content relentlessly and internalize your content so that you can deliver the presentation as comfortably as having a conversation with a close friend.

**Why it works:** True persuasion occurs only after you have built an emotional rapport with your listeners and have gained there trust. If your voice, gestures, and body language are incongruent with your words, your listeners will distrust your message.

Passion, Practice, and Presence: Connect passionately to your message and then practice, practice, practice then you will have PRESENCE.

**Say it so people will listen:**

* Rate: Speed at which you speak
* Volume: Loudness or softness
* Pitch: High or low inflections
* Pauses: Short pauses to punch key words

**For live presentations use gestures:**

Gestures should come from your power sphere that goes from the top of your eyes to the out to the tips of your outstretched hands, down to your belly-button and back up to your eyes again. Using complex gestures above the waist will give your audience a sense of confidence about you as a leader and communicate your thoughts more effortlessly. Use gestures at key moments and use gestures sparingly, let your story guide you.

**Secret 4 – Teach me Something New**

Reveal information that’s completely new to your audience, packaged differently, or offers a fresh and novel way to solve an old problem.

**Why it works:** The human brain loves novelty. An unfamiliar, unusual or unexpected element in a presentation intrigues the audience, jolts them out of their preconceived notions, and quickly gives them a new way of looking at the world.

Your audience craves knowledge and humans have an innate desire to learn and evolve. Teach them something new that they can use in their daily lives and you will hook them.

Your brains natural save button. Neuroscience is providing insights for us to become better teachers. Learning activates the same reward areas as drugs and gambling. Dopamine is a chemical in the brain that allows us to retain information. Dopamine is released when we learn something new and exciting. Learning can be an adventure and can be very rewarding. As Dopamine levels in the brain increase it helps us save information in our brains. It is used as our natural save button. When dopamine is present in the brain we seem to remember it and when absent nothing seems to stick. So, how do you increase the dopamine levels so the information sticks? Make the information new and exciting. Dopamine can be addictive and our goals as teachers are to get students addicted to learning.

**Secret 5 - Deliver Jaw Dropping Moments**

The Jaw-dropping moment in a presentation is when the presenter delivers a shocking, impressive or surprising moment that is so moving and memorable; it grabs the listener’s attention and is remembered long after the presentation is over**.**

**Why this works?** Jaw-dropping moments create what neuroscientists call an emotionally charged event, a heightened state of emotion that makes it more likely your audience will remember your message and act on it. Every presentation needs one jaw dropping moment.

You may use props, demos, personal stories, unexpected shocking statistics, memorable headlines, pictures, images or videos. End on a high note: What is your show stopper the one mind blowing moment that leaves the audience on a high note and permanently brands the message? A show stopper can be a personal story.

Persuasion occurs when you reach a person’s heart and head – logic and emotion. You’ll need evidence, data and statistics to back up your argument. Make the numbers meaningful, memorable and jaw dropping by placing them into context that they can relate to. If your presentation has a number or a data point that is ground breaking think about ways to package it to make it very appealing to the listener.

Emotionally charged events persist longer in our memories with greater accuracy than neutral memoires. The part of the brain this accesses is the amygdala. The amygdala is filled with the neurotransmitter dopamine when you experience an emotionally charged event the amygdala releases dopamine which aides in memory retention and information processing and you are more likely to remember this event. This is often referred to a flashbulb memory or a can act is a post it note in your brain. Our brains are wired to remember emotionally charged vivid events and to ignore the ordinary. If you want your presentation to stand out you must take emotional charge of your audience.

**Secret 6 – Lighten Up**

Combine humor and novelty and you have presentation gold. Do not take yourself or your topic too seriously. The brain loves humor. Give your audience something to smile about.

**Why this works?:** Humor lowers defenses, making your audience more receptive to your message. It also makes you seem more likable, and people are more willing to do business with or support someone they like. Studies have shown that people that are humorous are viewed as friendly, extroverted, considerate, pleasant, interesting, imaginative, intelligent, perceptive and emotionally stable. Fabio Sala concludes, “Humor used skillfully, greases the management wheels. It reduces hostility, deflects criticism, relieves tension, improves morale and helps communicate difficult messages.

Humor involves some risks and it takes courage to be vulnerable to poke some good natured fun at yourself or your topic. If something makes you laugh it will make someone else laugh. Studies show that laughter lowers blood pressure, strengthens the immune system, improves breathing, increases your energy and just makes you feel good. If you feel good, you’ll deliver a better presentation, and that’s something to smile about.

**5 ways to add humor (No jokes)**

* Anecdotes, Observations, and Personal Stories
* Analogies and Metaphors
* Quotes – Use quotes to lighten the mood. Do some research.
* Video
* Photos

**Secret 7 – Stick to the 18 Minute Rule**

**What is not there makes what is there even stronger!**

Eighteen minutes is the ideal length of time for a presentation. If you must create one that’s longer, build in soft breaks (stories, videos demonstrations) every ten minutes.

**Why this works:** Researches have discovered that “cognitive backlog,” too much information prevents the successful transmission of ideas. 18 minutes is long enough to be serious and short enough to hold someone’s attention. The more you have to remember the more anxiety this creates and can lead your audience to not remembering anything. Your brain is an energy hog and it gets tired easily. A long, confusing meandering presentation forces your listener’s brain to work hard and consume energy. If you stick to your 18 minutes you will leave your learners with energy left to think about your presentation. Having less time allows your creativity to thrive because it forces you to state your best thoughts in 18 minutes. **It brings discipline to your content.**

**The RULE of 3 – Life, Liberty, The pursuit of Happiness**

**People can remember three pieces of information really well if you add more item retention will fall of considerably. This is a powerful writing and communication tactic.**

**Message Map Template**

|  |  |  |
| --- | --- | --- |
| **Your Headline** | | |
| Key Point 1 | Key Point 2 | Key Point 3 |
| Supporting Points | Supporting Points | Supporting Points |
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |

**Secret 8 – Paint a Mental Picture with Multisensory Experiences**

**Deliver presentations with components that touch more than one of the senses: sight, sound, taste and smell**.

**Why this works:** The brain does not pay attention to boring things. It is impossible to be bored when you are exposed to mesmerizing images, captivating videos, intriguing props, beautiful words, and more than one voice bringing the story to life. The brain craves multisensory experiences. When the brain is allowed to build two mental representations of an explanation – a verbal and a visual the mental connections created are very very strong.

Use images instead of text whenever possible. Taking your audience on a journey with the pictures you paint is part art and part science. You must think creativity about transferring your ideas to visually engaging items.

**Multitasking is a myth:** your audience cannot read slides and pay attention to what we are saying. The speaker needs to make an emotional connection with the audience.

A picture will help you remember information 6x times more than listening to information alone. Multimedia principle: retention is improved through words and pictures rather than through words alone. Text and bullet points are the least memorable way of transferring information to you audience. Strive for no more than 40 words in the first 10 slides.

Help your audience Feel your presentation. Step outside the slides every once in a while. Build in demonstrations. Show products, ask the audience to participate. It takes courage to put one word on a slide. Courageous public speaking will transform your life and the lives of the people who listen to you. You have ideas that were meant to be seen, felt, and heard. Use your voice to astonish people, inspire them and change the world.

**Secret 9 – Stay in Your Lane**

**Be authentic, open and transparent.**

“People should identify what their lane is and stay in their lane. Successful people identify their life’s purpose to become the best representation of themselves that they can become.” – Oprah

**Why this works?:** Most people can spot a phony. If you try to be something or someone you are not you will fail to gain the trust of your audience. Public speaking is an art form you must be yourself.

To be a great speaker you need examples, techniques, passion and practice. You also need courage to follow your passion, articulate your ideas simply and express what makes your heart sing.

**It takes courage to stay in your lane**.

**Talk Like TED Presentation - Content Plan**

**Content Structure: 18 Minutes**

|  |  |  |
| --- | --- | --- |
| **Your Headline** | | |
| Key Point 1 | Key Point 2 | Key Point 3 |
| Supporting Points | Supporting Points | Supporting Points |
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |

**Content Worksheet**

|  |  |
| --- | --- |
| **TED Secrets** | **Explanation** |
| **Unleash the Master Within**  Identify your unique and meaningful connection to your presentation topic. |  |
| **Master the Art of Story Telling**  Tell a story either personal, about someone else, or related to a brand. Take your listeners on a field trip. |  |
| **Have a Conversation**  Practice having this presentation as conversation. Notice your:Rate, Volume, Pitch, High or low inflections, Pauses and Gestures. |  |
| **Teach me Something New**  Reveal information that’s completely new to your audience, packaged differently, or offers a fresh and novel way to solve an old problem. |  |
| **Deliver Jaw Dropping Moments**  Add a shocking, impressive or surprising moment that is moving and memorable |  |
| **Lighten Up**  Anecdotes, Observations, Personal Stories, Analogies, Metaphors, Quotes, Video, Photos |  |
| **Paint a Mental Picture with Multisensory Experiences**  Touch more than one of the senses: sight, sound, taste and smell. |  |
| **Stay in Your Lane**  Be authentic, open and transparent. |  |