



Presenting *You*
Workshop

TED



Ideas worth spreading

Beyond the stage...

- Presenting to your company/team
- Pitching an idea to an investor, your boss...
- Giving an elevator pitch
- Introducing yourself /your company /client /boss...
- Interviewing for a job
- Asking for contributions
- Networking

How will you use what you learn today?



[Jason Silva](#)

Finding your Passion (from Steven Kotler)

Exercise

What are you curious about?

4-6 things I'm curious about

How they are connected

| |
|--|
| |
|--|

| |
|--|
| |
|--|

Table brainstorm real life problems to solve



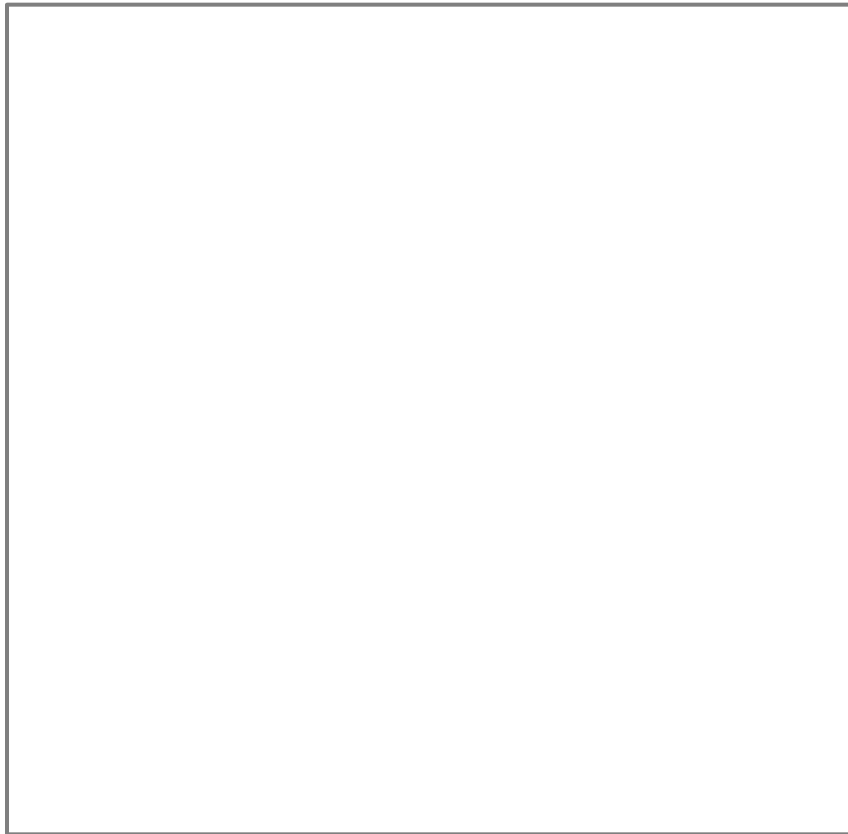
[Amy Cuddy](#)

Presence and Authenticity

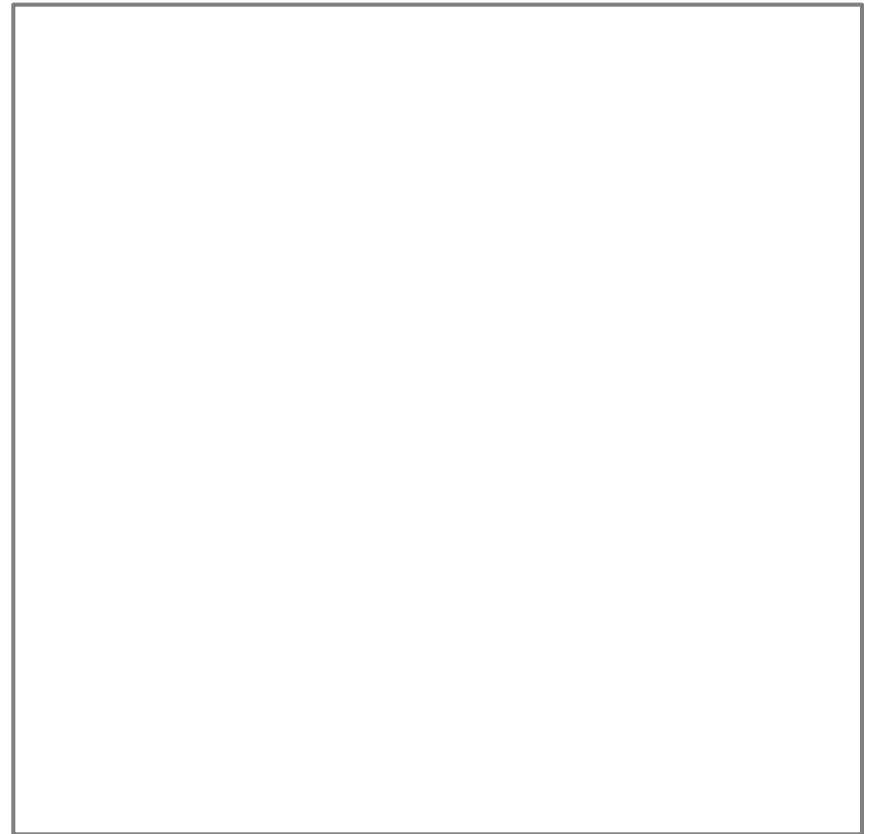
Exercise

Presence and Authenticity

Things that give credence

A large, empty rectangular box with a thin black border, intended for writing notes about things that give credence.

Things that detract

A large, empty rectangular box with a thin black border, intended for writing notes about things that detract.



Carmine Gallo

Big Picture Before Detail

Exercise

Big Picture Before Detail

Write a 140-word-or-less description of your...

Presentation

Product

Organization

Client

You

Discuss and help each other refine



[Peter Smith](#)

Effective Storytelling

Exercise

Effective Storytelling

Quick, think of a relevant story...

Does it have

- ✓ Context?
- ✓ Characters?
- ✓ A conundrum?
- ✓ A conclusion/resolution?

Share and discuss

Mark your calendars...

George Franklin,
Secrets of a
Corporate Lobbyist

Feb. 10

Linda Depta,
Marketing Director
KVCC

March 10
*Bronson
Healthy Living
Campus*

On Passion: Jason Silva ThisIsJasonSilva.com

Jason Silva is the Emmy-nominated host of National Geographic Channel's #1 rated and Emmy-nominated series, Brain Games, seen in over 100 countries. He's a self-professed wonderjunkie, and the creator of the web series SHOTS OF AWE, micro-documentaries exploring creativity, innovation, the co-evolution of human and technology, futurism, metaphysics, existentialism and the human condition.

How Jason describes himself:

I'm a media artist, futurist, philosopher, keynote speaker and TV personality. (78 characters)

On Authenticity and Presence: Amy Cuddy AmyCuddy.com

Amy Cuddy is known around the world for her 2012 TED Talk, which is among the most viewed talk in TED's history. She's a Harvard Business School professor and social psychologist who studies how nonverbal behavior and snap judgments influence people.

Here's how Amy describes herself: "I use experimental methods to investigate how people judge and influence each other and themselves." (99 characters)

On Big Picture Before Detail: Carmine Gallo

Carmine is a best-selling author of several books including, "Talk Like TED, The Storyteller's Secret, and The Presentation Secrets of Steve Jobs. He's a keynote speaker, internationally recognized communication coach and a regular contributor to magazines like Forbes, Inc., Business Insider and Entrepreneur.

Here's how Carmine describes his work: "I help top leaders craft and deliver transformative messages." (60 characters)

The Storyteller's Secrets is described this way: From TED Speakers To Business Legends, Why Some Ideas Catch On And Others Don't (79 characters)

On Effective Storytelling: Peter Smith

Peter is part of MindValley. You can find him at corporatetrainer.com He is a global trainer and facilitator and he works on mission critical assignments for multi-national organisations and NGO's like the United Nations and World Vision.

Here's how he describes himself: "I Help Change Behaviour in Individuals & Teams & Improve Results in Organisations Around the World." (98 characters)

9 Public-Speaking Lessons From The World's Greatest TED Talks



By Carmine Gallo
Forbes, March 4, 2014

1. Unleash the master within. Passion leads to mastery and mastery forms the foundation of an extraordinary presentation. 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.

2. Tell three stories. 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. Recently I wrote this column about Facebook COO Sheryl Sandberg. Her original TED talk was going to be "chock full of facts and figures, and nothing personal." Instead she told three stories and ignited a movement. Stories connect us. Tell more of them.

3. Practice relentlessly. Harvard brain researcher Dr. Jill Bolte-Taylor had this "stroke of insight" that has been viewed 15 million times on TED.com. Dr. Jill rehearsed her presentation 200 times before she delivered it live. Practice relentlessly and internalize your content so that you can deliver the presentation as comfortably as having a conversation with a close friend.

4. Teach your audience something new. The human brain loves novelty. An unfamiliar, unusual, or unexpected element in a presentation jolts the audience out of their preconceived notions, and quickly gives them a new way of looking at the world. Robert Ballard is an explorer who discovered Titanic in 1985. He told me, "Your mission in any presentation is to inform, educate, and inspire. You can only inspire when you give people a new way of looking at the world in which they live."

5. Deliver jaw-dropping moments. The jaw-dropping moment—scientists call it an 'emotionally competent stimulus'— is anything in a presentation that elicits a strong emotional response such as joy, fear, shock, or surprise. It grabs the listener's attention and is remembered long after the presentation is over. In this column on how Bill Gates radically transformed his public-speaking

skills, I demonstrate how Gates learned to incorporate a jaw-dropping moment into many of his public presentations, including his now famous TED talks.

6. Use humor without telling a joke. 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. The funny thing about humor is that you don't need to tell a joke to get a laugh. Educator Sir Ken Robinson educated and amused his audience in the most popular TED talk of all time: *How Schools Kill Creativity*. Robinson makes humorous, often self-deprecating, observations about his chosen field, education. "If you're at a dinner party and you say you work in education—actually, you're not often at dinner parties, frankly, if you work in education..." Robinson makes very strong, provocative observations about nurturing creativity in children, and he packages the material around humorous anecdotes and asides that endear him to the audience. Lighten up. Don't take yourself (or your topic) too seriously.

7. Stick to the 18-minute rule. A TED presentation can be no longer than 18 minutes. Eighteen minutes is the ideal length of time to get your point across. Researchers have discovered that "cognitive backlog," too much information, prevents the successful transmission of ideas. TED curator Chris Anderson has been quoted as saying that 18 minutes is "long enough to be serious and short enough to hold people's attention."

8. Favor pictures over text. PowerPoint is not the enemy. Bullet points are. Some of the best TED presentations are designed in PowerPoint. Others use Apple Keynote or Prezi. Regardless of the software, there are no bullet points on the slides of the best TED presentations. There are pictures, animations, and limited amounts of text—but no slides cluttered with line after line of bullet points. This technique is called "picture superiority." It simply means we are much more likely to recall an idea when a picture complements it.

9. Stay in your lane. The most inspiring TED speakers are open, authentic, and, at times, vulnerable. Researcher Brené Brown even gave a TED talk on the topic of vulnerability and how her own research led to her personal journey to know herself. Opening up paid off for Brown in a big way. Oprah discovered Brown on TED, invited Brown to be on her show, and today Brown is a bestselling author and regular contributor to *O, The Oprah Magazine*.

Make no mistake. Your ability to persuasively sell your ideas is the single greatest skill that will help you achieve your dreams. Follow these nine rules and you'll astonish, electrify, and inspire your audiences.

Carmine Gallo is a popular keynote speaker, internationally recognized communication coach, and author of the new book, *Talk Like TED: The 9-Public Speaking Secrets of the World's Top Minds*. Carmine Gallo is an independent, objective communication expert not affiliated with TED Conferences, LLC. Learn more at talkliketed.com. For more articles and tips on communication, join my e-list at carminegallo.com.

Carmine Gallo is a keynote speaker and author of "Talk Like TED" and "The Storyteller's Secret".



12 pieces of advice for giving talks that have impact

Sharing an idea isn't like snapping your fingers — things don't just instantly change. But as more people hear an idea over time, it can trickle into people's thinking — and shifts, both subtle and extreme, can happen as a result. In a TEDWomen session called “The 19th Minute,” host Courtney E. Martin invited several

guests to talk about what happened after they gave their 18-minute TED Talk — what changed, as well as what didn't.

Deborah Rhodes spoke about the momentum her TEDWomen talk has built for using Molecular Breast Imaging rather than traditional mammography to screen for breast cancer under certain conditions. She still has a long way to go, she says, because, “mammography is very entrenched—culturally and medically.” Krista Donaldson talked about how her TEDWomen 2013 talk about a low-cost prosthetic knee led to more than 200 requests from 48 countries — and how the translation of her talk into more than 20 languages helped create that global impact.

After this, Martin shared some tips that she's used as both a speaker and a coach. We thought they were too good not to pass on to you.

1. **Be unapologetically you.** Martin warns speakers not to try to give the proverbial TED Talk. “The worst talks in the world are where someone is trying to give that talk they've seen before,” says Martin. “It's fine to study your favorite TED Talks, but you don't want to replicate them. Don't try to be inspirational. Try to be you.”
2. **Don't do it all. Do one kickass thing.** Martin looks at having a time limit as “a huge gift.” When she spoke at the first TEDWomen, she was given nine minutes to share her take on feminism. “It was the most important writing exercise I have ever done,” she says. “Knowing I had nine minutes to say what mattered most to me, it made me get absolutely clear on what I actually wanted to say.”
3. **Story is queen.** Instead of simply passing on information, Martin suggests thinking about how to reveal it through stories. “Stories are how we process information,” she says. “They're how we get excited about things.”

4. **Get sensual.** When telling stories, it's tempting to go abstract to allow them to apply to all those watching. But Martin urges speakers in the opposite direction. "Be highly specific and sensory. Give the smell, the taste, the feelings, the textures," she says. "What's so interesting is that people transpose their own experience onto that."
5. **Mind the power of threes.** Three is the archetypical number for a reason, and Martin suggests thinking in trios to build arguments. "If you are trying to do too much, think about: are there three things that are most important?" she says.
6. **Jargon is death.** "That's a little strongly worded, but it's how I feel," says Martin. "We spend a lot of time talking to people in our fields. But when we talk to people outside of the club, jargon is distancing. It tells us, 'This talk is not for me.'" Martin has a clever tip for how to break through the jargon wall: Write your talk as a letter to someone who you care about, but who isn't in your field. It can help you peel back technicality in a warm way.
7. **Surprise your audience.** "Give the counterintuitive conclusion," says Martin. "People turn off when they think they're hearing something too familiar. Jolt them awake."
8. **Be the (vulnerable) hero.** "People don't want to hear about the perfect person," says Martin. "They love the person who has discovered something on a journey." A few examples: Jill Bolte Taylor sharing her experience of having a stroke. Aimee Mullins revealing her feelings on the word 'disabled.' Martin urges speakers to reveal their flaws, wounds and even failures.
9. **Do something scary before your talk.** "Get that nervous energy out before you're on stage," says Martin. For her, that meant giving her talk as if it were the real thing in front of a writers group where she knew different members would be highly critical. "By the time I got to the stage, I wasn't nearly as afraid."
10. **Stumble as yourself.** Martin suggests a subtle re-aligning of what it means to give a successful talk. "The goal is not to give a perfect talk — perfect is boring," she says. "What's inspiring is a genuine person, sharing what they're passionate about. Walk off the stage with your authentic integrity."
11. **Do what makes you feel badass.** In a short Q&A session, an audience member asked what to wear and how to use body language. "Wear something that makes you feel badass," says Martin. "If it's boots, wear boots. If it's stilettos, wear stilettos." As for how to move, Martin says to do what feels best to you — just do it with purpose. "If you need to pace, pace intentionally," she says.
12. **Be okay with being scared.** In the Q&A, another audience member asked Martin how she encourages speakers to deal with their fear of public speaking. "It's people who are the most freaked out that bring that great, raw energy," says Martin. "The biggest fear people have about public speaking is being exposed as imperfect — they're afraid of showing their wounds, of stumbling on lines. But those are the things that an audience relates to. As a coach, my job is to steer people toward a talk that feels bravely genuine."