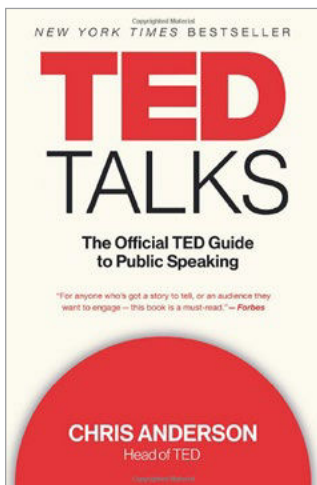




TED Talks

A 3-page summary of *TED Talks* by Chris Anderson, CEO and Curator of TED – synopsis by Tom Henschel

Chris Anderson's book *TED Talks* coaches you with fabulous ideas to help you hit a home run with your presentation. He divided his book into three sections. Below are helpful ideas from each section.



SECTION 1: FOUNDATION

"There is no one way to give a great talk."

This quote is from the second page of the book. It's great advice to keep you away from thinking there's a "right" way to present. There isn't. There's YOUR way to present.

On the same page, (**page X** in the Forward), continuing the idea that there is no one way, he calls the book a **"set of tools designed to encourage variety."**

To me, variety is the giant magnet that locks people's attention to you. Want to succeed as a speaker? Variety is a must. Variety in every way you can think of. Body. Face. Voice. Rhythm. Volume. Length of sentences. Visuals. Stories versus data. Put variety in everything you do.

Also in the **Foundation** section, Anderson talks about **"presentation literacy."**

"Presentation literacy" requires you to acknowledge that presenting is more than just talking. Presentations are complex methods of communication. They have many parts. Like a delicious buffet spread before you, this book offers up rich, diverse choices. Some parts of the book will attract you more than others. Follow your gut. Dig where it feels most nourishing.

**PAGE
12**

Anderson's call to action: **"Your number-one mission as a speaker is to take something that matters deeply to you and to rebuild it inside the minds of your listeners." page 12.**

What a fantastic mission. You are a builder in the brains of your listeners. What will you construct? And how?

PAGE
14

Want a jump-start on this construction project? He puts a great tool in your hands on **page 14**. Begin at: **"In any case, there's one thing you have that no one else in the world has..."**

PAGE
31
PAGE
42

Anderson writes over and over about the necessity of a **"throughline."** Yes! This is a MUST! There are great examples of a good and a bad throughline at the top of **page 31**. And there's a summary checklist on **page 42**. Excellent tool! Do not skip this!

He addresses a dilemma which I find many business leaders face: **"I have far too much to say and not enough time to say it!"**

He sums up his advice bluntly: **"Overstuffed equals unexplained."** You can't achieve mission number one (see above) if you try to squish thirty pounds into a ten-pound bag.

PAGE
41

Have a tough topic? He gives great advice on **page 41**: separate an **"issue"** from an **"idea."** What a wonderful concept! (Spoiler alert: he urges you to talk about an **"idea,"** not an **"issue."**)

PAGE
42

Because large audiences must contain diverse listeners, leaders often wonder whom they should craft their talk for. Anderson gives great advice on this on the bottom of **page 42**. Getting your listener clear in your mind helps you imagine a conversation with that person. This can help you avoid lecturing.



Chris Anderson
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SECTION 2: TALK TOOLS

Concrete tools for connecting with your audience, whether you're explaining or persuading or inspiring. He's given tips for each.

PAGE
47

On **page 47**, thinking about how people listen and learn, he says, **"Knowledge can't be pushed into the brain. It has to be pulled in."** He is challenging you, as the speaker, to engage your audience in a way that makes them want to pull your information in. That's a big challenge. The tools in this section of the book are all about helping you find ways to do that.

In this section he provides tools for making your content connect with your audience, whether you're explaining or persuading or inspiring. He has tips for each style.

PAGE
76

On **pages 76 and 77**, he has a recipe for crafting explanations. If you need to explain, it's a powerful tool. This whole chapter has wonderful nuggets in it.

PAGE
86

For persuasion, he challenges you to make us, the listeners, into detectives. Brilliant! Not easy. His tools in this chapter will work. Begins on **page 86**.

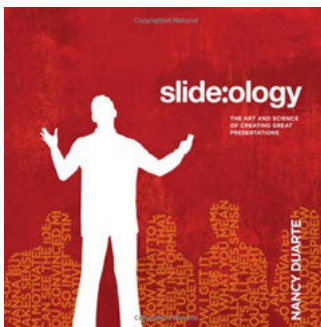
PAGE
97

What I call inspiration he calls revelation. If you want to craft a speech that has an inspiring vision of the future, or evokes a sense of wonder, this chapter is a gift. It begins on **page 97**.

SECTION 3: PREPARATION PROCESS

The last section of the book is about prep: prepping your slides and prepping yourself.

About slides he says: **"Having no slides is better than bad slides."** To which I can only add: "Amen!"



His ideas about slides are good. Nancy Duarte's book, **slide:ology** is a blast, too. Much of her book is available online. Her ideas and Anderson's ideas will help make your material memorable. Following these guidelines can make you stand out.

Anderson has lots of advice about handling yourself during your prep period. From scripting to memorizing, nervousness to eye contact, he has lots of tools to help you be as prepared as possible. Find the portion that will help you most.



To learn more, listen to episode **#157 Talking Like a TED Talker**, **#160 Prepping Like a TED Talker**, and **#161 Performing Like a TED Talker** of *The Look & Sound of Leadership* podcast, or read the transcripts online.