

Excerpts from *Talk Like TED:* *The 9 Public-Speaking Secrets of the World's Top Minds*

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Why You Should Read This Book

- There's nothing more inspiring than a bold idea delivered by a great speaker.
- This book identifies the exact techniques shared by the world's greatest communicators at TED (Technology, Education & Design) conferences.
- *Talk Like TED* is for anyone who wants to speak with more confidence and authority.
- The techniques in this book will help you craft and deliver those ideas far more persuasively than you ever imagined possible.

Secret #1 – Unleash the Master Within – Be Passionate

Key Thought: Identify your unique and meaningful connection to your topic. Passion leads to mastery and your presentation is nothing without it.

Why it works: Science shows that passion is contagious. You cannot inspire others unless you are inspired yourself.

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- The most popular TED speakers don't have a "job." They have a passion, an obsession, a vocation, not a job. These people are called to share their ideas.
- Motivated and energized speakers are always more interesting and engaging than bored and passive ones.
- Speakers who genuinely express their passion are the ones with whom customers want to conduct business.
- Asking yourself, "What's my product or service?" isn't nearly as effective as asking yourself, "What business am I really in? What am I truly passionate about?"
- If your motivation is to share your passion with your audience, it's likely that you'll feel less nervous about speaking in public.
- When you're passionate about your topic your enthusiasm will rub off on your listeners. Don't be afraid to express yourself – be authentic to your audience.
- Invite passionate people into your life. Identifying your passion is one step, but you must share it and talk about what motivates you with other people. Most important, link yourself with others who share your passion.

- What really leads to success? 500 TED speakers were interviewed. The #1 secret? PASSION. They do it for love, they don't do it for money.

Secret #2 – Master the Art of Storytelling

Key Thought: Tell stories to reach people's hearts and minds

Why it works: Brain scans reveal that stories stimulate and engage the human brain.

- Storytelling is the ultimate tool of persuasion. Those who tell stories connect with their customers in far deeper and more meaningful ways.
- Persuasion occurs when three components are represented: ethos, logos and pathos.
 - Ethos is credibility – people whom we respect for their achievements, experience, etc.
 - Logos is evidence and data.
 - Pathos is emotional appeal. Good speakers spend most of their presentations on pathos (stories), not logos (facts).
- Three Simple, Effective Types of Stories
 - Personal Stories
 - Take the audience on a journey.
 - Make it rich with imagery so they can imagine themselves with you in the story.
 - If you want to be remembered, tell a story, the more personal the better.
 - Stories about Other People
 - Tell personal stories about other people with whom the audience can empathize.
 - Empathy is the capacity to recognize and feel emotions experienced by somebody else. We put ourselves in the shoes of the other person.
 - Stories about Brand Success
 - Brand marketers have a secret weapon – a well told story.
 - Audiences are so bombarded by messages that they are more resistant than ever before to typical advertising and marketing.

- But these same audiences when inspired by a story drop resistance and become raving fans.
- A powerful story can persuade customers, employees, investors, and stakeholders that your company, product or idea can help them achieve the success they desire.
- Embrace a personal story that has meaning to you and to your topic, own it, and share it.

Secret #3: Have a Conversation

Key Thought: Practice 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: The better rehearsed, the more relaxed and the more authentic you are to your audience.

- Three steps to craft and deliver a presentation of your life:
 - Help with Planning – ask for help from the people who know you best. All too often you're simply too close to the content. You need fresh eyes so the audience can see the big picture first.
 - Early Feedback – asking for and receiving feedback is just the beginning. Practice in front of people, record it, and watch it back.
 - Rehearse, Rehearse and Rehearse - remember the 10,000-Hour Rule to master a particular skill.
- The Gist on Gestures – studies show that gestures actually give the audience confidence in the speaker.
 - Use gestures – don't be afraid to use them. The simplest fix for a stiff presentation is to pull your hands out of your pockets and use them.
 - Use gestures sparingly – don't go overboard. They should be natural. Don't think about what gestures to use. Your story will guide them.
 - Use gestures at key moments – save your most expansive gestures for key moments as long as they are genuine.
 - Don't use over expansive gestures. Keep your gestures within the zone from eye height to belly button, out to the tips of your outstretched hands.
- Three Easy Fixes for Common Body Language Problems
 - Fidgeting, Tapping, and Jingling – Record your practice sessions. Remove all mannerisms that serve no useful purpose.

- Standing Rigidly in Place – Walk, move and work the room. Conversations are fluid, not stiff. When you record your presentation, walk out of the frame once in a while. If not your too rigid.
- Hands in Pockets – Simple solution: take your hands out of your pockets. One hand is acceptable in your pocket if the other hand is free to gesture.
- Your delivery and gestures will enhance your overall message, but without passion and practice, your presence will be severely diminished.

Secret #4: Teach Me Something New

Key Thought: 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.

- The best ideas will fail to inspire an audience if they're not packaged effectively.
- Use very personal stories to bring your data alive and connect the stories back to the theme of your presentation.
- You'll grab your audience's attention if you can teach them just one thing they didn't know before.
- Great innovators apply ideas from fields other than their own.
- Only through seeing your own world through a fresh lens will you be able to give your audience a new way of looking at their world.
- Delivering your tired information in the same boring way as everyone else will fail to get you noticed.
- Most of think we don't have anything new to teach people. Sure we do. We all have unique stories to tell. Pay attention to your own stories. If they teach you something new, there's a good chance other people will want to hear about it.

Secret #5: Deliver Jaw-Dropping Moments

Key Thought: 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 it works: Jaw-dropping moments create what neuro-scientists call an emotionally charged event, a heightened state of emotions that makes it more likely your audience will remember your message and act on it.

- Finding the Hook – it's the showstopper, the wow moment that grabs the audience's attention
- In your next presentation identify the most important points, then find a novel and memorable way to communicate those points
- If you want to stand out in a sea of mediocre presentations, you must take emotional charge of your audience.
- 5 Ways to create a wow moment in your next presentation
 - Props and Demonstrations to emphasize a key point
 - Unexpected and Shocking Statistics – make numbers meaningful, memorable, and jaw-dropping by placing them in a context that the audience can relate to.
 - Pictures, Images and Videos
 - Memorable Headlines – A short, provocative, repeatable phrases. Hook people. Craft and deliver repeatable quotes that will be remembered.
 - Personal Stories – great communicators are good storytellers. Break down the barrier between you and your audience by letting your guard down.

Secret #6: Lighten Up – Have a Sense of Humor

Key Thought: Don't take yourself too seriously. The brain loves humor. Give your audience something to smile about.

Why it works: Humor lowers defenses, making your audience more receptive to your message. It also makes you more likeable and people would rather do business with people that they like.

- Learn to incorporate humor creatively and naturally.
- The key to effective humor is how it is deployed. Don't try to be funny. Avoid telling jokes.
- You don't have to be funny to be humorous. You just have to be willing to do your homework to make your presentation entertaining.
- 5 Ways to add just the right amount of humor to your presentation

- Anecdotes, Observations, and Personal Stories – usually about themselves. They are not intended to elicit a huge laugh but rather to put a smile on people’s faces which endear them to their audience.
- Analogies and Metaphors – they are comparisons that point out the similarities between two different things. It’s an excellent rhetorical technique that helps explain complex topics.
- Quotes – An easy way to get a laugh without being a comedian or telling a joke is to quote somebody else who said something funny.
 - Adding quotes to a slide presentation gives your audience a mental break
 - Avoid quotes that are common and overused.
- Video – using video is an effective way of bringing humor into a presentation: it takes pressure off you to be funny.
- Photos – incorporate a photo or video clip to lighten the mood.
- Humor involves some risk. It takes courage to be vulnerable, to poke some good natured fun at yourself or the topic. The key is to be authentic.
- Don’t try to be something you’re not. But if it makes you laugh, there’s a good chance it will make someone else laugh too.

Secret #7: Stick to the 18-Minute Rule

Key Thought: 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 10 minutes.

Why it Works: Researchers have discovered that “cognitive backlog,” too much information, prevents the successful transmission of ideas.

- Listening is an exhaustive activity because the learner is continually adding material to be remembered later.
- The longer the presentation, the more the listener has to organize, comprehend, and remember. The burden increases along with a listener’s anxiety.
- The Law of Subtraction – Creativity thrives under intelligent constraints. Establishing a limit to your presentation provides a framework for creativity to flourish.
- A simple explanation of a complex topic give the audience confidence in the speaker’s mastery of the subject.

- Albert Einstein once said, "If you can't explain it simply, you don't understand it well enough."
- The Rule of Three – people can remember three pieces of information really well; add more items and retention falls off considerably.
- Build a Message Map in Three Easy Steps – a visual display of your idea on one page.
 - Step One: Create a Twitter-Friendly Headline – what is the one single overarching message I want to communicate. It must be short in length to fit in a Twitter post.
 - Step Two: Support the Headline with Three Key Messages – the mind can process only about three pieces of information in short-term memory. When you're designing a presentation outline, include the three supporting messages that support the overall theme.
 - Step Three: Reinforce the Three Messages with Stories, Statistics and Examples – Add bullet points to each of the three supporting messages. Write a few words that will prompt you to deliver the story.

Secret #8 – Paint a Mental Picture with Multisensory Experiences

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

Why it works: Remember, the brain does not pay attention to boring things. The brain craves multisensory experiences. Your audience might not be able to explain why they love your presentation; it will be your little secret.

- Students who were exposed to multisensory environments – text, pictures, animation, and video – always, not sometimes, always had much more accurate recall of the information than those who only heard or read the information.
- In presentation slides, use pictures instead of text whenever possible. Your audience is far more likely to recall information when it's delivered in a combination of pictures and text.
- Our brains are wired to process visual information – pictures very differently than text and sound.
- Words are encoded verbally. Pictures are more richly stamped in our brains and easier to recall.
- How to make a stimulating PowerPoint presentation
 - Visualize content. Add images or include background pictures to pie charts, tables and graphs.

- No more than 40 words in the first 10 slides. This will force you to think creatively about telling a memorable story.
- Kill bullet points on most of your slides. Text and bullet points are the least memorable way of transferring information.
- You might not be able to achieve this goal on every slide but it's a good exercise.

Secret #9 – Stay in Your Lane

Key Thought: Be authentic, open, and transparent.

Why it works: Most people can spot a phony. If you try to be something or someone you're not, you'll fail to gain the trust of your audience.

- Everything we've discussed will be meaningless if you are putting on an act.
- Successful people identify their life's core purpose and relentlessly follow that purpose to become the best representation of themselves that they can become.
- An inspiring speaker should move his or her listeners to think differently about their lives, or careers. A great speaker makes you want to be a better person.
- To be an impressive public speaker, you have to believe in what you are saying.
- Above all, don't try to be Tony Robbins or some other celebrity. Stay in your lane. Hold the space. Be true to your authentic self – the best representation of yourself that you can possibly be.