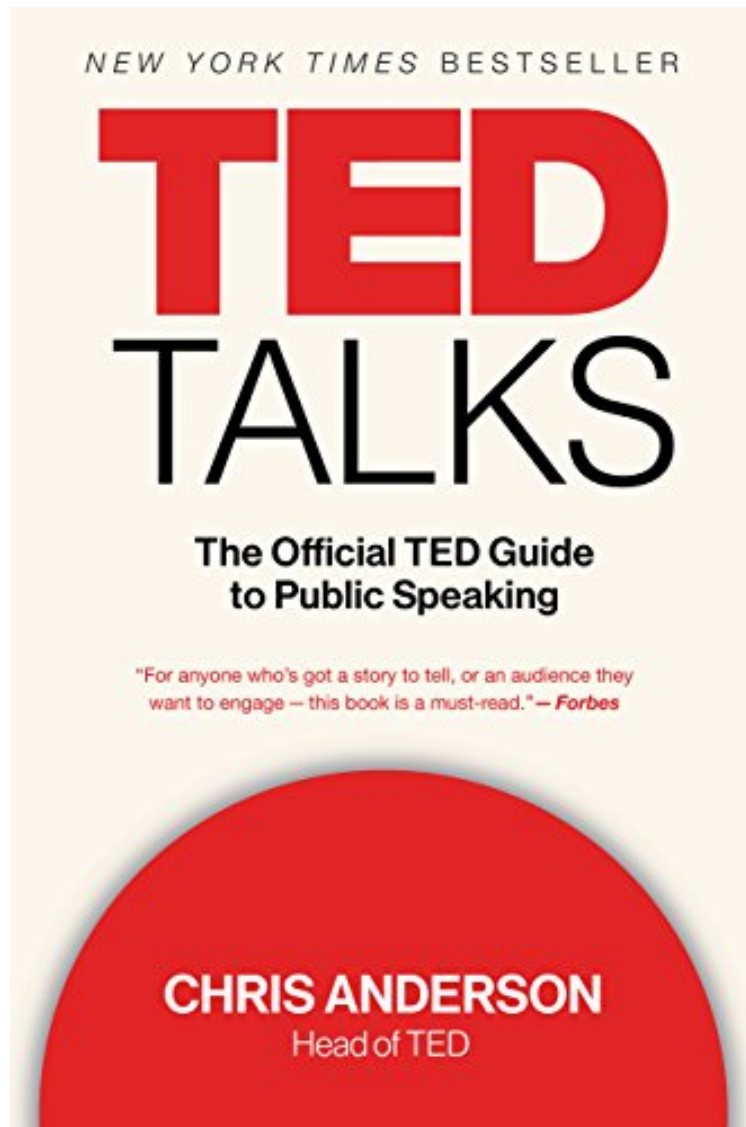


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TED Talks: The Official TED Guide to Public Speaking

Chris Anderson

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Chris Anderson : TED Talks: The Official TED Guide to Public Speaking before purchasing it in order to gauge whether or not it would be worth my time, and all praised TED Talks: The Official TED Guide to Public Speaking:

132 of 137 people found the following review helpful. Painless Learning for Great Public SpeakingBy CorpGovNetTED Talks reminds me a little of a book I read decades agohellip; Bobby Fischer Teaches Chess. As I read that book I kept thinking, yes, interesting idea ndash; and another. When I finished, I thought ok good pointers but will it make any difference? Then I played someone who I had never won against in dozens of opportunities and I beat them.Bobby Fischersquo;s book was one of the first popular books I read that used programmed learninghellip;

stepping the reader through a series of painless exercises. I've also seen that technique also used in a book that teaches math by setting up the problems faced by Euclid, etc. and giving readers enough clues so they too can reach their own aha moments. While TED Talks doesn't use programmed learning, it is very painless reading, packed with lots of good ideas. You may not come away and be able to deliver a TED Talk right away but you will come away with at least several new ideas on how to improve your ability to get your message across in group settings. Anyone who has seen several TED Talks knows there is no one way to deliver the talks but the book has plenty to say about what generally doesn't work and what does. I'll just hit on a few that struck me as helpful: Don't give a sales pitch. The speaker's job is to give to the audience, not to take. Sometimes it takes a little demolition before changing minds. Example: In ancient societies, a third of men died violent deaths. Modern media plays up violence because that's what sells. We've changed. After crushing their stereotypes, now you can go onto your points. Take your audience down your own path of discovery. By asking them to join the process, they get more involved. Make sure your words and images work together. Don't leave a slide up once you are finished with it. Better to put up a blank screen to avoid distraction. Transitions in Keynote should be kept simple. Cut when shifting to a new idea. Dissolve when slides are related. Dazzle distracts. Most TED speakers memorize and then practice so much it sounds spontaneous. Wrinkled clothes telegraph you don't try. If you don't care, why should they? Breathe deeply, take your power pose. Be sure to hydrate. Keep your notes by your water. When you grab a drink, you can quickly glance at where you are. Notes can be there if you need them. Hopefully, you won't. I'm sure yours will come up with your own list of tips from this very helpful book. 1 of 1 people found the following review helpful. Not Just For TED Talks...But For Anyone Who Talks! By Todd Chermak - BigBlueGumball An excellent guidebook for anyone who wants or needs to design and deliver more effective presentations of any kind. Written in a casual, conversational style by Chris Anderson, it's like having a presentation coach in a book. Even though I've been a professional speaker for years, TED TALKS provided me with a number of valuable tools, tips, and techniques that I can immediately put into action to improve my presentations. And, as an added bonus, the author brings his lessons to life by pointing us to his online video "playlist," making it simple for us to locate the real-life TED Talk examples he references within the book. Highly recommended. 1 of 1 people found the following review helpful. How TED Talks killed my existing pitch By Berg Moe After having been massively inspired by Chris Anderson's great book released May 4 I have decided to ditch most of what I had preached and sold as the only throughway to successful investor pitching. "TED Talks" is a must for everybody who are speakers, planning to do a talk or simply want to learn more about public speaking. I just wish that I could have had the opportunity to read this book before I did my TEDx talk in Bergen in 2014. Yes, I was informed about the format and did not extend my limited time of 18 minutes, but I was not well prepared, and my thru line was unclear. I also did some repetitions throughout the presentation. I had a lot of very positive feedback on my approach, and many of my predictions regarding the decline in the oil and gas sector in Norway have come through, but I am hundred percent sure I would have done better today after listening to TED Talks Audible version for totally 450 minutes. The main idea behind a 4 - 7 minute is to cover most of the stuff that investors traditionally are looking at in their screening. The main subjects are the business concept, business model, team and why it will succeed, niche of the market, competitive advantages, uniqueness regarding intellectual property, traction, simplified financials, capital need and exit strategy. My focus in preparing my next investor pitch will be to tell a story, concentrate at giving, unlocking empathy, stirring excitement, sharing knowledge and promoting our dream. Is it possible to do this and the same time gives the investors what they want? Yes, I think so. If I can provide the audience with the desire to learn more and meet us in the next break or networking, I believe that we have succeeded.

New York Times Best Seller "Catnip for all the TED fans out there." — Publishers Weekly "The most insightful book ever written on public speaking . . . a must-read." — Adam Grant, Wharton professor and New York Times best-selling author of Give and Take and Originals Since taking over TED in 2001, Chris Anderson has shown how carefully crafted talks can be the key to unlocking empathy, spreading knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview; it can be more powerful than anything in written form. This "invaluable guide" (Publishers Weekly) explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula, but there are tools that can empower any speaker. Chris Anderson has worked with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Salman Khan, Monica Lewinsky and more — everything from how to craft your talk's content to how you can be most effective on stage. This is a must-read for anyone who is ready to create impact with their ideas.

"The TED Talk has reinvented the art of rhetoric for the 21st century. Goodbye to windy academese, scientific gobbledygook, pompous moralizing, powerpoint chloroform — we now know that ideas worth spreading can indeed be spread far and wide, and with clarity and panache. Behind this revolution lies Chris Anderson, who had a vision that powerful ideas can improve the world and has developed a coherent philosophy and a

set of guidelines for compelling communication. This book may restore rhetoric to its time-honored place as one of the essential skills of an educated citizen." — Steven Pinker, Johnstone Professor of Psychology, Harvard University, and author of *HOW THE MIND WORKS* and *THE SENSE OF STYLE* "Nobody in the world better understands the art and science of public speaking than Chris Anderson. He has nurtured, coaxed, and encouraged so many speakers over the years (myself included) — helping us to bring forth our very best performances onstage, even when we were at our most nervous and overwhelmed. He is the absolutely perfect person to have written this book, and it will be a gift to many." — Elizabeth Gilbert, bestselling author of *BIG MAGIC* and *THE SIGNATURE OF ALL THINGS* "This is not just the most insightful book ever written on public speaking — it's also a brilliant, profound look at how to communicate. If you ever plan to utter a sound, this is a must-read. It gives me hope that words can actually change the world." — Adam Grant, Wharton professor and *New York Times* bestselling author of *GIVE AND TAKE* and *ORIGINALS* "Over the past 25 years, TED has revitalized the whole world of conferences and speaking events. Here for the first time, Chris Anderson and the TED leadership team set out all they've learnt about the dos and don'ts of public speaking. An essential read for all event organizers and speakers. Is there a single recipe for a great speech? Of course not. But there are some essential ingredients, which the TED team sets out here with concision, verve and wit (which are also some of the ingredients). An inspiring, contemporary guide to the venerable arts of oratory." — Sir Ken Robinson, best-selling author of *THE ELEMENT*, *OUT OF OUR MINDS*, and *CREATIVE SCHOOLS*. The TED Talk may well be the defining essay genre of our time: what the pamphlet was to the 18th-century, and the newspaper Op-Ed was to the twentieth. TED Talks is the guidebook to this new language, written by the man who made it into a global force." — Steven Johnson, bestselling author of *How We Got to Now* "From the Inside Flap For anyone who has ever been inspired by a TED Talk ... This is an insider's guide to creating talks that are unforgettable. Since taking over TED in the early 2000s, Chris Anderson has shown how carefully crafted short talks can be the key to unlocking empathy, stirring excitement, sharing knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview; it can be more powerful than anything in written form. This book explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula; no two talks should be the same. But there are tools that can empower any speaker. Chris Anderson has worked behind the scenes with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Amy Cuddy, Elizabeth Gilbert, Salman Khan, Dan Gilbert, Monica Lewinsky, and dozens more everything from how to craft your talk's content to how you can be most effective on stage. This is the 21st century's new manual for truly effective communication, and it is a must-read for anyone who is ready to create impact with their ideas." From the Back Cover Applause from TED Speakers "This is not just the most insightful book ever written on public speaking — it's also a brilliant, profound look at how to communicate. If you ever plan to utter a sound, this is a must-read. It gives me hope that words can actually change the world. Adam Grant, Wharton professor, author of *Give and Take* and *Originals* "Nobody in the world better understands the art and science of public speaking than Chris Anderson. 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