

TALK LIKE TED!

A one-day workshop

A workshop structured around the iconic TED Talks, the gold standard for public speaking. Learn a step-by-step method to inspire and motivate your audience over the course of a day with expert trainer Susie Ashfield. Master the art of storytelling, learn to paint strong visual imagery and understand how to get your audience behind your ideas, no matter how audacious or complex they seem. A fun and challenging masterclass for those who need to shock, wow and captivate!

LEARNING OBJECTIVES

This workshop will help you:

- Understand what an audience needs from you
- Engage and inspire a team to perform
- Understand your personal style and how to utilise it
- Show passion in your delivery as well as clear insight to your subject
- Combat nerves, speak up and get your ideas heard
- Learn how to express yourself by standing out and impressing your audience
- Analyse the difference between communication that sticks, and information that gets forgotten
- Deliver a persuasive and memorable TED style presentation from a clear nine-step method

Ultimately, this workshop will provide you with a toolbox to deliver compelling and influential messages to the people you need to motivate.

FORMAT

This one-day workshop focuses on analysing performance techniques and developing presenting skills, for any face-to-face communication, whether you are presenting to a large group, a team meeting or just a one-on-one conversation. It is a challenging yet rewarding day which participants say is hugely enjoyable! *To allow sufficient time for all participants to get the benefit of one-to-one feedback from Susie on their presentations, we restrict the group size to 8 each time.*

AUDIENCE

Managers at all levels, technical specialists, team leaders and graduates have all benefited from this tried-and-tested programme.

EXPERT TRAINER

Susie has worked as a voice-over artist for BBC, Sky, ITV1, Sony Pictures, Spotify and many more. Unusually, she used to combine this with working in the City as an insurance broker, managing a client body of high net worth and high profile clients in media television and film. She is now a full-time freelance trainer and coach, making the most of her unusual combination of acting skills and director-level business experience by specialising in helping people improve their presentation skills. Her clients include Unilever, BIG Lottery Fund, Ultra Electronics, Lloyds of London, The Wine Society, English Cricket Board, Lancashire Reinsurance, etc, etc.



WORKSHOP OUTLINE

- 1 What's it all about?
 - *Exercise: Audience reaction in three words...*
 - Introduction to the spoken word
 - Understanding the needs of the listener
 - The currency of ideas
 - Outlining your intention
- 2 Finding the story in complex content
 - Motivating activity
 - Analysing memorable messages
 - How do you add value to your content?
 - *Exercise: The Six Principles of Sticky Ideas (Dan and Chip Heath)*
 - How do you teach something new?
- 3 Delivering jaw-dropping moments
 - Systematic creativity
 - Deliver an emotionally charged experience
 - How to effectively use statistics and data
 - Tactics that get results
 - The 'urban legends' concept – what makes stories unforgettable?
How elements of the unexpected take content from ordinary to extraordinary
 - *Exercises:*
 - The Toolbox: Hands, Volume, Pausing, Eye Contact, Expression
 - Energy levels. What percentage are you at?
 - What type of communicator are you?
 - Which TED speakers are the most inspirational?
- 4 Combatting anxiety
 - How to answer difficult questions
 - Identifying challenging situations
 - Controlling nervous energy
- 5 Making it personal
 - Creating impact
 - Lighten up!!
 - Analogies and metaphors
 - Keeping it simple
 - Pictures and props
 - Make an emotional investment
 - *Exercise: Personal anecdotes and memories*
 - The 9 steps to a TED Talk, including:
 - Find the emotion
 - Is it novel?
 - Make it memorable
- 6 Action planning
 - *Exercise: Identify specific actions to enhance your presentation style*
 - *Exercise: Personal action planning*

DATES, LOCATION AND TIMINGS

- **27 September 2018, 9 October 2018, 6 November 2018, 11 December 2018**
- **British Dental Association**, 64 Wimpole Street, London – a ten minute walk from Oxford Circus or Great Portland Street tube stations
- **9.30 – 4.30**
- **Dress code:** smart casual

PLACES STRICTLY LIMITED TO 8 PARTICIPANTS PER OUTING

Any questions? Just give **Helen Nuttall** a call on **01582 714280** for a no-obligation discussion about running this workshop for your organisation on an in-house basis, or visit www.maximumperformance.co.uk for more details.