

TALK LIKE TED

one-hour webinar

A one-hour masterclass 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 an hour. 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.

LEARNING OBJECTIVES

This webinar will help you:

- Understand what an audience needs from you
- Engage and inspire a team to perform
- Show passion in your delivery as well as clear insight to your subject
- Combat nerves, speak up and get your ideas heard
- 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 webinar will provide you with a toolbox to deliver compelling and influential messages to the people you need to motivate.

FORMAT

This one-hour webinar focuses on analysing performance techniques and developing presentation 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.

The webinar uses a number of TED talks to help make key points and participants are expected to engage fully with the material and to interact with the trainer during the webinar. Inevitably, however, the format does not allow the trainer to see the participants deliver any sample presentations and give one-to-one feedback, which would require a classroom-based workshop instead.

The webinar is usually delivered using *Zoom* or *Skype for Business* but we can work with other platforms as well if required.

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.

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.



WEBINAR OUTLINE

- 1 What's it all about?
 - Understanding the needs of the listener
 - The 'What's in it for me?' factor
 - The currency of ideas
 - Start with WHY

- 2 Make it memorable
 - *TED Talk: Aimee Mullins - 'My 12 Pairs of Legs'*
 - Analysing memorable messages
 - How do you add value to your content?
 - Body language that empowers
 - Vocal power that impacts

- 3 Make it Novel
 - *TED Talk: Hans Rosling - 'Global Population Growth, Box by Box'*
 - Systematic creativity
 - Deliver an emotionally charged experience
 - How to effectively use statistics and data
 - Tactics that get results

- 4 Finding an emotion
 - *TED Talk: Danielle Feinberg - 'The Magic Ingredient that brings Pixar Movies to Life'*
 - Make an emotional investment
 - Personal anecdotes and memories
 - Find the story – identifying characters
 - Mirror neurons and transferring excitement

- 5 Action planning
 - Exercise: Personal action planning
 - How NOT to do it
 - Overcoming performance anxiety