

## **Presentation skills, TED-style – the webinar**

### **Overview**

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 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.

### **Expert trainer**

This programme was designed, and is delivered, by one of our most popular trainers, Susie Ashfield.

## Presentation skills, TED-style – 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 the 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

For a no-obligation discussion about running this workshop for your organisation please just give us a call on 01582 463460.