

Presentation skills, TED-style – the workshop

Overview

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. 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 use 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 impacting 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.

Audience

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

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 recommend restricting the group size to 8 each time.

Expert trainer

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

Presentation skills, TED-style –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

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

6 Action planning

- ✓ *Exercise: Identify specific actions to enhance your presentation style*
- ✓ *Exercise: Personal action planning*