

Presentation skills, TED-style

The 'bespoke' option – sample 3

Client brief

A 'level three' programme, designed for those with a reasonable level of experience making presentations. Participants should already feel confident about their presentation skills but want to explore the TED style and add real audience engagement power to their content and delivery.

Overview

The focus of this training is to enhance pre-existing skills around public speaking. In terms of personal development, the session will guarantee a significant improvement in the communication and leadership skills of each participant. This workshop is structured around the iconic TED Talks, the gold standard for public speaking. It is designed help participants improve or create the content for a high-impact talk, presentation or speech in the TED style.

Learning objectives

This workshop is designed to help participants to:

- Develop or re-write material and sound bites designed to make your key message clear
- Maximise your ability to support your team with their communication
- Create a compelling communication style, in a way that exudes authority, charisma and rapport
- Reconstruct complex content to become accessible and tangible statements
- Understand how to prepare for a pitch
- Prepare yourself for 'curve ball' questions and learn techniques to combat hostile or provocative audiences
- Set clear and measurable objectives to ensure you are consistently performing at your best

Audience

Level 3 (experienced presenters).

Format

A one-day programme. Delivered virtually (preferably via Zoom) or face-to-face.

Maximum group size of 8 (6 recommended).

Expert trainer



This programme was designed, and is delivered, by one of our most popular trainers, [Susie Ashfield](#).

We get great feedback from Susie's delivery of this programme, as you can see from the following comments from participants:

'Trainer was **fantastic!**'

'**Fabulous!**'

'She is just amazing – one of the best I have seen.'

'Great experience!'

'Pitched perfectly to the attendees.'

'Fantastic, really engaging.'

'Superb, compelling, authentic. Great knowledge, confidence, style and patience.'

'Engaging, insightful, excellent at what she does.'

'Brilliant! Really engaging. Clear and informative, a subject expert, conveys confidence.'

'Trainer of the year.'

Programme outline

1 What's it all about?

- ✓ *Exercise: Iconic public speakers*
- ✓ Understanding the expectations of internal and external audiences
- ✓ Adapting quickly and responding to challenge
- ✓ Combining the 'Why' with a call to action

2 Dynamic content creation

- ✓ Expressing ideas with total conviction
- ✓ Focusing your material on the needs and ambitions of your clients
- ✓ *Exercise: The Six Principles of Sticky Ideas (Dan and Chip Heath)*
- ✓ Injecting case studies to make your content tangible

3 High-impact delivery

- ✓ TED-style content creation and delivery
- ✓ Slides, props, visual aids and stage management
- ✓ *Exercises:*
 - *The Toolbox: Recommendations for change*
 - *Feedback and assessment: How can you improve your style of delivery?*

4 Total delivery control

- ✓ Harnessing adrenaline
- ✓ Delivering as a leader

5 The voice of a leader

- ✓ Communicating a change
 - Creating a vision for the future
 - Humour, tone, timing
- ✓ *Exercises:*
 - *Adding a sense of self to the delivery*
 - *Feedback and assessment: How can you improve your style of delivery?*
 - *Structuring for storytelling*
 - *Structuring to sell: ideas, products, change*

6 Action planning

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