



## 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 session 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

This programme works at all levels across an organisation, from graduates right up to directors.

It's appropriate for all types of organisation, as you can see from the list of clients for whom we have delivered it on an in-house basis, including:

Amey plc • APR • Asahi Beer • British Dental Association • Buckinghamshire County Council • Caesars • Carmarthenshire County Council • CDK Global • Century Link • Clarks • College of Policing • Curo Group • Disclosure Scotland • easyJet • Eisai • English Cricket Board • Epson • EUSAPharma • Flight Centre Travel Group • Gardiner & Theobald • General Pharmaceutical Council • Hampshire County Council • Hormann • ICAEW (North West) • ICSA • Latham & Watkins LLP • Living Ventures • London Business School • Mkodo • Newlon Housing • Novacyt • Palatine EP • Qubit • RepairTalks • Rolls Royce • Royal Ascot • S&P Global • Scottish Environmental Protection Agency (SEPA) • Seetec • SITA • Sitecore • South East Water • Surrey & Borders NHS Trust • Travel Counsellors • Ultra Electronics • University of Strathclyde • Unilever • URBN Urban Outfitters Ltd • Viking Cruises • Zeiss

## 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 on their presentations, we recommend restricting the group size to 8 each time.

## Feedback

*'Trainer was **fantastic!***

*'Great experience! I really liked the speaker. The course was supported by brilliant examples, and the subject was given in an interesting way.'*

*'Do it! Presenting is not as scary as you think. This course is **phenomenal.***

*'Different, fresh, **uplifting.***

*'**Breath of fresh air.***

*'It's more than just presentation skills, it's a new way of thinking about work and life!'*

*'Great tools for improving presentations and public speaking.'*

*'**Excellent** – knowledgeable, engaging, memorable...'*

*'**Fabulous!***

*'**Fantastic, really engaging.** Everything she mentioned she was doing and it was really interesting to see. Used her voice amazingly and very engagingly.'*

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

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

*'**Pitched perfectly** to the attendees.'*

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

*'**Trainer of the year.***

*'Someone I would love to listen to again.'*

*'It was an **eye opening experience**, which was definitely worth the time.'*

*'Transform your presentation skills!'*

*'Really great relaxed, **interactive session**, with a lovely trainer who put us all at ease.'*

*'You will learn about your presenting style and how you can improve.'*

*'If you speak in public, do this day. **Very practical advice** to improve, nice mix of theory and practical.'*

*'If you want to learn how to do better with public speaking, **learn new insights and top tips** this is the session for you.'*

*'Whether a novice or experienced public speaker, **this is a must!***

*'Excellent opportunity to **build your confidence** and to revisit important principles of presenting confidently and effectively.'*

*'An engaging and interesting training session - it'll really improve your confidence in public speaking.'*

*'**It's really worth doing** for everyone, you will learn lots and it's a great way to baseline your current performance.'*

*'Really informative, good tools to take away and actually **improved my confidence!***

## 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*