

# HOW TO DELIVER A GREAT TED TALK

## Presentation Secrets of the World's Best Speakers

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**AKASH KARIA** is a public speaking and presentation skills coach. He runs seminars and workshops where he teaches business executives how to create and present creative and engaging presentations. He has been ranked as one of the Top 10 Speakers in Asia-Pacific and is currently Chief Commercial Officer of a large corporation in Tanzania. He is the author of several books including *Public Speaking*, *Own the Room*, *How Successful People Think Differently* and *Public Speaking Mastery*.

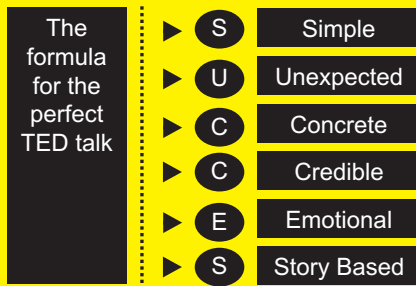
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**MAIN IDEA**

In the business world, TED (Technology, Entertainment, Design) Talks have gained legendary status. They are delivered at two annual conferences where the world's most engaging thinkers and doers are challenged to expound on "Ideas Worth Spreading." Each TED Talk lasts for 18 minutes and plays to a global audience. Every year, the TED Prize (\$1 million in 2012) is given to the best TED Talk. More than 1,500 TED Talks are now available online.

So, if you've got 18 minutes to change the world for the better, how do you do it? After analyzing hundreds of memorable TED Talks in fine detail, it has been seen the most inspiring presentations follow the same basic formula:



While you may or may not get the chance to give a TED Talk during your career, following this formula for the presentations you do give makes sense. Doing so will make your message sticky, effective and memorable – not bad results to enjoy whatever the setting.

*"The perfect TED Talk is simple, concrete, credible, contains an element of unexpectedness, arouses audience emotions and uses stories to drive home the message. If you follow the guidelines and tools, I guarantee that your audience will have no choice but to be wrapped up in your speeches and presentations. You will have everything you need to make your very next presentation a roaring SUCCESS!"*

– Akash Karia



- S – Simple** . . . . . Pages 2 - 3  
 Boil your presentation down to one core message which encapsulates the idea you're trying to put across or what you want people to remember. Then keep repeating this message throughout your presentation as a mantra. Make your core message so obvious even a child could understand it and then use techniques to enhance its impact.
- U – Unexpected** . . . . . Page 4  
 The best messages shock and say something totally unexpected. The trick, however, is not to do this in a gimmicky way. Rather, you've got to make sure your unique twist links back to your mantra. The more you can shock your listeners, the more they will remember.
- C – Concrete** . . . . . Page 5  
 Great presentations put forward concrete ideas. Provide specific and clear details rather than using vague or ambiguous language. One way to embed your core message or mantra into the minds of your listeners is by turning your stories into vivid mental movies. Analogies, metaphors and examples are also great for making your ideas concrete.
- C – Credible** . . . . . Page 6  
 You want your message to be believable. One good way to do that is to show you walk the talk without flaunting your achievements. That provides internal credibility which people respect. If you cannot pull that off, you can integrate third-party endorsements into what you're saying. That allows you to coattail on their credibility.
- E – Emotional** . . . . . Page 7  
 If you engage your listener's emotions, they will remember more of what you say. You can do that by using compelling visuals, humor, rhetorical questions or engaging stories they will relate to at a personal level. The simple dynamic at work here is people always remember more of what you say if you can make them feel something.
- S – Story Based** . . . . . Page 8  
 The best messages always use engaging stories. In addition to engaging the listener's emotions, stories told well can make your presentation irresistible. Fill your stories with sensory details and you breathe life into abstract ideas and concepts. Dynamic stories will keep your audience hooked long after you stop talking.

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