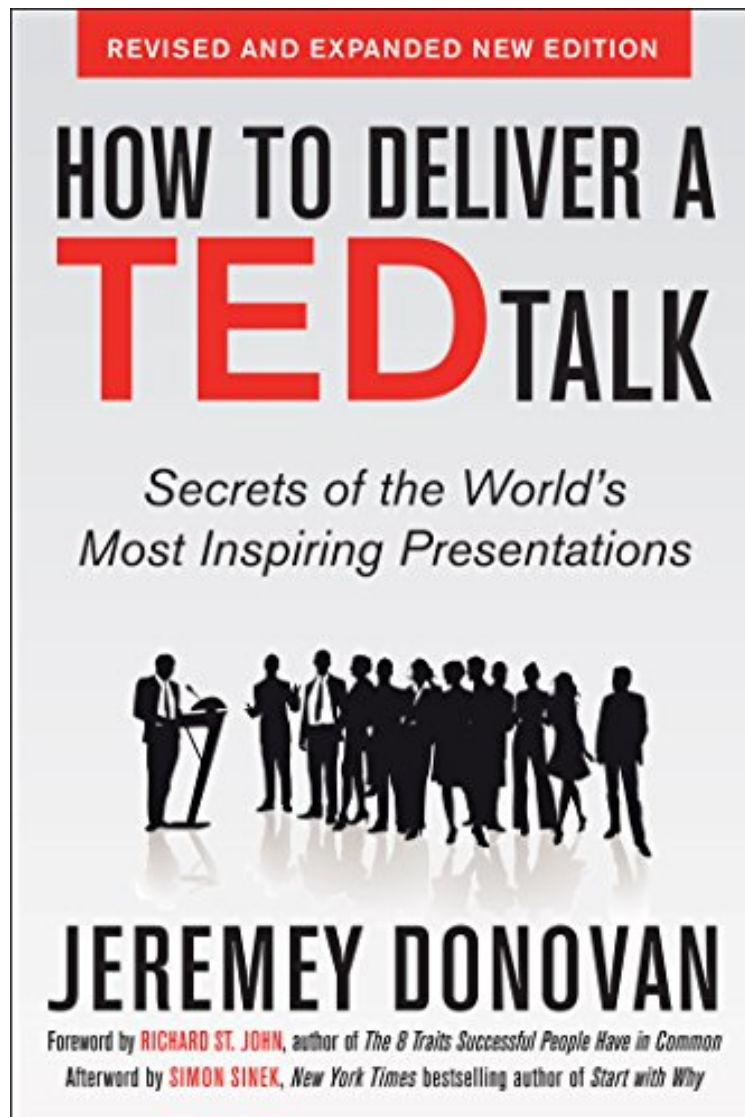


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## How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations, revised and expanded new edition, with a foreword by Richard St. John and an afterword by Simon Sinek (Business Books)

Jeremy Donovan

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Jeremy Donovan : How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations, revised and expanded new edition, with a foreword by Richard St. John and an afterword by Simon Sinek (Business Books)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised *How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations*, revised and expanded new edition, with a foreword by Richard St. John and an afterword by Simon Sinek (Business Books):

286 of 289 people found the following review helpful. Excellent Read for any Presenter

By J Salvo

I was recently looking for some shorter length books to read on my Kindle and while browsing options on , I stumbled across a series of TED e-books. It may be more accurate to describe them as white papers or articles instead of books, since they are all roughly 50-100 pages in length. Since I am a fan of TED and am interested in improving my own presentation skills, I thought I'd start by reading the book `How to Deliver a TED Talk' by Jeremy Donovan. I was very impressed with the content and format of this book. Although short in length, it is full of helpful presentation advice. The following is a (partial) list of topics covered:

1. Selecting a Topic: Identify a central idea and work backwards to establish an audience focused narrative that includes stories and facts. Connect with the audience by focusing on people's inner needs for belonging, self-interest, self-actualization or hope.
2. Crafting a `Catchphrase': Turn the central idea of the presentation into a memorable phrase that is implanted in the audience's mind. An ideal catchphrase should be short (3-10 words) and action oriented. A catchphrase should be repeated several times during the presentation.
3. Opening a Talk: The first ten or twenty seconds of a speech is the peak of the audience's engagement. Capitalize on this engagement by starting your speech with a compelling opening. Personal stories, shocking/startling statements and powerful questions are all effective ways to open a presentation. As a follow-up to the opening of your presentation, deliver a post-opening that informs the audience of the benefits they will gain from the presentation.
4. Building a Speech Body and Transitions: The body of a presentation should ideally consist of three sections. Segmenting a speech into three sections helps the presenter stay focused and helps the audience remember the message. Several narrative styles may be utilized; three effective styles are the situation-complication-resolution framework, the chronological narrative and the idea-concepts description. Transitions between sections of the speech should reinforce the key message of the prior section while teasing the audience with benefits of the upcoming section.
5. Concluding a Talk: The conclusion of a speech is the final opportunity to inspire the audience or call them to action with an easy next step. Use language that makes it clear the speech is ending. A few possible conclusions to a speech are a call back to a personal story told earlier in the speech, a shocking statistic or compelling question.
6. Mastering Verbal Delivery: When delivering a speech adopt a conversationalist tone and use everyday language in short sentence structures. Avoid filler words by speaking in bursts followed by pauses. Make liberal use of the word `you' to appeal to the audience.
7. Adding Humor to a Talk: Humor should be embedded throughout the speech, strive for one joke every few minutes. Utilize self-deprecation, exaggerated reality and challenges to authority to add humor. Effective speakers `riff' on humorous themes in clusters of three.
8. Managing Your Physical Delivery: When delivering a speech stand comfortably with hands down at your sides. Gestures should be contained to the area above your waist and below your neck. Maintain eye contact with individuals in the audience for three to five seconds. If you are presenting to a large group, engage sections for one to three minutes.
9. Creating Visuals That Inspire: Use as few slides as possible or no slides at all. If you are using slides, keep them simple with short text and images.

This is just a brief overview of the content covered in this book. Every section is full of good examples that support the key ideas of effective presentations. I highly recommend this book to anyone who is interested in improving their public speaking skills or wants to learn more about the format of a TED talk.

15 of 15 people found the following review helpful. It's neat but certainly not TED level - author tries to capitalize on a big name

By Gisela Hausmann

In summary, it is a neat book, with quite excellent tips; the recaps at the end of each chapter are well-done and I would recommend this book to any high school student, college student, and anybody else, who is suddenly faced with the situation, having to give talks on a regular basis. What is appalling about this book is, that quite obviously the author tries to capitalize on the great name "TED Talk". When I started reading this book I first thought that Jeremy Donovan is a big fan of the organization, by the end of the book I doubted that. It rather appears that Mr. Donovan is trying to associate his name with this great organization. This book is missing an index of the TED Talks he quotes. If Jeremy Donovan really wanted the reader to profit from the examples he would have listed those. Even college students have to quote their sources. For instance, early in the book, on page 10 of 107, Donovan writes: "Of the ten most viewed TED Talks as of the end of 2011, seven focused on inspiring people to change themselves." That's when for me it began to sink in that this book is not on TED level. How about naming these ten most viewed TED Talks? Beyond that there are the usual demagogic phrases fitting into the category of "Reader, please get excited about what I am about to reveal". Jeremy Donovan asks the rhetorical question: So, where does that leave the rest of us? How can we make it to the TED stage and inspire the world with our words? Until the very end, Jeremy Donovan never answers these questions. This book's promises too much. Even though he ends the book on a great sentence, the end is abrupt and considering that there is no index of any sort, this book may not have passed for a college term paper.

Gisela Hausmann, blogger author

85 of 91 people found the following review helpful. Thank you for helping me get over my fear of public speaking!

By Shevi

[[VIDEOID:mo3E4HHAYIRYWC2]] Are you afraid of public speaking? I was, until I read this book. You see, I'm a writer. I like to write. I like sitting alone at home in a t-shirt and yoga pants with just my characters for

company. But writers have to sell books, and I hate the marketing part of it. Don't get me wrong: I adore my readers! But I don't want to be the kind of writer who goes on Twitter and shouts, "Buy my book!" I want the readers who want to read my books to read them because they want to read them. And then there's the whole t-shirt and yoga pants thing when it comes to author visits, vlogging, or making YouTube videos. No one wants to see that. And I'm embarrassed about the way I look, because I'm no Anne Hathaway, and I'm embarrassed by the way my voice sounds. So what do you do in a situation like that? How do you get over your fear of putting yourself out in public? Well, being a writer, the first thing I did was look to books for the answer. I bought *Video Nation* by Jefferson Graham, which is a book about creating video for the web. That turned out to be pointless, because its answer for everything is to spend hundreds and thousands of dollars on equipment. A friend recommended *Talk Up Your Book* by Patricia Fry, and I knew within the first few pages that was the wrong book for me, because it claims that personality sells over 80% of books. Hello, how many bestselling books have you bought from authors you've personally met? Have you met J.K. Rowling? How about James Patterson? Rick Riordan? I didn't think so. And her answer for what you do if you feel self-conscious about your weight is to lose weight. Really? Many anorexics think they're fat. So is that book saying they should lose weight? Kind of bad advice, don't you think? So then I finally got to *How to Deliver a TED Talk* by Jeremy Donovan, and this book is everything a great TED Talk should be: clear, concise, easy to follow, and inspirational. This isn't just the best book on public speaking I've ever read: it's the best nonfiction book I've ever read. They say if you give a man a fish he'll eat for a day, but if you teach a man to fish he'll feed himself and his family for a lifetime. This book is the ultimate TED Talk, because it uses the TED format to teach you how to inspire others with your own ideas worth spreading. The video review I've posted here is the first one I've made where I'm talking to the camera without feeling self-conscious because of the way I look and the way my voice sounds. Is it great? No. But I know the more I practice, the better I'll get. It's just a small step, but it's a giant leap for me. And I feel a lot better knowing it's not about selling anything. It's about sharing ideas that will improve lives. That's exactly why I write! So thank you, thank you, thank you, Jeremy Donovan, for helping me get over my fear. And for anyone who is afraid of public speaking, buy this book! You'll be so happy that you did.

**DELIVER THE PRESENTATION OF YOUR LIFE--AND LAUNCH YOUR CAREER** nonprofit dedicated to ideas worth spreading, TED challenges the world's most fascinating thinkers and doers to give "the speech of their lives" in 18 minutes or less. The more than 14,000 talks on TED.com have been viewed over 1 billion times and include those by such luminaries as Tony Robbins, Dan Pink, and Sheryl Sandberg. Now you can learn how to give a TED-style talk to achieve your personal and business goals. *How to Deliver a TED Talk* provides more than 100 invaluable tips--everything from opening with an explicit statement of audience benefits to framing your idea as an action-outcome response to a question worth asking. Whether you're presenting to an audience of 1 or 1,000, this book is an indispensable resource for any public speaker. "Not just for TED talks, it's a great book for any presentation you have to make. If you want to deeply engage and impress your audience, this is a quick, informative, and brilliant guide." -- PETER BREGMAN, TEDx talker and author of *18 Minutes* "Jeremy's advice was key to my successful TED talk at TEDMED." -- AMANDA BENNETT, Pulitzer Prize-winning journalist and Executive Editor/Projects and Investigations for Bloomberg News

About the Author Jeremy Donovan is a TEDx organizer and speaker. He serves as group vice president of marketing at Gartner, Inc., the world's leading information technology research and advisory company with \$1.6 billion in annual revenue.