

What is unique about TED talks?

The talks are shorter.

The ideas are novel.

The speakers are authentic.



Integrity

Novel
Clear
Personal
Practiced

Reveal something new or from a new perspective (avoid cliché's at all costs). Shorter is better. Sacrifice *good* ideas to elevate *great* ideas. Skip wordy jargon. Show up with your knowledge *and* humanity. *Credibility and* approachability. Don't wing it. Know your content and practice your delivery. No script reading!



Structure

Intro
Organization
Transitions
Sound bites
Close

Skip intro speak. Jump right into a story. Reveal the main idea quickly. Sort your ideas into 3 main topics or less for clarity and audience retention. Practice one-sentence transitions moving from one topic to the next. Craft two or three one-liners in your talk to make ideas 'sticky'. Zoom out from the details to the big picture. Land that last sentence!



Storytelling

Detail
Delivery
Practice
Purpose

Use *visual* details that an audience can clearly 'see' in their minds. Bring your story to life through gestures, expression, and vocal emphasis. Time your stories, scaling their length appropriately (avoid long-winded stories). Surface from your story to a universal truth for your audience in *one* sentence.



Visuals

Less is more
Aesthetic

These are not scripts or hand outs. They are idea billboards - simple and clear. Balance images and words. Remove sentences - use phrases. Bold key metrics.

Keep it short. Be novel. Stay human.