TALK LIKE TED

Creating impact when you present!

OCTOBER 2017
AGENDA

• Timeline
• Why TurboFEST
• FAQ Review
• How to Prepare
• Resources

Is this You?
Easy as 1, 2, 3...!

1. PLAN
2. CREATE
3. DELIVER
1) Personal Story

2) Shocking Stat

3) Ask a powerful question
Powerful Question

Why questions:
Tap into our natural curiosity
1 PLAN

Be committed

Involved in an egg VS Committed to bacon
2 CREATE

For the audience
2 CREATE

Organize your thoughts
2. CREATE

Emotional Curiosity
Stories...data with a soul

Something

They’ll

Always

Remember
Stories...
Does it pass the 70mph billboard test?
Sometimes less is more
Most basic way to get someone’s attention... is to break a pattern.
3 DELIVER

Effective call to action
3 DELIVER

Effective call to action

Doers
Instigate activities

Influencers
Change perception

Supplier
Get you resources

Innovator
Generate ideas
Practice... Eye Contact
Voice

Motivational
Humorous
Assertive
Cautious
Sympathetic
Critical
Neutral

{ Pitch }
{ Tone }
{ Pacing }
{ Volume }
{ Enunciation }
Avoid a DOA presentation by...

1. Project with your face
2. Open up your posture
3. Peel yourself away from your slides
4. Exaggerate your movements
5. Match your gestures with content
How much should I move?
1) Get to know the AV Person
2) Test all equipment
3) Bring back ups
4) Prerecord your demos
5) Test your slide deck
6) Try out comfort monitors
7) Play all media
8) Confirm type of projection
9) Find out if people will attend remotely
10) Practice, Practice, Practice
## Delivery Skills

<table>
<thead>
<tr>
<th>Eye Contact</th>
<th>Voice</th>
<th>Hand Gestures</th>
<th>Body Movement</th>
<th>Visuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eye contact establishes a connection with your audience</td>
<td>Make sure your message reaches everyone in the room</td>
<td>Your actions should support your message</td>
<td>Use motion to focus your audience’s attention</td>
<td>Let your visuals support you and your message</td>
</tr>
<tr>
<td>Maintain eye contact for a complete thought or 3-5 seconds</td>
<td>Vocal projection</td>
<td>Gesture as a natural extension of the words</td>
<td>Keep feet and hips stationary</td>
<td>Talk to the audience, not the screen</td>
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<tr>
<td>Ensure you look at all sections or members of the audience</td>
<td>Rate of speech</td>
<td>When not gesturing, let arms hang loosely at sides or hold paper clips at your core</td>
<td>Move with purpose, move toward your listeners at key moments and away from them when you want to signal a pause or change of topic</td>
<td>Don’t read it—flesh it out</td>
</tr>
<tr>
<td>Talk to the audience, not the screen</td>
<td>Pauses</td>
<td>Do not lock hands</td>
<td>Look more at your audience than your visuals</td>
<td>Manage what the audience sees</td>
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<tr>
<td></td>
<td>Enthusiasm</td>
<td>Gesture broadly above the waist</td>
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<td>Don’t block the audience’s view</td>
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<td></td>
<td>Articulation</td>
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<td>Actively focus the audience’s attention</td>
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<td>Include the final consonants of all words</td>
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<td>Don’t run words together</td>
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<td>Maintain volume at ends of sentences</td>
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<td>Avoid verbal fillers</td>
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</tbody>
</table>
Your turn
Your turn

Practice eye contact
Your turn
The only thing that truly matters in public speaking...

- confidence
- stage presence
- smooth talking

It is having something worth saying!
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