

Presentation skills, TED-style

A one-day workshop

Overview

A very 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 masterclass for those who need to shock, wow and captivate!

Objectives

This workshop gives you a toolbox to deliver compelling and influential messages to the people you need to motivate. It will help you:

- Understand what an audience needs from you
- 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
- 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

Who should attend?

Directors who are happy to work as a group in order to improve their presentation skills.

Workshop 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 from Susie on their presentations, we recommend restricting the group size to 8 each time.

Meet the trainer

This programme was designed, and is delivered, by one of our most popular trainers, [Susie Ashfield](#).

Is this the right programme for you?

- If you've got fellow directors with the same requirement and you're happy to work as a group, then this workshop is the most cost-effective option.
- If you've got a key presentation coming up, you might be better off with some one-to-one coaching sessions with Susie: see ['The executive speaker'](#).
- If you're looking for one-to-one support in this area but there's no immediate time pressure, then have a look at Susie's other coaching proposition, ['Presentation skills for directors'](#).
- If none of the above, then perhaps you'd prefer an [open workshop](#) in London, delivered under the auspices of our sister company, Maximum Performance?

Agenda

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-style Talk, including:
 - Find the emotion
 - Is it novel?
 - Make it memorable

6 Action planning

- *Exercise: Identify specific actions to enhance your presentation style*
- *Exercise: Personal action planning*

For a no-obligation discussion about running this workshop for your organisation on an in-house basis, just give us a call on **01582 463465**.