



Our business is developing yours.

18 Minutes of Fame: Making an Unforgettable Impression

By Merry Neitlich

Lorin has been successfully making presentations to investment bankers for over a decade. His clients count on him to have up-to-the-minute knowledge on the latest rules and regulations. They also think of him as a brilliant lawyer who truly understands this fast-paced and challenging industry and all of its components.

Like most partners, Lorin has relied on his firm's marketing department to help with the design of his PowerPoint presentations. He has grown comfortable over the years with PowerPoint due to its ease of use and bulleted slides that keep him on track - and also provide his attendees with a sequenced set of information to take home.

Several years ago at a partner retreat Lorin participated in a session on advanced presentation skills. He learned more about the storytelling process and how to use 'sponge activities' at the very beginning of his talks to draw in his audience. They said he should add a bit more interest to his slides by folding in additional visuals such as charts, graphs, illustrations or interesting photos. He started to incorporate some of these strategies into his presentations.

That's why when he was asked to speak at an upcoming major banking and finance event, Lorin was confident he would create an interesting and useful presentation.

Then one of his clients sent him a link to a TED Talk about the secret as to what constituted great leadership. His thinking changed in an instant. Lorin had heard about TED Talks, but didn't know very much about them other than they were known for their brevity and spreading great ideas to stimulate thinking. As Lorin watched the short 15-minute presentation on, "How Great Leaders Inspire Action", he realized that he may have stumbled onto something that would allow him to be a real standout at the upcoming conference. He imagined using just 15 to 18 minutes to present the new idea he had about investment banking giving him time for some quick group work so the attendees could figure out how to apply this cutting edge idea to their own situations and companies.

Lorin searched online for the best TED Talks and after watching a few he saw how this type of presentation could apply to literally any topic or idea. He became smitten with the concept and became determined to learn how to craft a truly effective TED-style talk.

Here are the top ten things Lorin learned about TED Talks and what makes them and their speakers – and now you in your future talks- effective:

1. TED Talks are a showcase for speakers presenting well-informed ideas in 18 minutes.
2. They work so well because an audience is good at focusing on one subject at a time in relatively short chunks. Shorter talks are not lesser talks. It may only take minutes to make your point unforgettable.
http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en
3. You should be very knowledgeable about your topic and the talk should have a compelling new argument/viewpoint behind it. Although you do not have to be the world's most foremost expert on your topic, you should be an expert on your niche area.
4. The audience is relying on you to provide accurate facts, anecdotes and statistics.
5. The primary goal of your talk is to communicate an idea effectively.
6. Before embarking on preparing your talk ask yourself if your idea is something new to your audience and will it be interesting to them.
7. Open your talk with a surprising or cool fact that is relevant to the audience.
8. Structure your talk incorporating stories which contain pockets of information. This will capture your audience and point to why or how your idea can be implemented. You may choose some limited visual assistance such as incorporating a few PowerPoint, Prezi or PowToon slides which take your audience on a visual journey (www.prezi.com or www.powtoon.com). Do not use bulleted slides; rather use a single focal point such as a graph, a compelling word or phrase, a photograph or an image. These images will connect your words with a visual context.
9. TED Talks need to be memorized and rehearsed to the point of ease of delivery. Practice your talk in front of a mirror and time it. It should be between 15 to 18 minutes.
10. Remember that laughter is good and that you are not selling anything.

TED-style talks not only provide a neat and condensed platform to deliver your message but they create an opportunity for you and your messages to stand out from the crowd. They will make you sound more relevant and be more memorable. They make excellent use of the educational qualities that create high retention and memorability. You will be speaking to and with your audience – connecting with them on a deeper and more focused level. The next time you follow up with attendees from your TED-style talk they will remember you as soon as they hear from you.

Is it time for you to take a look at the possibilities of creating your next presentation like a TED Talk? Let's discuss the goals of your next talk and see if the TED Talk format is right for you. We make the process easy to structure, easy to learn and easy to make you shine.



Our business is developing yours.

EM Consulting, 2222 Martin Street, Ste. 255, Irvine, CA 92612 Ph: 949-260-0936

merry@EMconsults.org

www.EMConsults.org