**What is TED?**

From the TED website:

“TED is a nonpartisan nonprofit devoted to spreading ideas, usually in the form of short, powerful talks. TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all [topics](https://www.ted.com/topics) — from science to business to global issues — in more than 110 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.” [https://www.ted.com/about/‌our-organization](https://www.ted.com/about/our-organization)

**What are TED talks?**

* [TED talks](https://www.ted.com/about/programs-initiatives/ted-talks) are videos that present an idea, typically in 18 minutes or less. They are filmed at flagship [TED conferences](https://www.ted.com/about/conferences), independent [TEDx events](https://www.ted.com/about/programs-initiatives/tedx-program), and other programs. Their goal is to share “Ideas Worth Spreading” — in fields like science, technology, business, culture, art and design — around the world. With a new talk posted every weekday, visitors can watch, rate, comment on and share every talk.
* [TED speakers](https://www.ted.com/people/speakers) have collectively won every major prize awarded for excellence, including the Nobel, Pritzker, Pulitzer, Oscar, Grammy, Emmy, Tony and MacArthur "genius" grant. Examples included former U.S. President Bill Clinton, Microsoft founder Bill Gates, primatologist Jane Goodall, Amazon founder Jeff Bezos, Nobel laureate James Watson, designer Phillipe Starck, architect Frank Gehry, moviemaker JJ Abrams, jazz musician Herbie Hancock, writer Chimamanda Ngozi Adichi, Google founders Sergey Brin and Larry Page, leadership coach Tony Robbins. TED also seeks out emerging artists, scientists and thinkers, introducing them to the TED community well before they hit the mainstream.
* [TEDx talks](https://www.ted.com/watch/tedx-talks) - local screenings of TED Talks videos, or a combination of live presenters and TED Talks videos - are planned and coordinated independently under a free licence granted by TED. Find details of local TEDx talks by searching at [https://www.ted.com/‌tedx/‌events](https://www.ted.com/tedx/events) or watch via YouTube at [https://www.youtube.com/‌user/‌TEDxTalks](https://www.youtube.com/user/TEDxTalks).
* [TedxNHS](http://www.tedxnhs.com/) - brings NHS staff together once a year on a national stage to share their stories and inspire others to think differently, dream bigger and design better. The first event was held in London in August 2016 and was livestreamed across various NHS organisations. The videos are now available to anyone working in the NHS (register with NHS email address at the [TEDxNHS](http://www.tedxnhs.com/) website)

**How are TED talks accessed?**

* A library of over 2,400 TED talks can be accessed via the TED website – [www.ted.com/‌talks](http://www.ted.com/talks). Search for talks/speakers, and filter by topics, languages, duration and types of event. Also accessible via the TED YouTube channel - [www.youtube.com/‌ted](http://www.youtube.com/ted).
* Explore and discover talks using TED [playlists](https://www.ted.com/playlists) – over 100 collections of talks curated by TED or by special guest curators. Playlist topics include:

Business Education Leadership Productivity

Collaboration Goal-setting Marketing Teaching

Communication Health care Medicine Technology

Decision-making Innovation Motivation Work

**How can TED talks be used as a training resource?**

* The majority of TED content is licensed under Creative Commons, which means that certain TED content may be used for personal and/or educational purposes as long as the license terms and [TED Talks Usage Policy](https://www.ted.com/about/our-organization/our-policies-terms/ted-talks-usage-policy) are followed.

**Leadership and Change Management – some examples**

**TED Talks:**

[How great leaders inspire action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - Simon Sinek has a simple but powerful model for inspirational leadership — starting with a golden circle and the question "Why?" His examples include Apple, Martin Luther King, and the Wright brothers ...

[What it takes to be a great leader](https://www.ted.com/talks/roselinde_torres_what_it_takes_to_be_a_great_leader?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - The world is full of leadership programs, but the best way to learn how to lead might be right under your nose. In this clear, candid talk, Roselinde Torres describes 25 years observing truly great leaders at work, and shares the three simple but crucial questions would-be company chiefs need to ask to thrive in the future.

[Lead like the great conductors](https://www.ted.com/talks/itay_talgam_lead_like_the_great_conductors?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - An orchestra conductor faces the ultimate leadership challenge: creating perfect harmony without saying a word. In this charming talk, Itay Talgam demonstrates the unique styles of six great 20th-century conductors, illustrating crucial lessons for all leaders.

[Listen, learn ... then lead](https://www.ted.com/talks/stanley_mcchrystal?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - Four-star general Stanley McChrystal shares what he learned about leadership over his decades in the military. How can you build a sense of shared purpose among people of many ages and skill sets? By listening and learning — and addressing the possibility of failure.

[Tribal leadership](https://www.ted.com/talks/david_logan_on_tribal_leadership?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - David Logan talks about the five kinds of tribes that humans naturally form — in schools, workplaces, even the driver's license bureau. By understanding our shared tribal tendencies, we can help lead each other to become better individuals.

[5 ways to lead in an era of constant change](https://www.ted.com/talks/jim_hemerling_5_ways_to_lead_in_an_era_of_constant_change?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - Who says change needs to be hard? Organizational change expert Jim Hemerling thinks adapting your business in today's constantly-evolving world can be invigorating instead of exhausting. He outlines five imperatives, centered around putting people first, for turning company reorganization into an empowering, energizing task for all.

[Got a wicked problem? First, tell me how you make toast](https://www.ted.com/talks/tom_wujec_got_a_wicked_problem_first_tell_me_how_you_make_toast?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - Making toast doesn’t sound very complicated — until someone asks you to draw the process, step by step. Tom Wujec loves asking people and teams to draw how they make toast, because the process reveals unexpected truths about how we can solve our biggest, most complicated problems at work. Learn how to run this exercise yourself, and hear Wujec’s surprising insights from watching thousands of people draw toast.

[Why work doesn't happen at work](https://www.ted.com/talks/jason_fried_why_work_doesn_t_happen_at_work?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - Jason Fried has a radical theory of working: that the office isn't a good place to do it. He calls out the two main offenders (call them the M&Ms) and offers three suggestions to make the workplace actually work.

[The puzzle of motivation](https://www.ted.com/talks/dan_pink_on_motivation?utm_source=tedcomshare&utm_medium=referral&utm_campaign=tedspread) - Career analyst Dan Pink examines the puzzle of motivation, starting with a fact that social scientists know but most managers don't: Traditional rewards aren't always as effective as we think. Listen for illuminating stories — and maybe, a way forward.

**Tedx Talks:**

[Six keys to leading positive change](https://www.youtube.com/watch?v=owU5aTNPJbs) - From the power of presence to the power of voice, leadership expert and Harvard Business School professor Rosabeth Moss Kanter discusses the process of making a difference in the world. Kanter uses the stories of great leaders and ordinary people to reveal the six success factors that are the keys to positive change, including lining up partnerships, managing the miserable middles of change, and sharing success with others. This uplifting talk from TEDxBeaconStreet will inspire you to lead and take action.

[Lead and be the change](https://www.youtube.com/watch?v=yv-QiSvuLLM) - Professor Mark Mueller-Eberstein is an internationally acclaimed business leader, entrepreneur, consultant, researcher, best-selling author, and teaches at the Rutgers University Center for Management Development. Mark explores the dynamic between the human and technical factors that positively impact business operations and how businesses can leverage key technology trends.

[How to deal with resistance to change](https://www.youtube.com/watch?v=79LI2fkNZ2k) - When it comes to change, we tend to naturally resist it. However, the reasons for resistance to change are not always what you might think. Change advocate Heather Stagl encourages us to think about the hidden resistance to change.