

A photograph of a speaker on a red circular stage at a TED event. The stage is set against a dark background with a large audience visible in the foreground, appearing as a sea of blue lights. The word 'TED' is partially visible in the top right corner.

HOW TO PITCH & PRESENT WITH CONFIDENCE LESSONS FROM THE BEST TED TALKS

Chris Moule, Head of Entrepreneurship & Innovation





Talks TED Conferences TED Conversations About TED
Speakers TEDx Events TED Community TED Blog
Playlists TED Prize TED-Ed TED Initiatives
Translations TED Fellows

Q Search

Speakers Richard Turere: Inventor



Young inventor Richard Turere invented "lion lights," an elegant way to protect his family's cattle from lion attacks.



Richard Turere: My invention that made peace with lions
07:20 Posted: Mar 2013

Richard Turere on the Web

Related Speakers

Andrew McAfee
Klaus Stadtmann
Henry Markram
Sean Gourley

Conferences

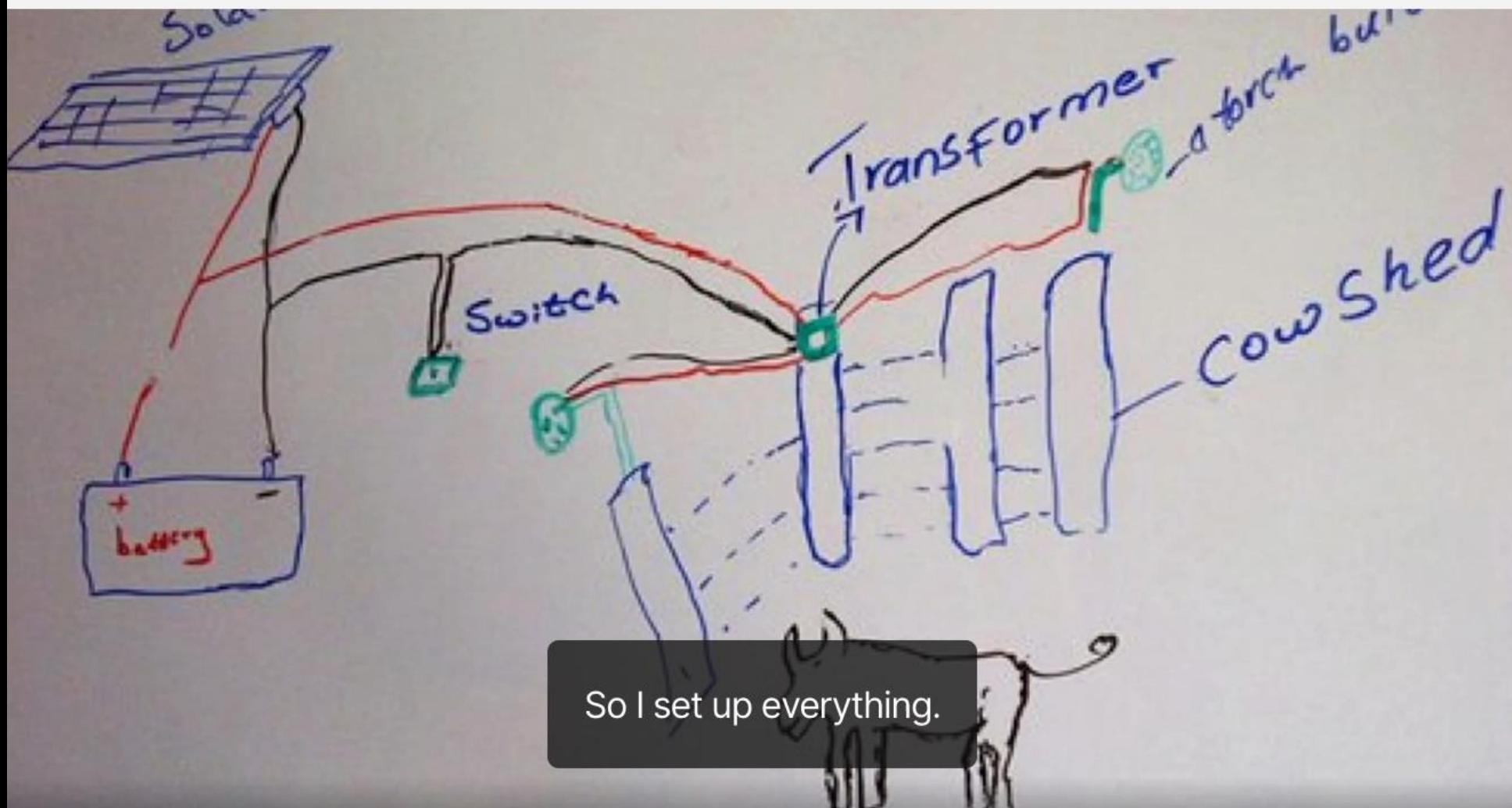
TED2013

Why you should listen to him:

Richard Turere is a young Maasai man who lives in the wilderness of the Kenya savanna, on the edge of a national park full of rhino, giraffe, buffalo and lions. Since he was 9, Richard has held the honored chore of tending his father's cattle; in his free time, he tinkered with electrical gadgets. After dismantling the few household appliances, Richard taught himself how to fix them, and then he started inventing. He fit his parents' home with fans made from car parts and other junkyard



English transcription by Joseph Geni. Reviewed by Morton Bast.





'Glosso-phobia'

75 %

- Being judged
- Imposter Syndrome
- Making a silly mistake
- Being heckled / put on the spot
- Forgetting or Freezing
- Saying something offensive or non-PC
- Not knowing the answer to a question



WHAT IS YOUR POINT ?

What is the purpose?

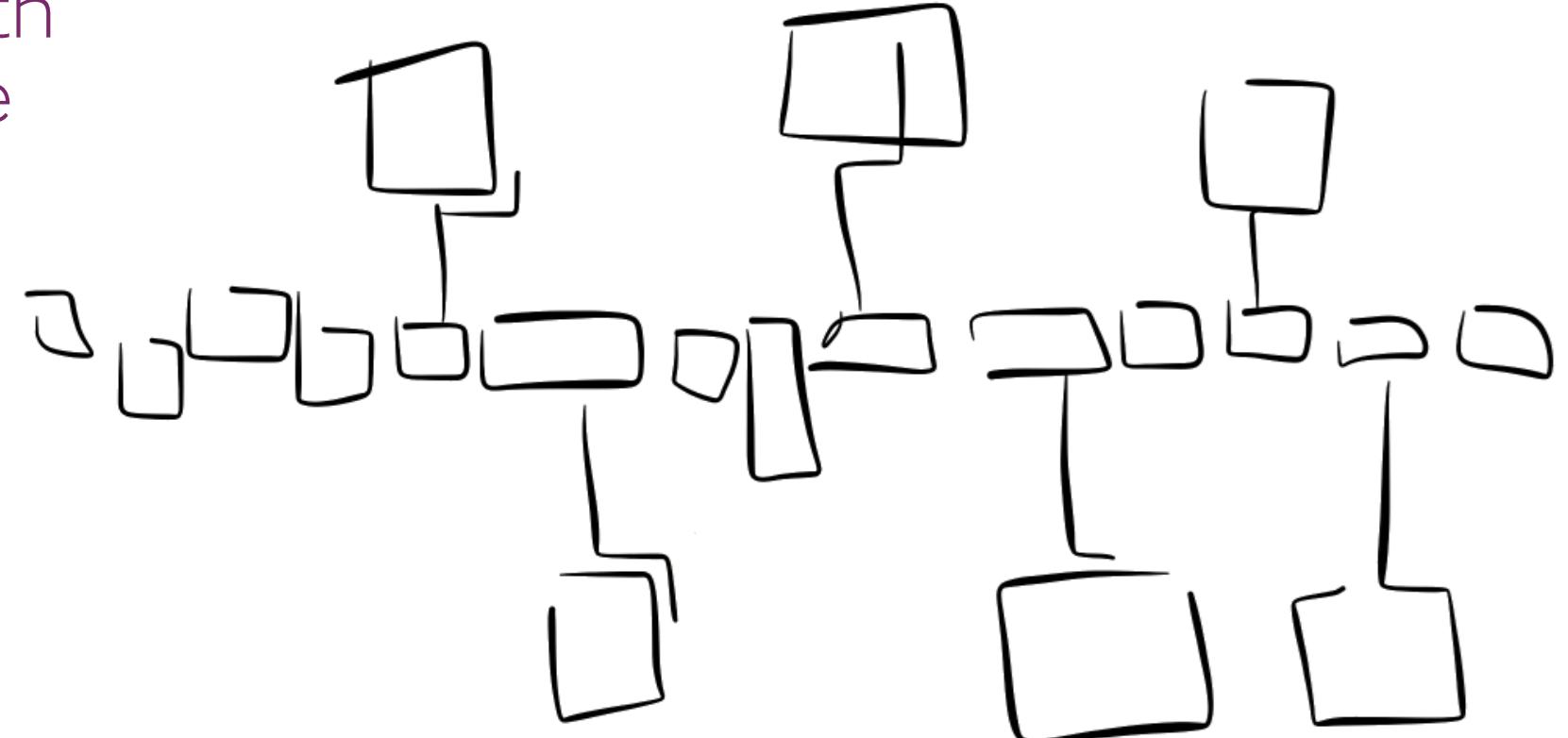


Be clear about what message you want to get across.

This may mean cutting down the content and making it simple and clear.

Take the audience on a journey

Build your content
for presentation with
a clear start, middle
and end



Capture the Value Proposition

Make a clear
and concise
elevator pitch
early in your
presentation

F O R (target customer)
W H O (have this challenge / problem)
W E O F F E R (our solution)
T H A T (solves the problem)



Your 3 takeaways...



Meaningful takeaways



Create a throughline



Less is more

EXERCISE :
encapsulate that thread in 15 words – what do you want the audience to leave with

MAKING A CONNECTION

TED





Your 3 takeaways...



Get Personal



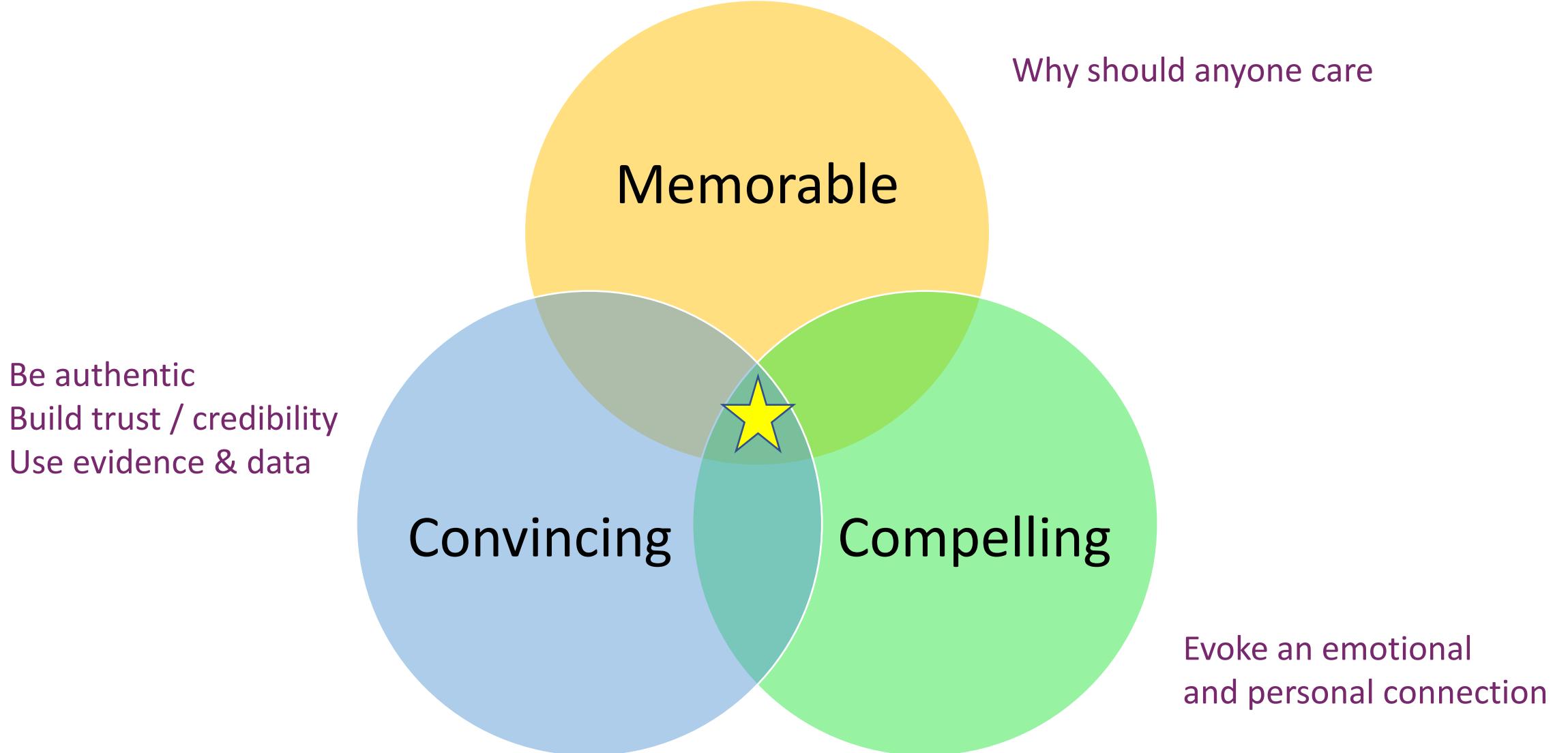
Show Vulnerability



Park the Ego

TELL A STORY

'The Sweet Spot' – what makes a great story



'The Sweet Spot'

- what makes a great story

What dampens that emotional connection ?

- Vague
- Lacks Evidence
- Unclear
- Too Salesy
- Reading
- Boasting

What heightens that emotional connection ?

- Having Empathy
- Details
- Descriptions
- Dialogue
- Make characters real
- Build drama / conflict
- Surprise or Delight
- Struggle has a resolution

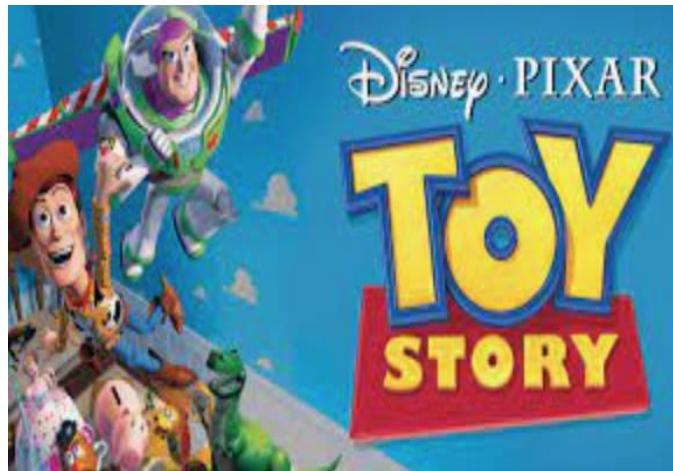
How can we keep people's attention ?

- Use Props
- Use Humour
- Get a pen and draw
- Have a reveal
- Tell a story

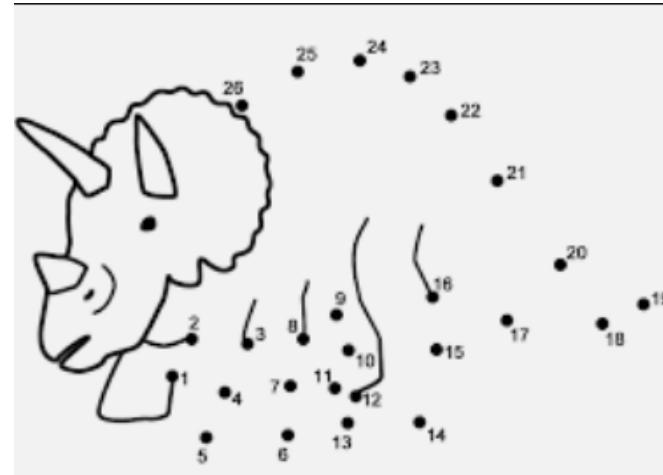




Your 3 takeaways...



Draw out meaning
from the story



Let them connect the dots



Entertain, inform, inspire

OPEN STRONG







Your 3 takeaways...



Deliver a dose of drama



Ask a question

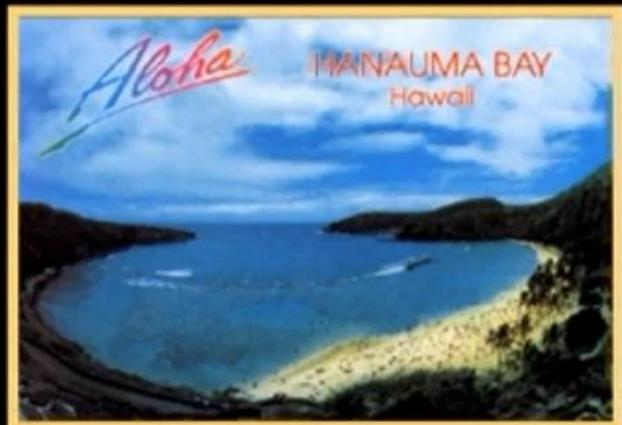


Don't give away the
punchline too soon
- Use a bit of mystery

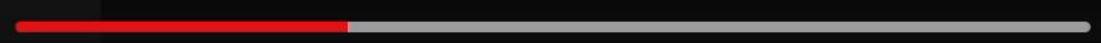
EXPLAINING COMPLEX CONCEPTS AND IDEAS



Errors in Value: Comparing with the Past

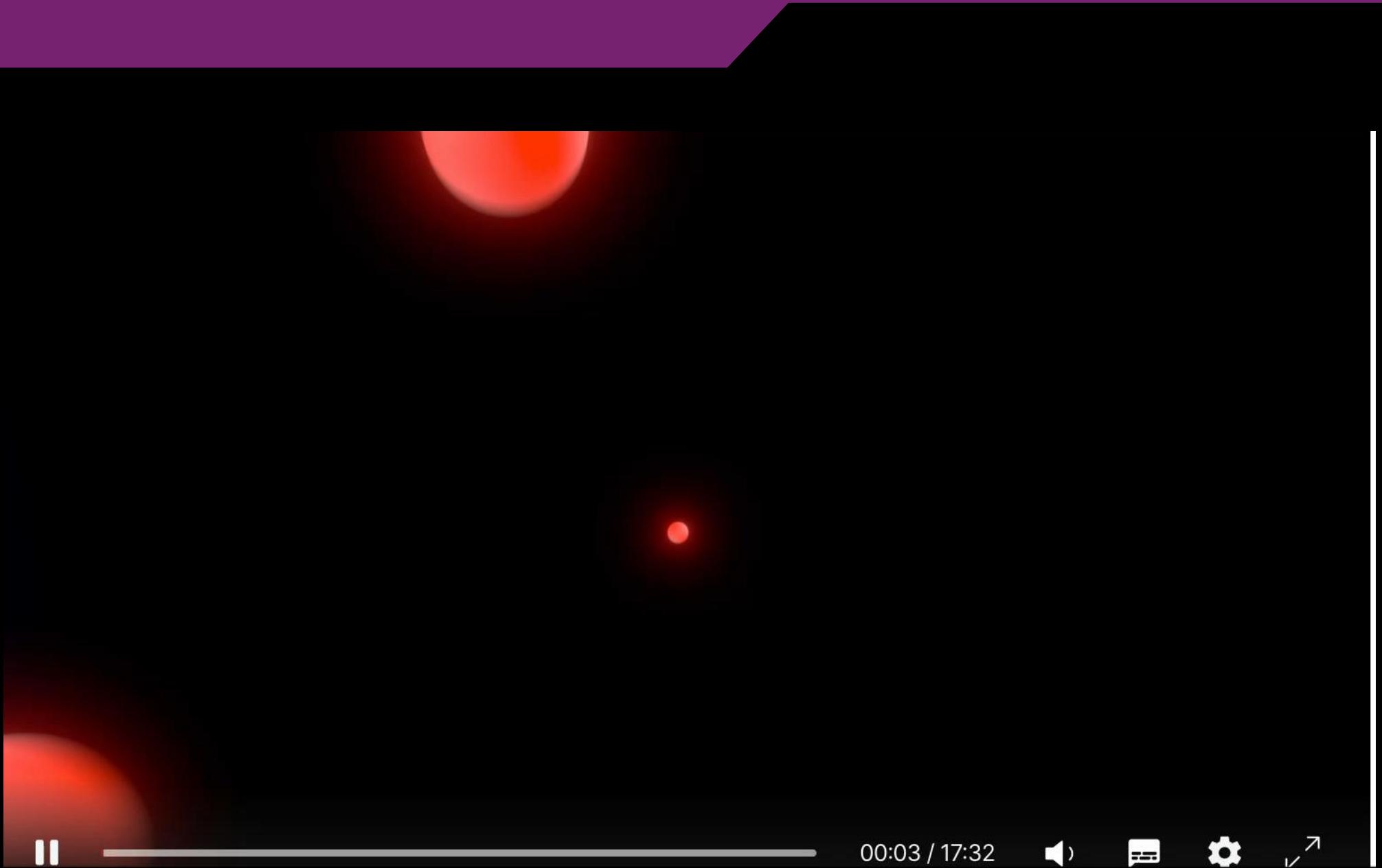


A \$2000 Hawaiian vacation package is on sale for \$1600. Would you buy it?



10:18 / 33:19





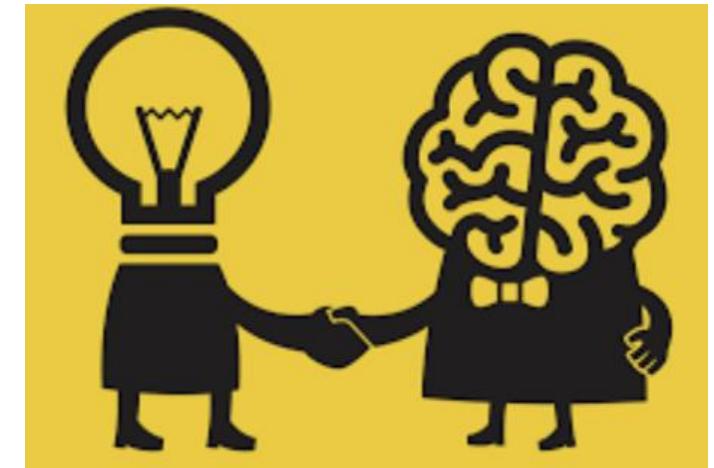
Your 3 takeaways...



Start from basecamp



Bring in concepts
one by one



Use metaphor / examples

CREATE GREAT VISUALS

Ouchi's Theory Z

- Long-Term Employment
- Collective Decision-making
- Individual Responsibility
- Slow Evaluation/ Promotion
- Informal control/ Formalized control
- Specialized Career Path
- Holistic Concern for Employees

Problem: Cabs in 2008

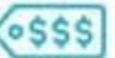


- Must use aging & inefficient technology
 - Radio dispatch, no 2-way communication
 - Must common car, Ford Crown Victoria = 14mpg



- Hailing is done by hand or phone
 - No GPS coordination between client/driver
 - Significant fare-seeking or "dead-time"

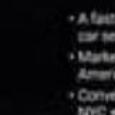
Problem:
Taxi-monopolies reduce quality of service.


- Missions are expensive, and drivers underpaid
- Missions cost = 230K, drivers total 2%
- No incentive/visibility for drivers/clients

Digital taxi can more easily reflect fair pricing.

Solution: UberCab Concept



- A fast & efficient on-demand car service
- Market: Professionals in American cities
- Convenience of a cab in NYC + experience of a professional chauffeur. But in SF and NYC
- Latest consumer web & device technology
- Automate dispatch to reduce wait time
- Optimized fleets and incented drivers
- The "airline of car services"

How it works:
1-Click Car Service





- Must be a member/buy the service Professional and luxury service
- Not hailed from street (no intermediate drivers and wait time, direct to driver & user via phone)
- Standardized Pick-up (choose a professional, luxury and fuel-efficient car & user via phone)

Key Differentiators

Operating Principles



- Luxury service on-demand
- Modern and fuel-efficient fleet
- Customer-focused, computer-coordinated
- The best end-user experience possible
- Statistically optimized response time
- Pre-paid, cashless billing system
- Profitable by design

Product:
UberCab apps



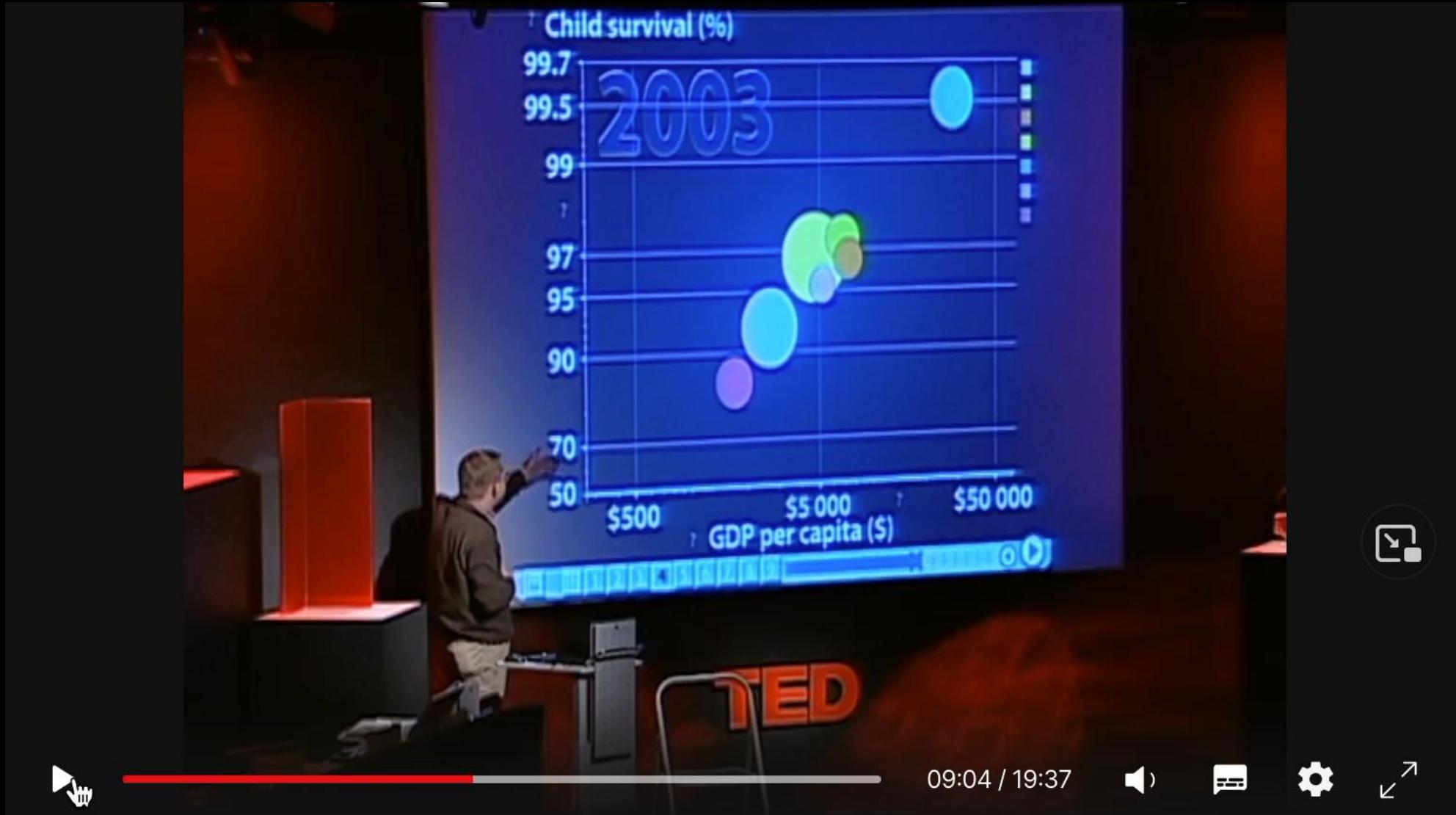
- 1-Click request from Cab-aware drivers
- 2nd from any phone: "pickup [mark as 'I']"

Product: UberCab.com



- Book Trips, show Fleet status, trip history
- Pre-specify locations with labels + coordinates to enable easy entering of pickup location
- Google Maps integration: Lat/long for "home", "work", "airport"

Use-Cases







Your 3 takeaways...



Consider NOT using slides



Images are worth 1000 words



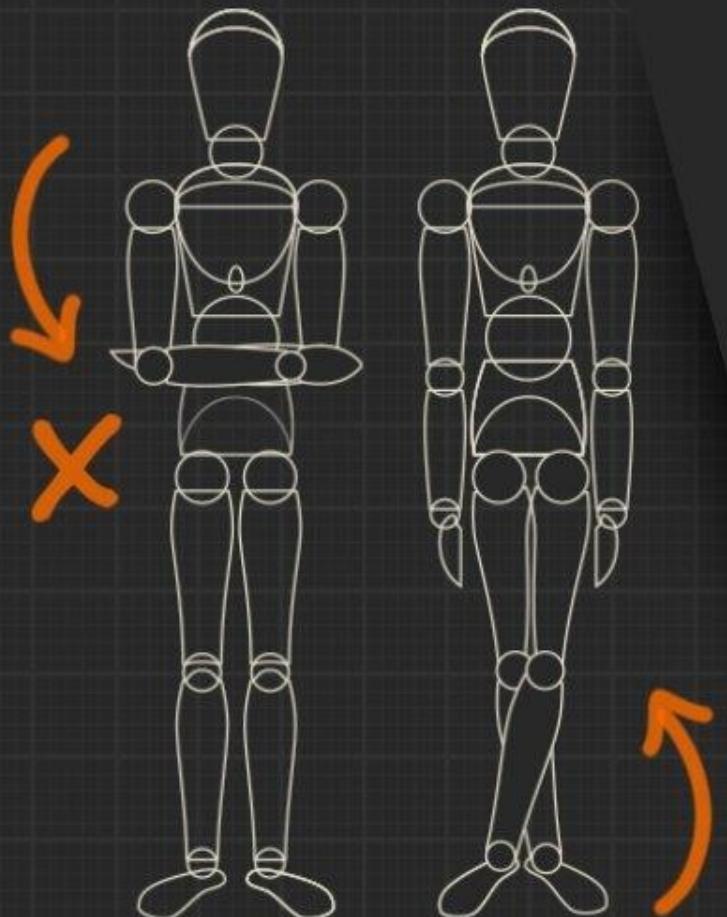
Do a test...and test again

BODY LANGUAGE

Do's & Don'ts



1 CROSSING YOUR ARMS / LEGS



When you cross your arms, you're sending a subtle message that **you're not open to others and that you feel threatened**. It looks to the audience as if you're being defensive. And this is the exact opposite of the message you want to get across!

Likewise, crossing your legs when you're standing isn't great either. **It betrays nervousness and a lack of professionalism** – again, things you don't want to convey!

2 TURNING YOUR BACK ON THE AUDIENCE

Never turn your back on an audience unless you want to lose them totally the minute you do it. Turning your back **tells an audience you don't really care** about them – it's just plain rude.

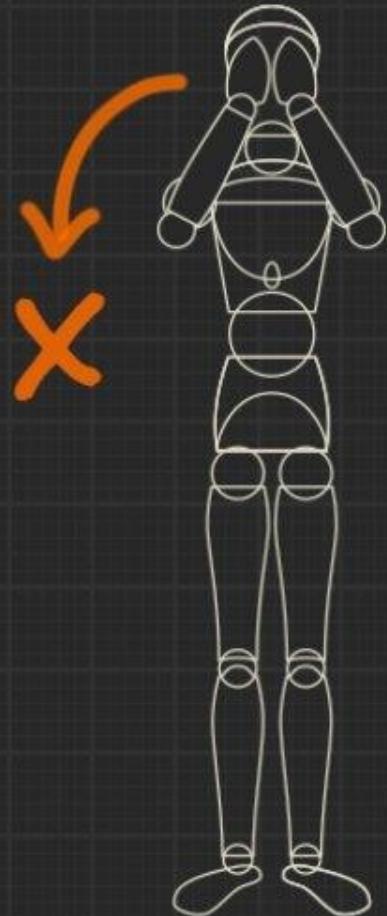




3 AVOIDING EYE CONTACT

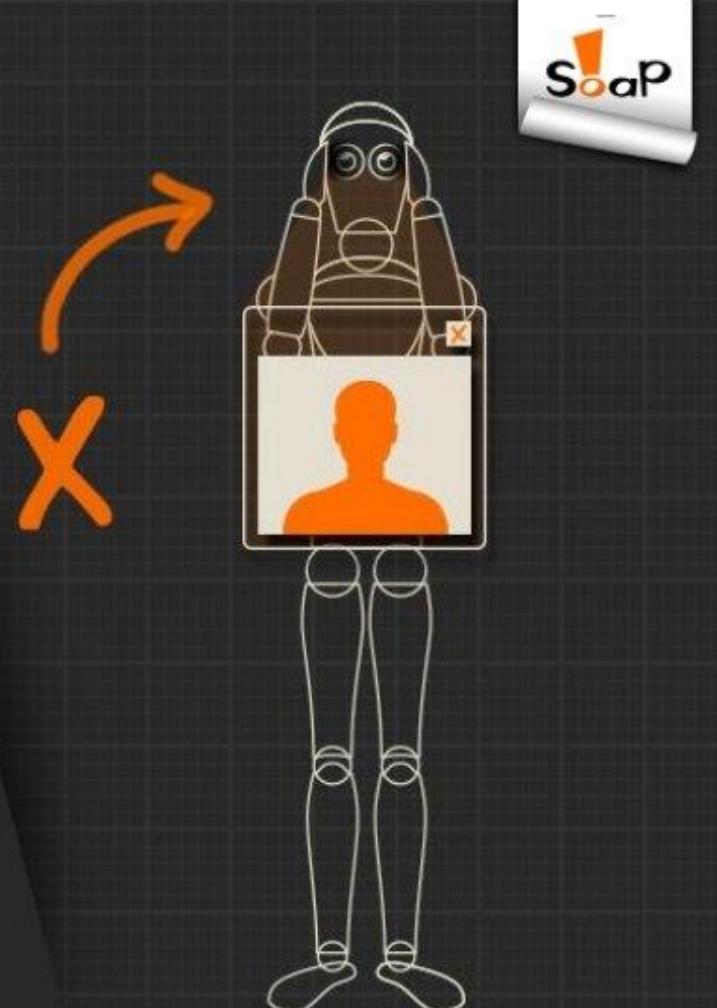
Avoiding eye contact is something **insecure people do unconsciously, to avoid confrontation.**

But a presenter needs to feel secure and confident, and one way of showing this is to look people in the eye.



4 STARING AT A SINGLE SPOT IN THE AUDIENCE

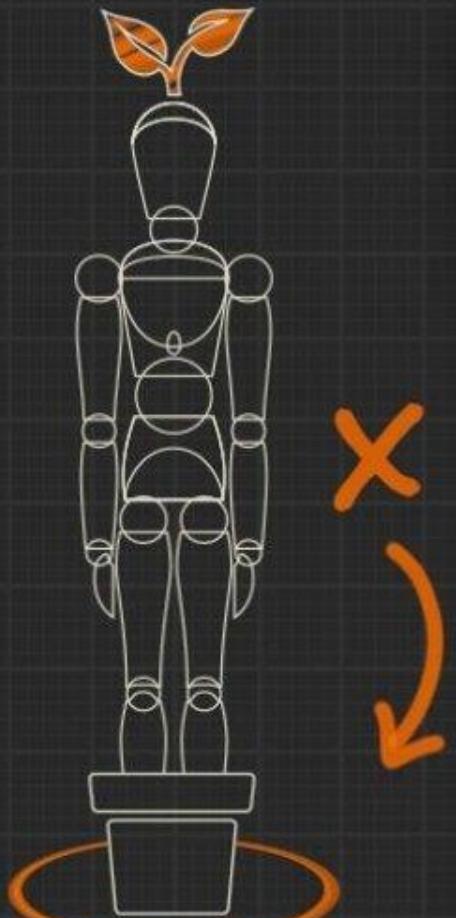
Staring at a single spot in the audience area is never a good choice. Because **people notice when you're not looking at anybody** and, just like making upward eye movements, staring at a single spot makes you look like you're not sure of yourself.





5 STANDING IN THE SAME POSITION FOR AN ENTIRE PRESENTATION

If you're a presenter who stands in the same place because you're afraid to trip and fall, you need to know that **the odds on this are really high!** To avoid this fear, wear comfortable shoes. Stilettos not recommended!



6 WALKING TOO FAST AND FOR TOO LONG

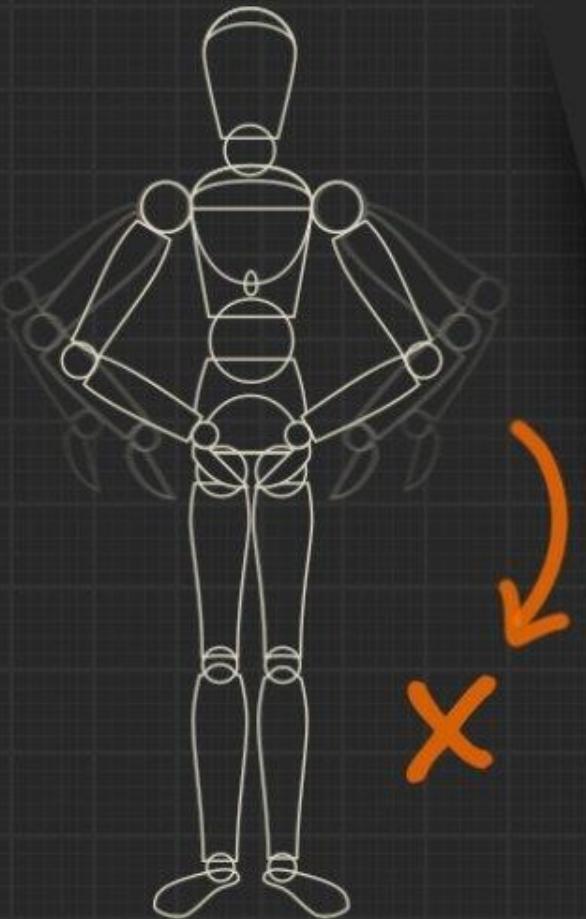
Although we do advise you to walk in the space around you, **don't overdo it**. If you're constantly walking, or if you're walking too fast, **people will think you're nervous** and they'll start to feel nervous too. Clearly, that's not your goal!





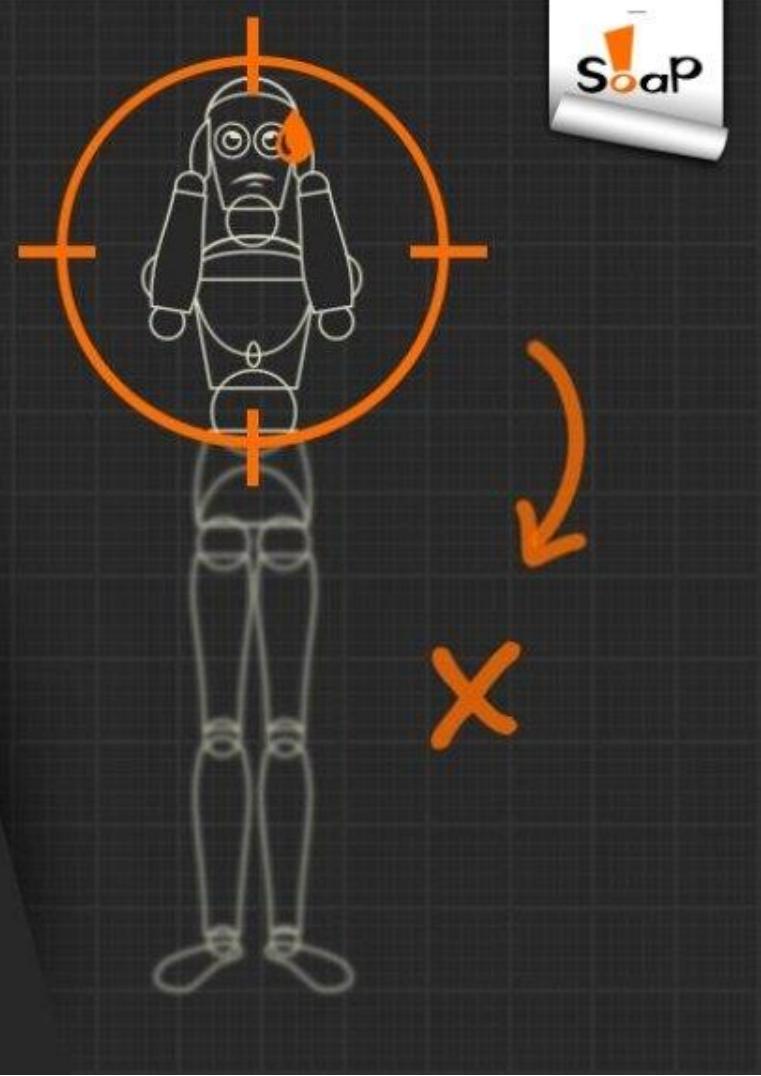
7 REPEATING GESTURES... A LOT

Have you seen the presenter who's always making the same gestures, regardless of the messages being conveyed? Does that make sense? No, it doesn't. Your gestures should serve to **emphasize your messages** and not be a crutch when you don't know what to do with your hands.



8 FIDGETING

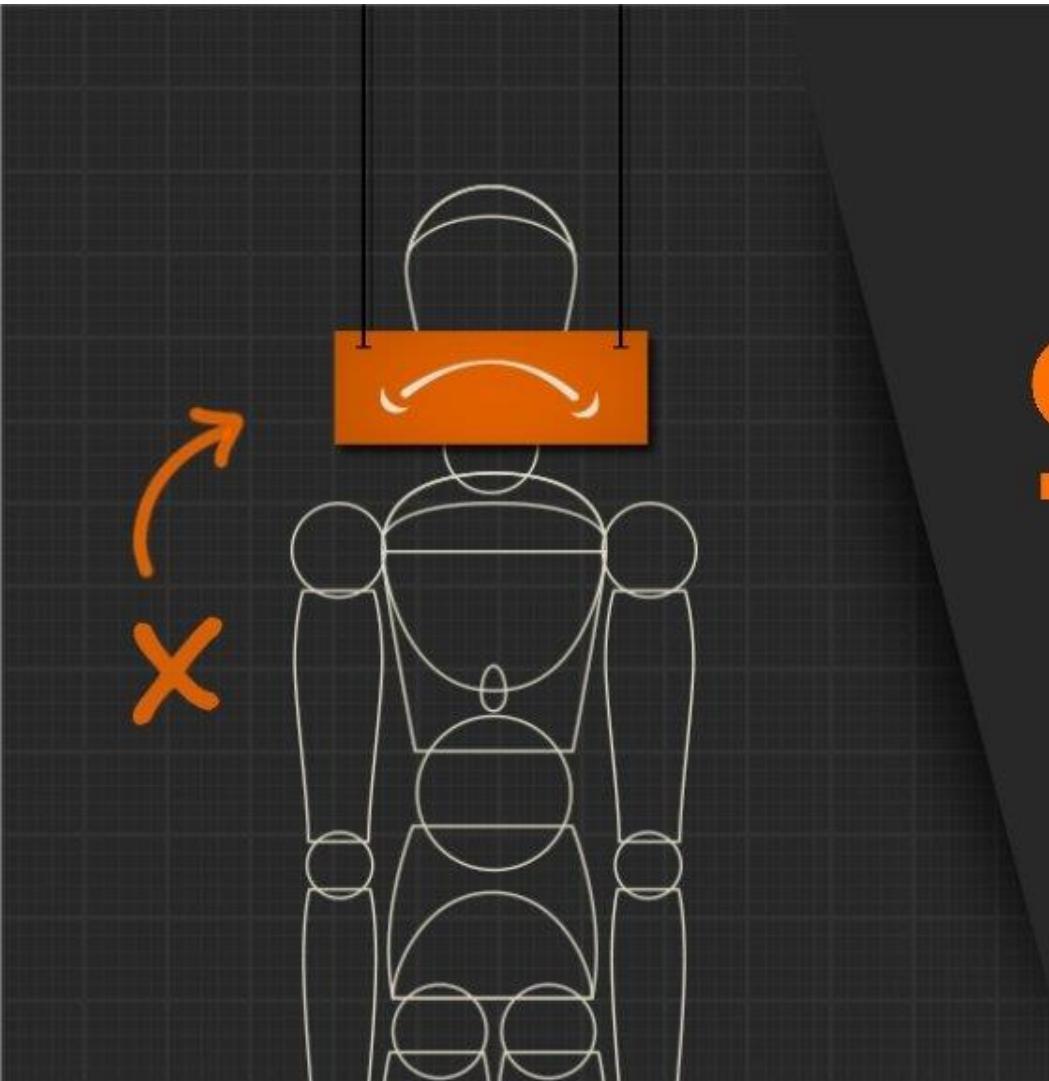
Fidgeting means nervousness, and nervousness is a total distraction. An audience ends up focusing on the **fidgeting** and not paying attention to **what's being said**, so no message gets across. Clearly not what you want!





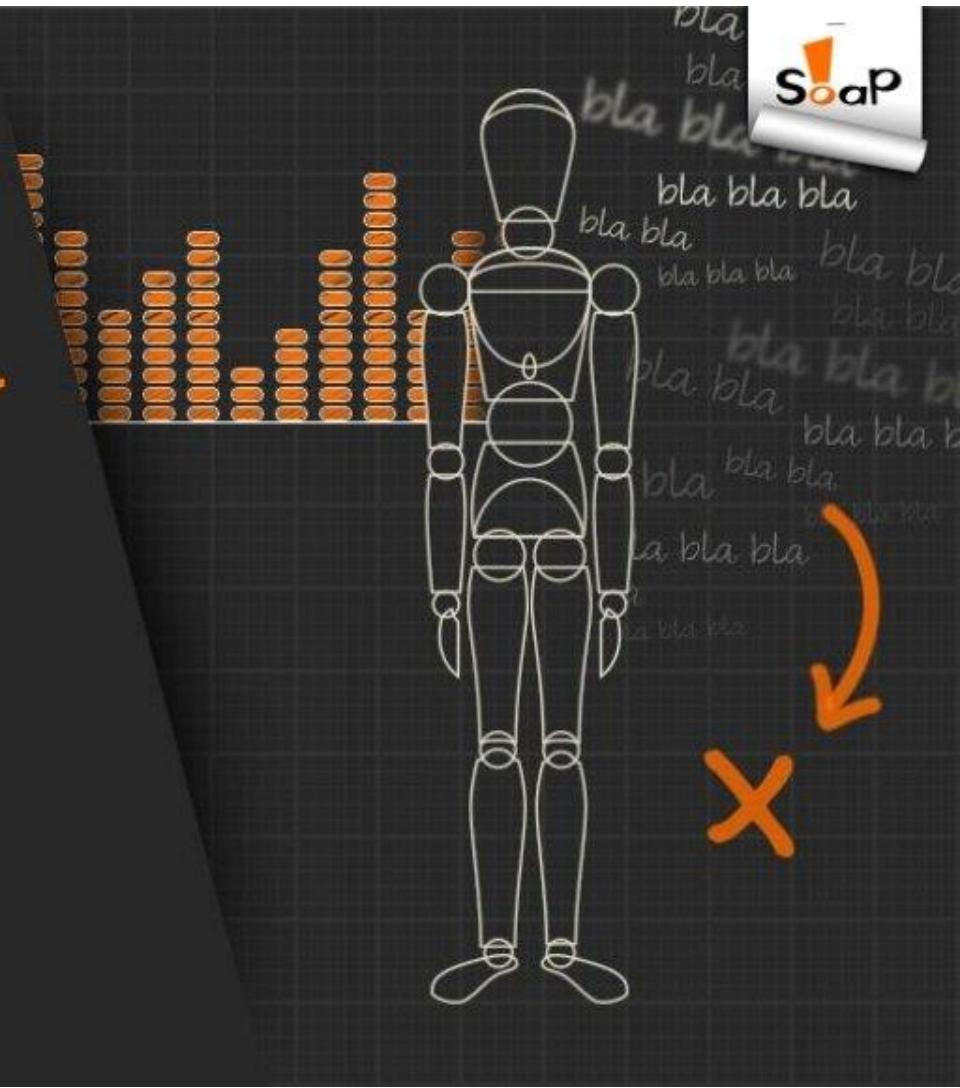
9 FORGETTING TO SMILE

If you don't smile at your audience, they'll probably see you as earnest but maybe even severe. So they'll probably avoid asking questions. And they'll certainly not participate in any discussion you may want to start. And your entire presentation will be **compromised**.



10 SPEAKING TOO FAST, TOO SLOW OR TOO LOW

If you speak **too fast**, people will have a hard time following. If you speak **too slow** or **to low**, they'll probably fall asleep! Either way, your message will be compromised and your presentation goal won't be reached.



THE CONTENTS

INTRO - Start Strong



- Be Interesting
 - introduce yourself
 - be ‘yourself’
- Start with a question

‘Who here has this problem?’...
‘Have you ever ?....”
- Elevator Pitch

Project/Startup Name

Tag-Line

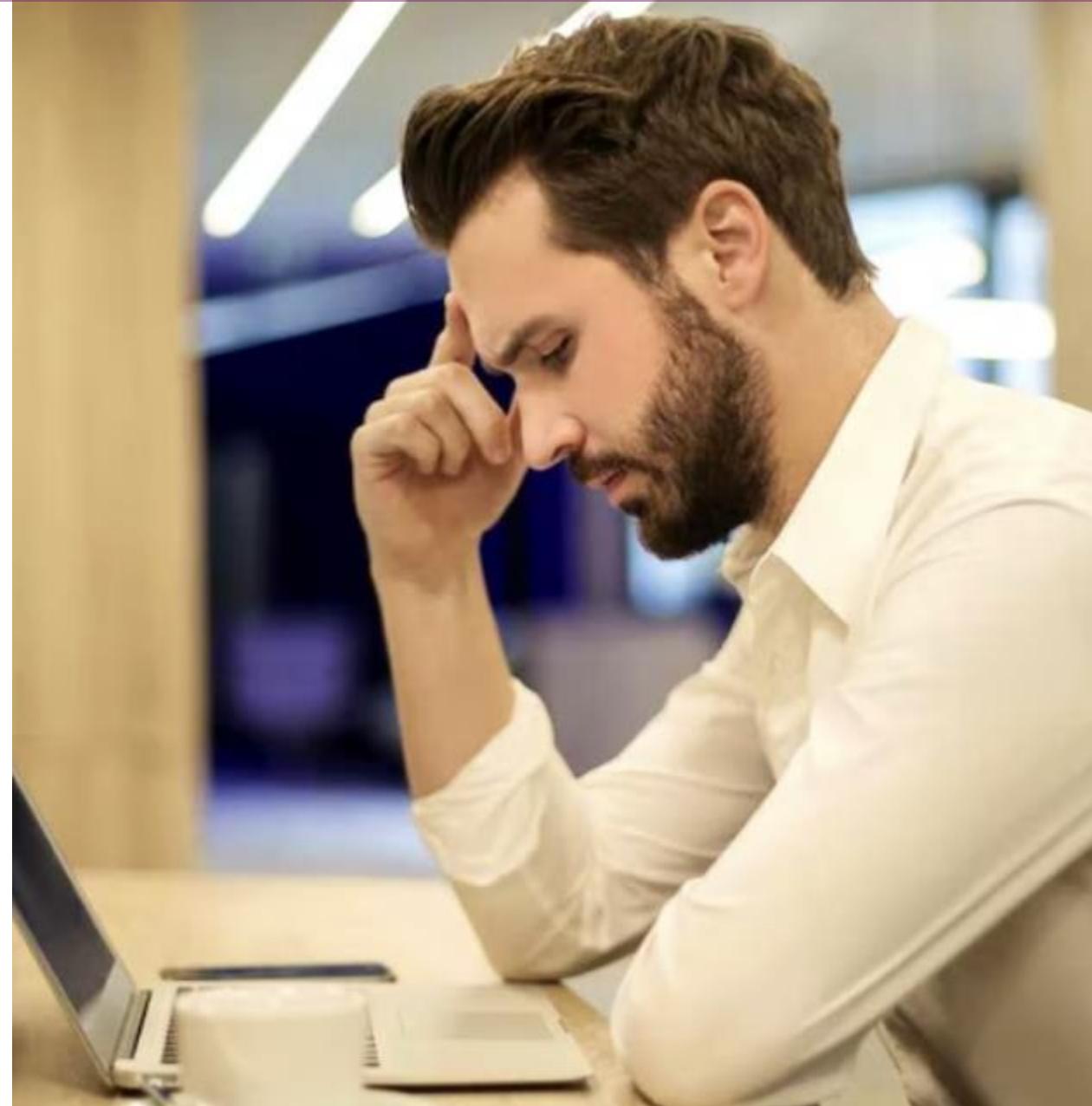
e.g. “We are a great Company”

Full Team Names

Logo

Describe the Problem

- What is the problem?
Challenge ? Pain ?
- Who has the pain ? How often ?
- How big is the problem?
- Define context ?
- What impact is it having ?



Your Solution – Value Proposition

- What is your solution?
- How does it solve the problem?
- How is it better than what is currently used ?
- What is your value proposition?
- What is the world like before your solution versus after ?

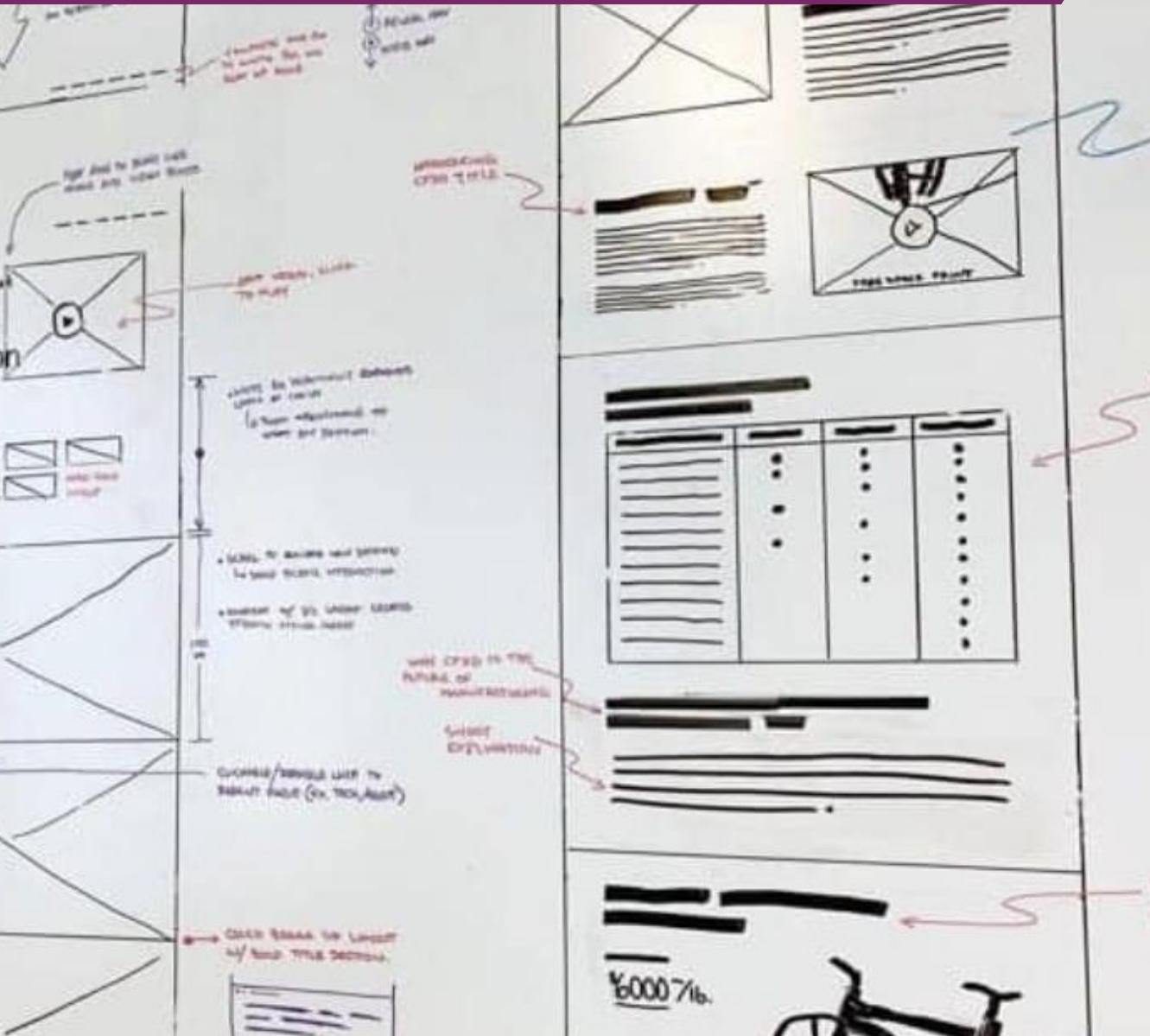


Explain your Product / Technology

- What is it called? What does it do?
- How does it solve the problem ?
- Reduce the Pains/provide the Gains ?
- What's unique ?
- IP position ?



Show How it Works



[DEMONSTRATOR,
PROTOTYPE,
IMAGES, SCREEN SHOTS,
STORYBOARDS]

- Can you show how the technology works ?
 - Are there technology partners needed ?

Market Opportunity /Segment

- How have you segmented the market ?
- Can you show the market by region, geography, segment ?
- Which is your chosen segment ?
Can you estimate the size of the market ?
- Can you show its growing?



Customers



- Who are your initial customers ?
B2B, B2C ?
- What research did you do ?
- What insights did you get ?
- Can you describe their pain points ?
- Show the customer journey ?

Positioning / Competitor Landscape

- Who are your competitors ?
- How is your offering better ?
Competitive Advantage ?
- How can you position your product / technology against the competition
 - in the eyes of the customers ?



Go to Market Strategy

- How are you going to access the market ?
- What partners / channels do you need ?
- What is the value chain of the industry ?
- How do you fit into it ?



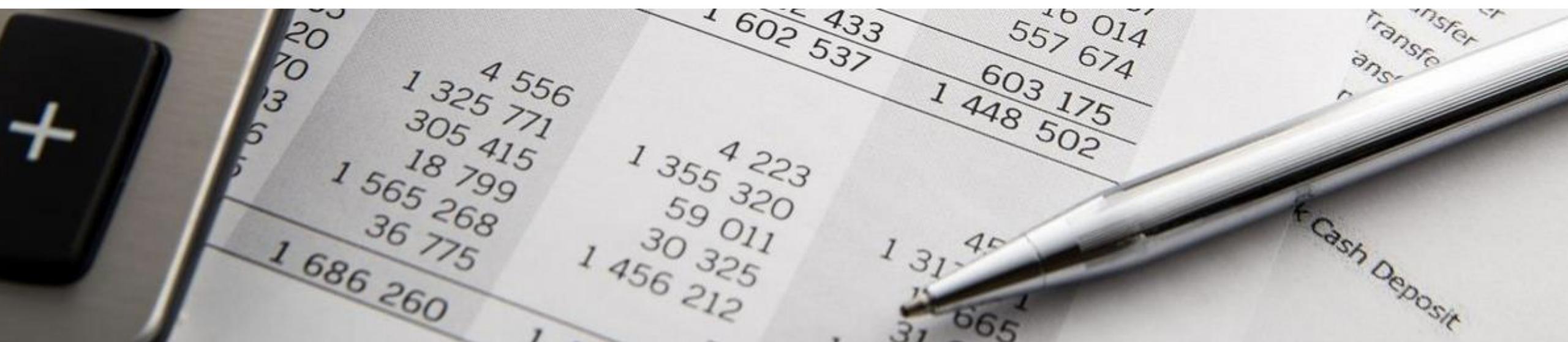
Team



- Who is your team ?
- What do they bring ?
- What roles will each take ?
- What gaps need filled ?
- Have you added advisors ?

Financials

- Projected Revenue - 3-5 years
- Costs ? Burn rate ?
- Key Metrics / Profit?
- Growth ?
- Investment strategy ?



Next Steps ?

- What research still needs to be done?
- What assumptions need tested?
- What steps need to be undertaken to get to a Minimum Viable Product (MVP)?
- What investment is needed ?
- What support do you need ?



Closing - Finish Strong



- Close on a high
- Have an 'ASK'
- Final Slide
(leave something memorable)
* often left up for long time
- Remind / Reinforce your key Value Proposition

6 of the best...

- 1. Do Schools Kill Creativity – Ken Robinson (74m)**
- 2. Your Body Language May Shape Who You Are - Amy Cuddy (66m)**
- 3. How Great Leaders Inspire Action – Simon Sinek (60m)**
- 4. How to speak so that people want to listen – Julien Treasure. (52m)**
- 5. Underwater Astonishments – David Gallo (16.4m)**
- 6. Why you should make useless things – Simone Geitzer (4.3m)**

GET IN TOUCH:

innovation@rgu.ac.uk

www.rgu.ac.uk/innovation

@rguinnovation



Startup Accelerator



Pitch Perfect
unlocking the secrets of successful pitching

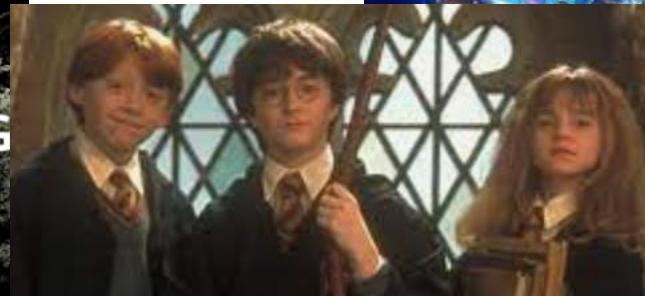
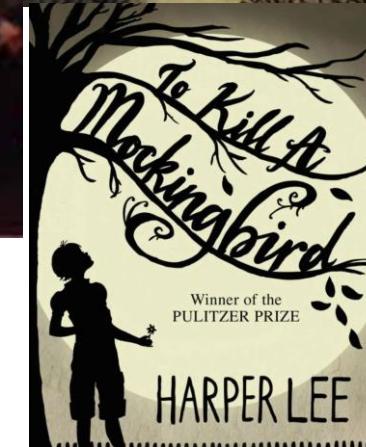
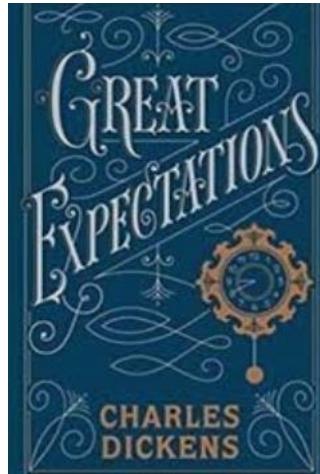
Chris Moule
Head of Innovation
& Entrepreneurship

WHO ARE THE GREATEST STORYTELLERS ?



WHAT ARE
SOME OF THE
GREATEST
STORIES ?

WHAT ARE SOME OF THE GREATEST STORIES ?



Who remembers as a child
getting a bedtime story ?

or reading your children
a bedtime story as a
parent ?

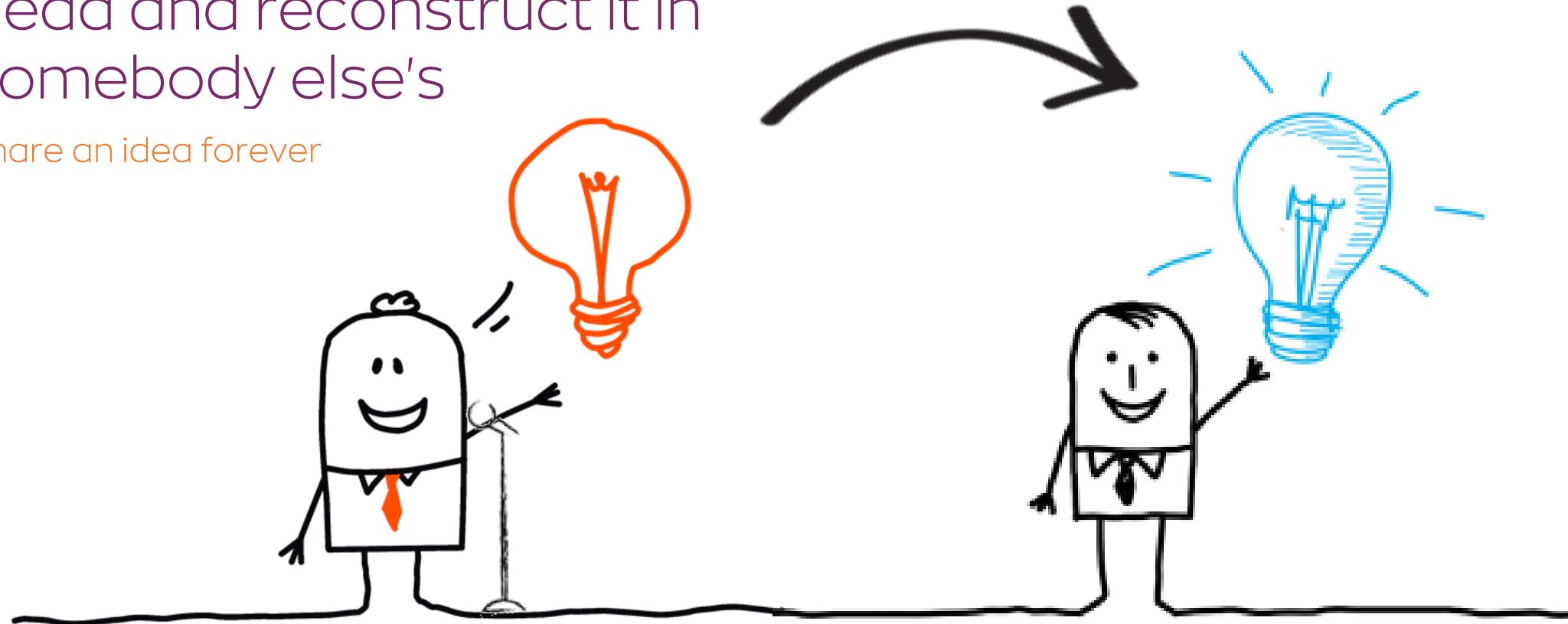


Purpose of Storytelling

What impact does it have?

Transfer an idea from your head and reconstruct it in somebody else's

Share an idea forever



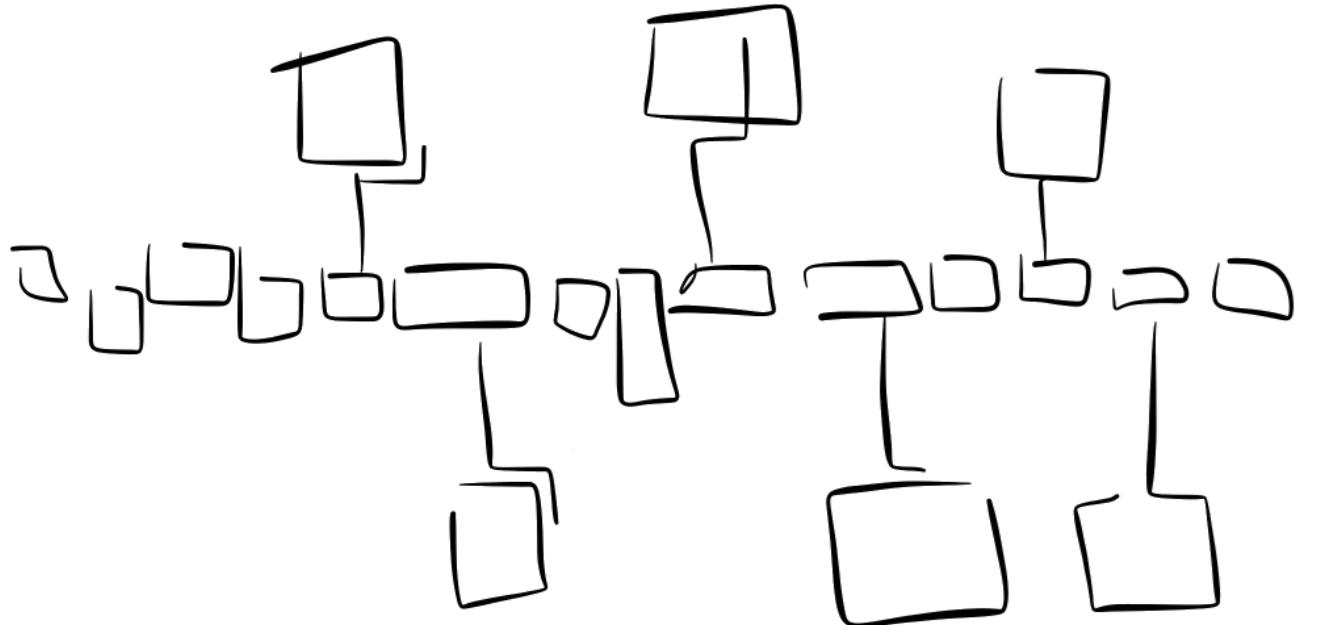
What is the purpose?



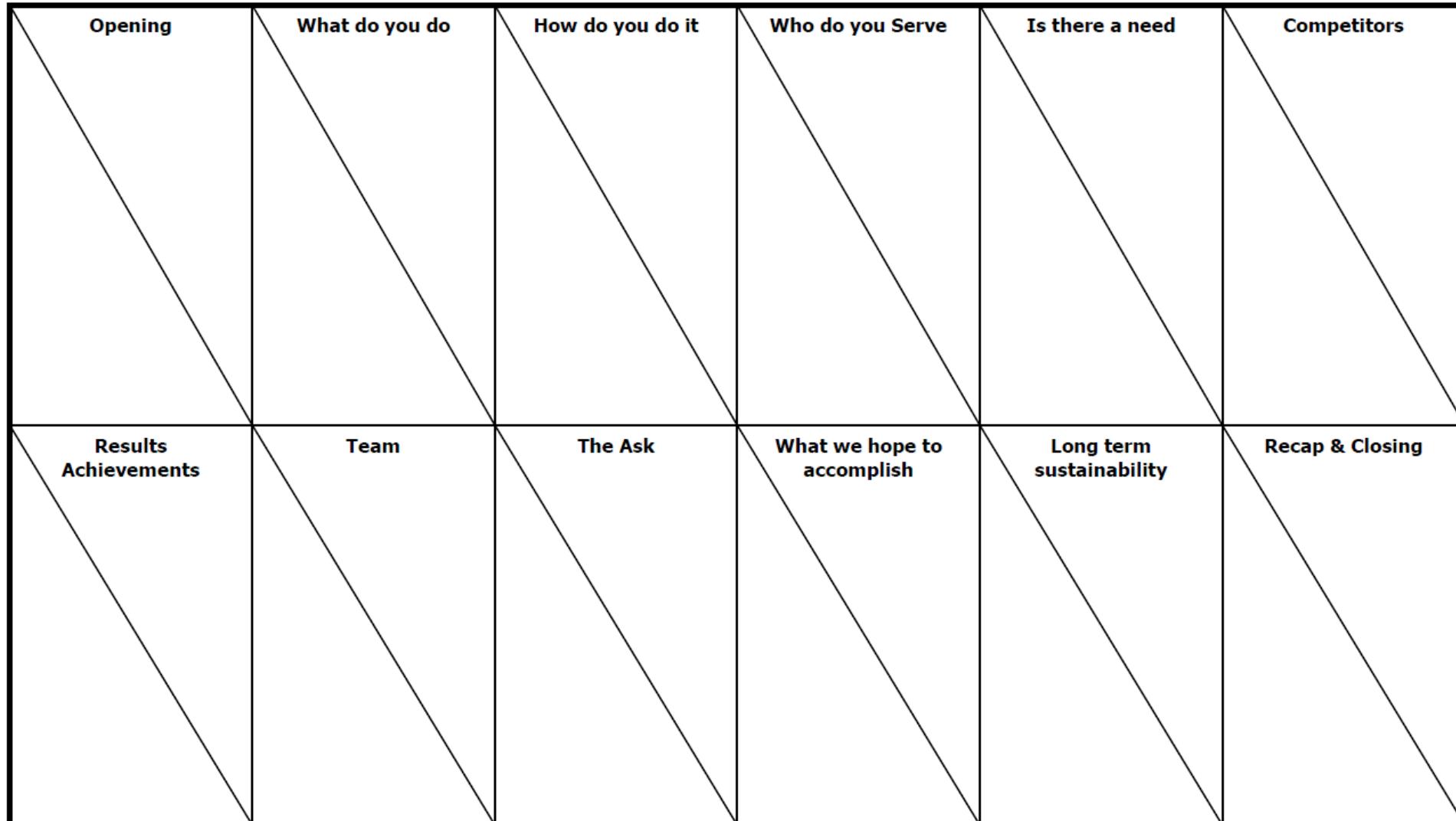
Be clear about what message you want to get across. This may mean cutting down the content and making it simple and clear.

Take the audience on a journey

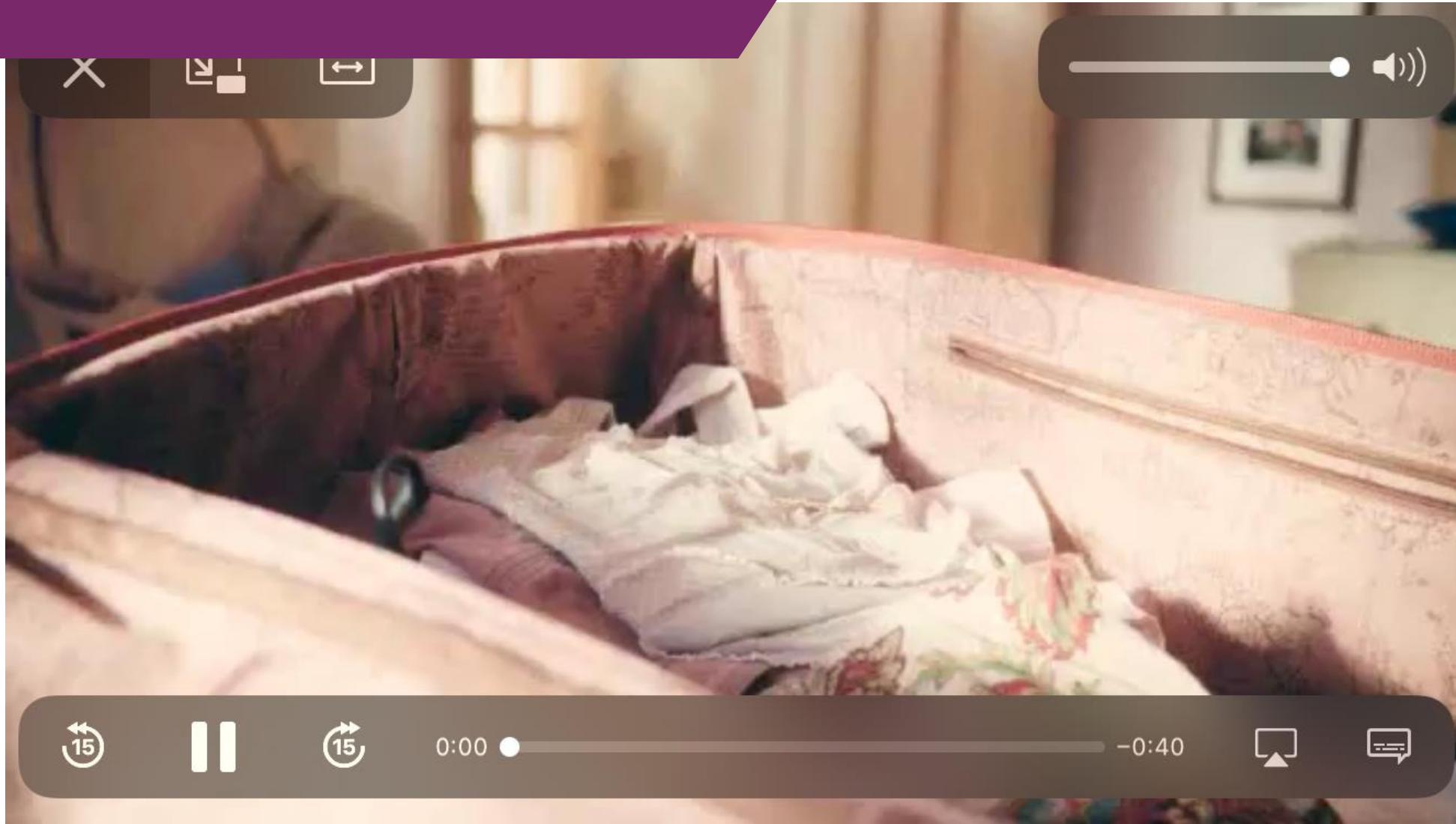
Build your content
for story with a
clear start, middle
and end



Pitch Storyboard / Slide-deck



'Storytelling'



Greatest Storytellers



Greatest Storytellers



www.khanacademy.org/computing/pixar/storytelling



6 Rules of Great Storytelling



1. Great stories are universal

It is about taking a piece of the human condition, be it birth, growth, empathy, love, aspiration, conflict, and conveying it in a unique situation.

6 Rules of Great Storytelling



2. Great stories have clear structure and purpose

A Story-Spine

- **Once upon a time there was _.**
Every day, _.
One day _.
Because of that, _.
Because of that, _.
Until finally _.

6 Rules of Great Storytelling



3. Great stories have a character to root for (maybe an underdog)

When the character is battling against all odds, facing adversity, backs against the wall – you have yourself the makings of a great story.

6 Rules of Great Storytelling

4. Great stories appeal to our deepest emotions

Anger, Disgust, Fear, Happiness, Sadness, Surprise



P I X A R

6 Rules of Great Storytelling

5. Great stories bring surprise and the unexpected

The ‘new’ fairytale - What makes modern stories compelling are when our perceptions of reality are challenged or changed in some way



6 Rules of Great Storytelling

6. Great stories are simple

Creators often want to pack stories full of characters, plot twists and dialogue



TEDx Principles

Chris Anderson TED Talks, The official TED guide to public speaking (2016)

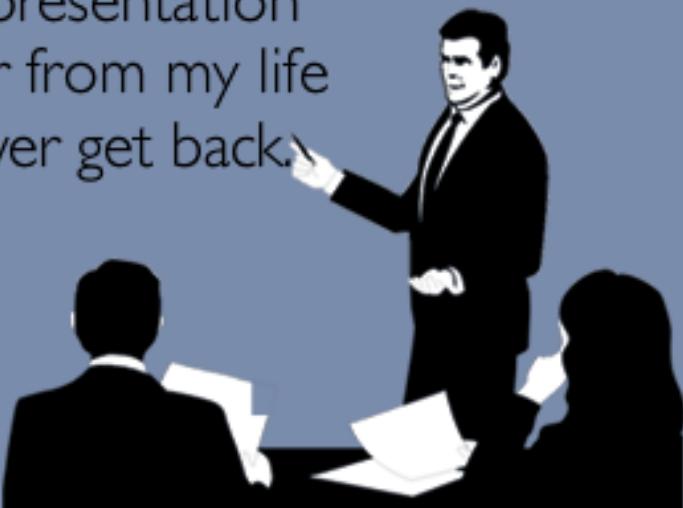
...his principles are simple:

- What is the single idea that your talk is about?
- Why is this idea worth sharing with the audience?
- What would make people care about the idea?
- What question will they be curious about?
- What familiar concepts can be used to explain the idea clearly?
- Your goal is not to be Winston Churchill or Nelson Mandela. It's to be **you.**
- Your number-one mission as a speaker is to take something that matters deeply to you and to rebuild it inside the minds of your audience.



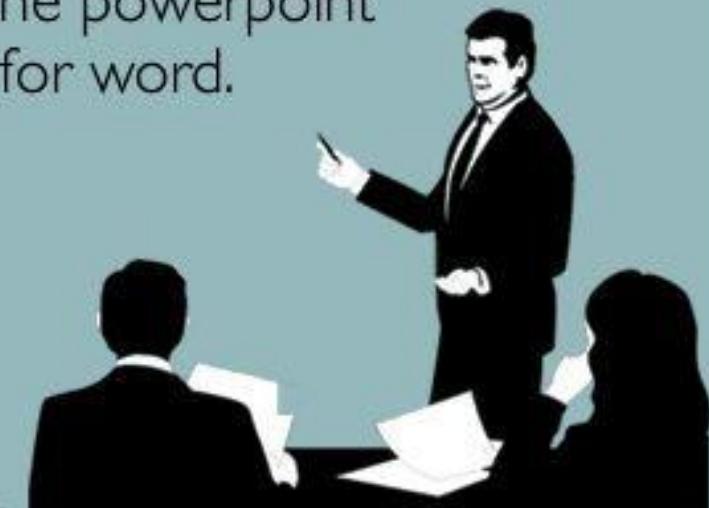
So next time...

I'm sorry that your horrible powerpoint presentation took an hour from my life that I will never get back.



your eCards
someecards.com

For my presentation today, I'll be reading the powerpoint slides word for word.



your eCards
someecards.com

The power of Body Language

Body Language

Do's and Don't's ????

How many can you think of ?

TELL A STORY ☺

