

## Anatomy of a Winning TED Talk

● 1%

### Sophisticated Visual Aids

We're not sure who puts the D in TED—most of the best presentations favor tepid PowerPoint slide shows (sorry, Brené Brown), Pictionary-quality drawings (really, Simon Sinek?), or no props at all.

● 5%

### Opening Joke

Remember the one about the shoe salesmen who went to Africa in the 1900s? That's how Benjamin Zander opened his talk—which turned out to be about classical music.

● 5%

### Spontaneous Moment

Don't overprepare. Tease the guy in the front row ("You could light up a village with this guy's eyes"). Command the stagehand who handles the human brain you brought.

● 5%

### Statement of Utter Certainty

People come for answers—give 'em what they want, as Shawn Anchor did: "By training your brain ... we can reverse the formula for happiness and success."

● 12%

### Snappy Refrain

The TED equivalent of "I have a dream." Example: "People don't buy what you do; they buy why you do it." Repeat 7x.

● 23%

### Personal Failure

Be relatable. We want to know about that nervous breakdown. Or at least the time you didn't fit in at summer camp.

● 49%

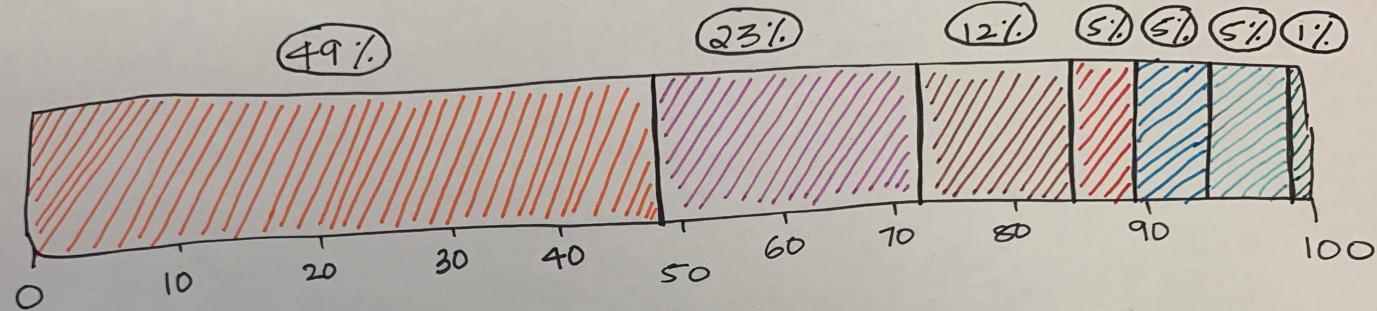
### Contrarian Thesis

Wait a sec—we should be playing *more* videogames? The more choices we have, the worse off we are? TED is where conventional wisdom goes to die.



- ① Ratio's are not clearly distinguishable.
- ② Some portions of data representation are hidden. (Snappy Retrain).
- ③ The 3 categories with same %. are not properly represented in the visualization [ Data integrity ]
- ④ A 2d data is not being forcefully represented in 3d
- ⑤ The legend contains too much information and says more than the graph.
- ⑥ The use of texture is distracting with background.

# Anatomy of a Winning Ted Talk



- Contrarian Thesis
- Personal Failure
- Snappy Retrain
- Statement of Utter Certainty
- Spontaneous Moment
- Opening Joke
- Sophisticated Visual Aids.

Anirav  
Denise.

