Ted Talks Talk Tools Discussion

What new piece of knowledge from the chapter interested you?

* That everything we take in from the world around us is evaluated before we can actually think about it
* The power of vulnerability
* How humans’ brains are literally hardwired for storytelling
* Igniting curiosity in the audience
* Our minds not being logic machines
* Importance of using powerful visuals
* Effective dream sharing

Questions that came up in the reading that are still unanswered:

* How does one utilize all these connection-making tools and still not make it seem manipulative?
* What is the best balance between story and substance if the two cannot be woven together?
* How can a speaker “sell the drama” of a more scientific talk?

Concepts from the reading that you can immediately employ in future presentations:

* The 5 ways to make early connections like eye contact, showing vulnerability, cracking a joke, leaving ego at the door, and storytelling
* The 4 key aspects of sharing a story
* Fully explain all jargon, but do not be patronizing or overexplain things
* Meet the audience where they are
* Make the talk relevant to your audience
* Prime the audience before persuade
* Take the audience on a journey
* Use silence
* Tap into imagination, invention, innovation, design, vision