

Capstone Sprint #3  
presentation

**BY DREWE MACIVER**



**WHO'S READY  
FOR A BREAK!?**



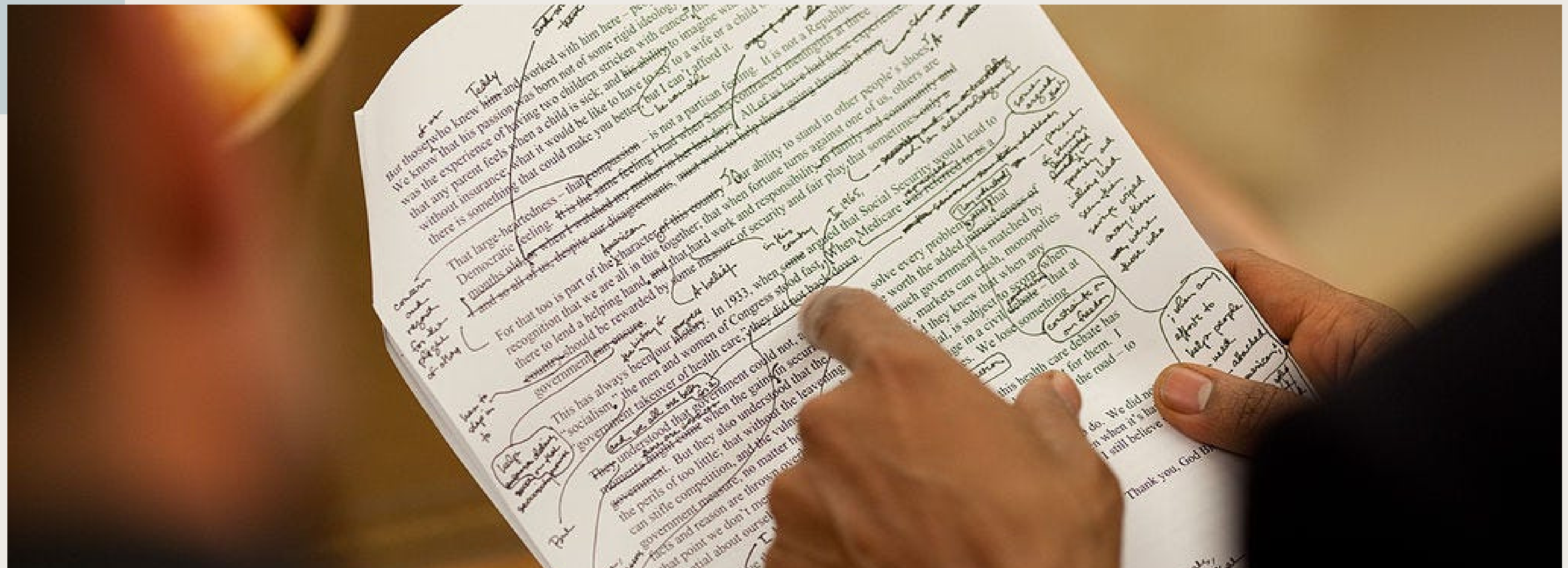


# WHAT MAKES A GREAT SPEECH?

Capstone Sprint #3  
presentation

## ANALYZING 3,330 TED TALKS

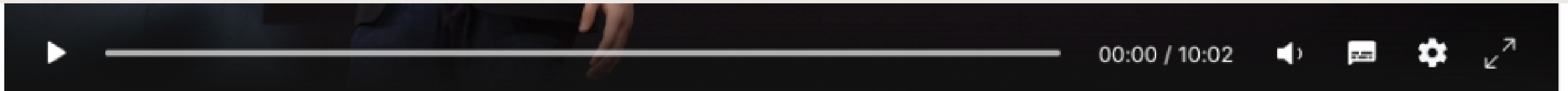
BY DREWE MACIVER



# “GREAT”... WHAT IS THAT?!

Capstone Sprint #3

## TED WEBSITE “LIKES”:



### The tech we need to fight workplace ageism

709,486 views | Piyachart Phiromswad | TED2023 • April 2023

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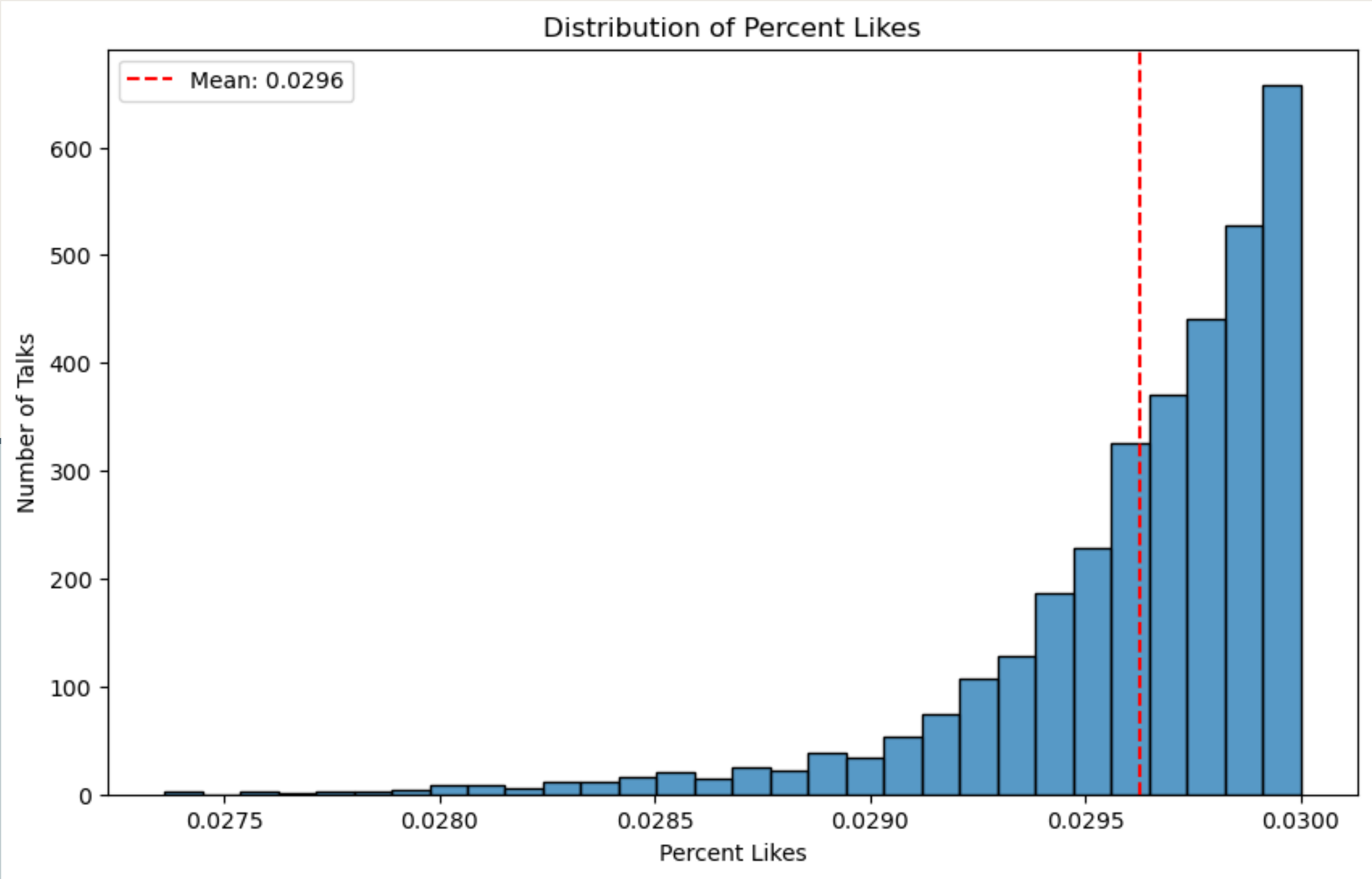
Read transcript

From exoskeletons and robotic arms to the mass adoption of remote work, economist Piyachart Phiromswad explores what seniors need to overcome the physical, mental and societal barriers to employment, a necessary shift in our rapidly aging world. Learn more about how these tools could empower elderly workers and better the world — for everyone.

Technology, Economics, Social Change, Future, Aging, Work, Human Body

# “GREAT”... WHAT IS THAT?!

OK, I’M BEING A LITTLE MEAN HERE...



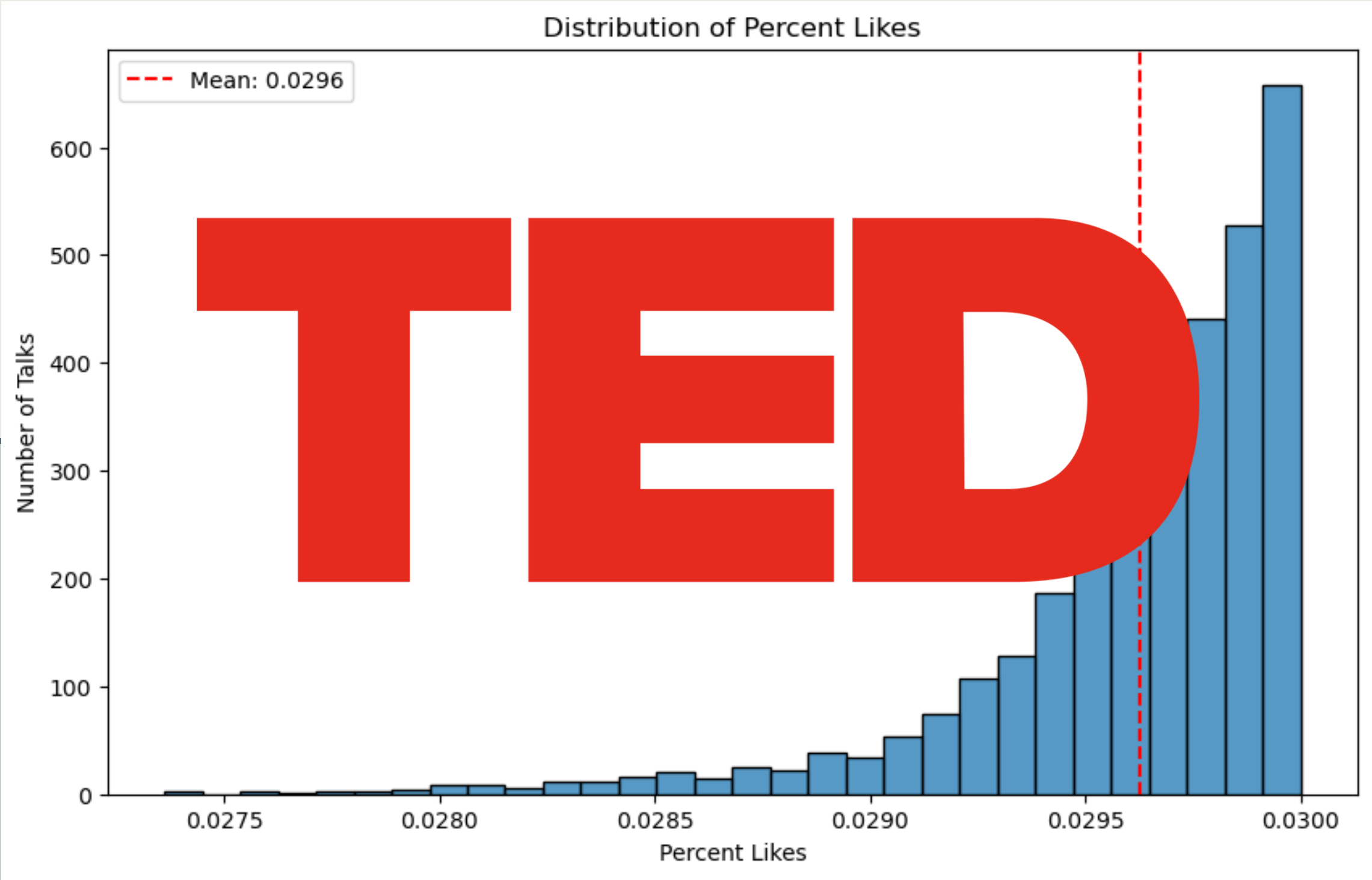
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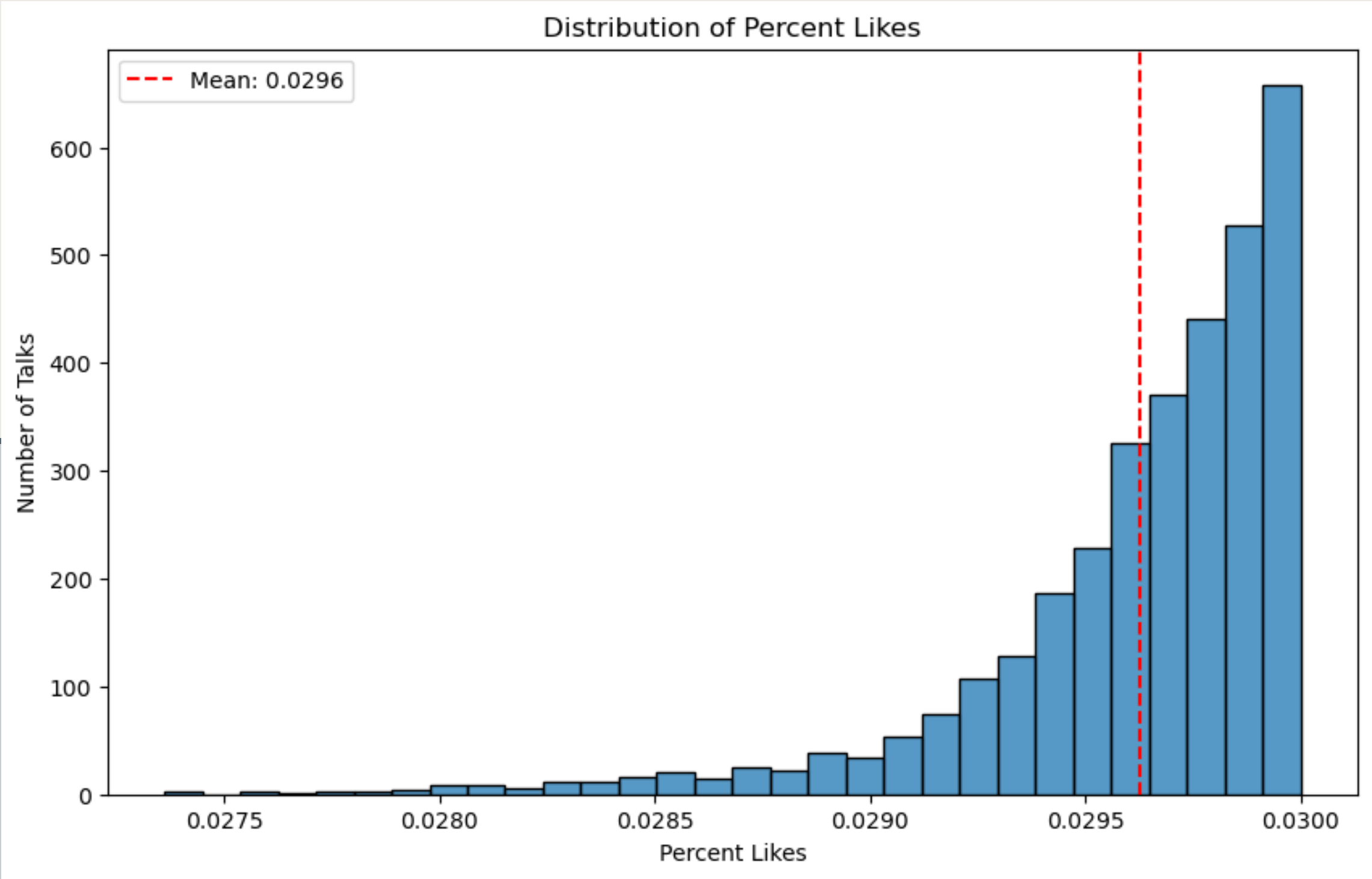
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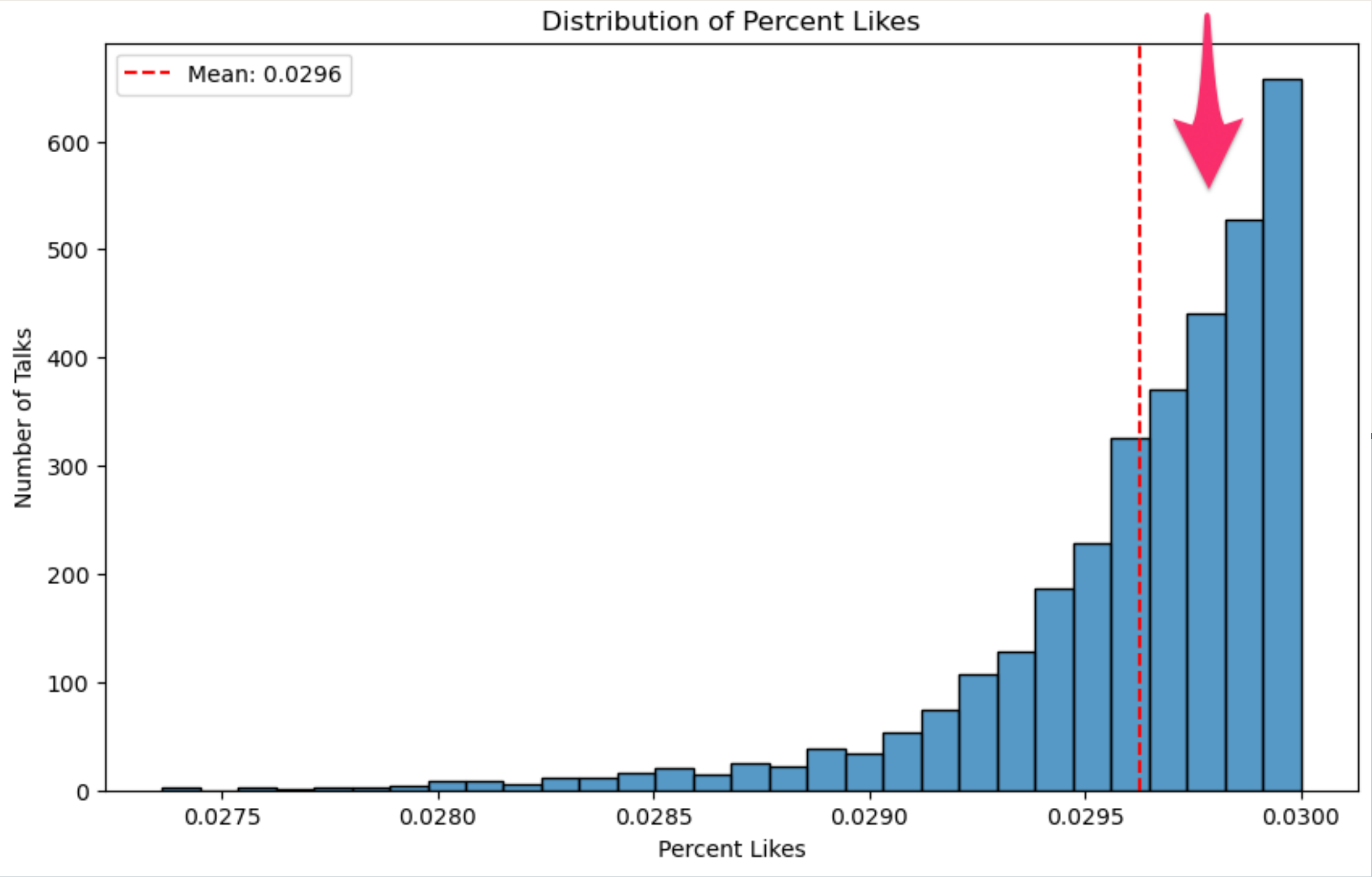




# “GREAT”... WHAT IS THAT?!

OK, I’M BEING A LITTLE MEAN HERE...

“GREAT”



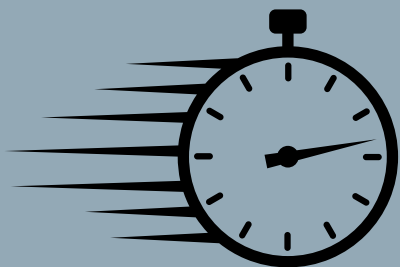
## INFORMATIVE INSIGHTS:



**Topic**  
(subject of talk)

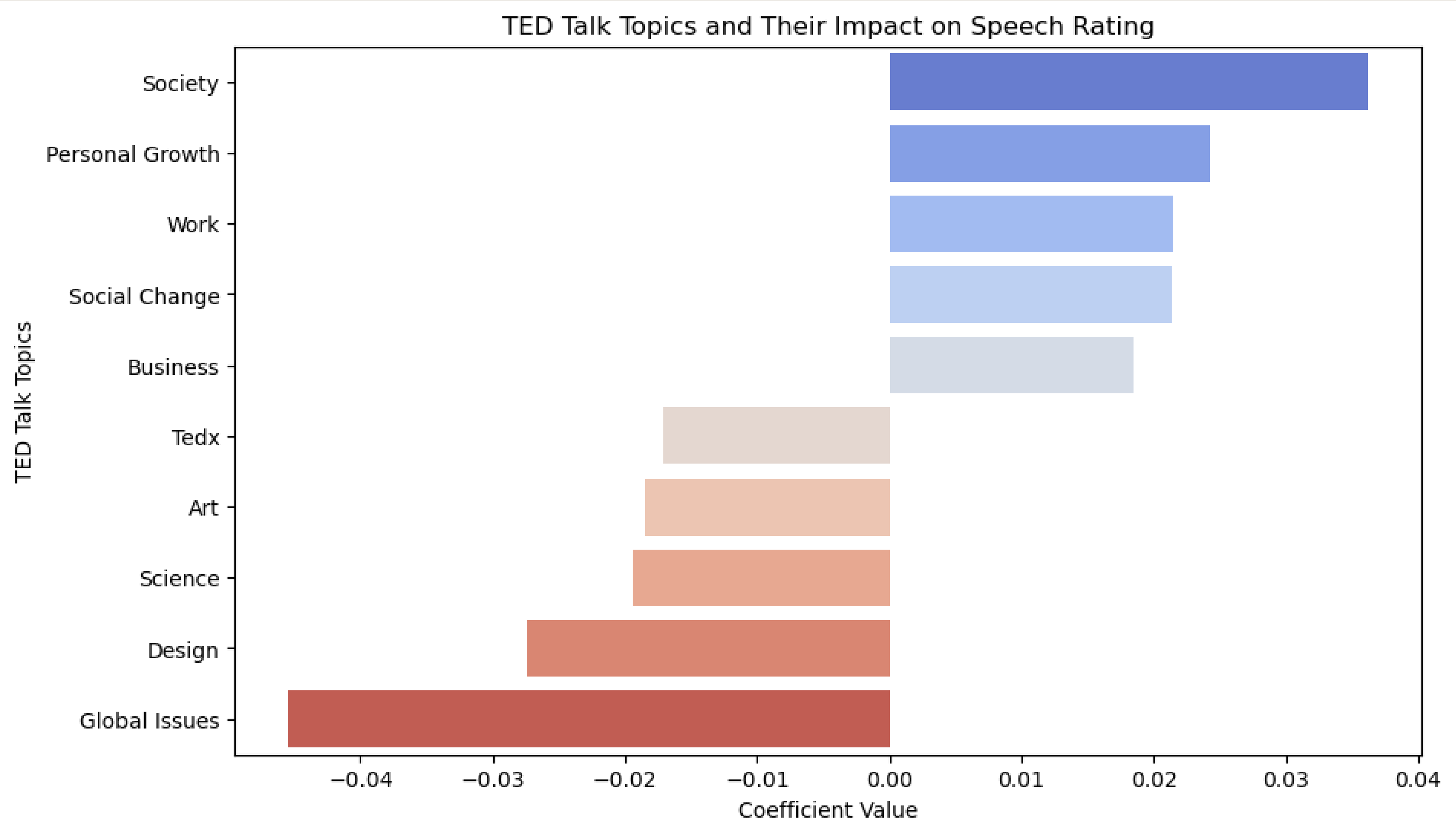


**Content**  
(NLP of transcripts)



**Laughs,  
Questions,  
& Words**  
(per minute)

# CHOOSE YOUR TOPIC WISELY...



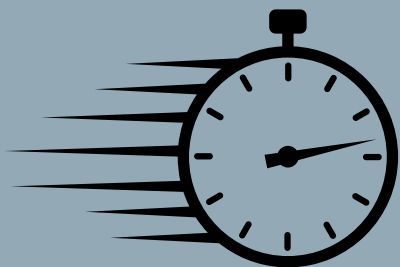
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**Topic**  
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**Content**  
(NLP of transcripts)



**Laughs,  
Questions,  
& Words**  
(per minute)



# WHAT IS SAID (TRANSCRIPT ANALYSES):

## WORDS TO INCLUDE:

### Bigrams:

want [to] know	I'm going
people say	looks like
people think	don't know
feels like	little bit
don't think	just like
years ago	I'd like

### Tri- and Quadgrams:

just [a] little bit  
say things like  
don't know people  
blah blah blah  
that's [a] good thing  
don't know people

little bit like  
let tell little bit  
I'm going [to] tell  
I'm going [to] talk  
we've come [a] long way  
I'm going [to] talk today  
today I'm going [to] talk  
make [the] world [a] better place

## WORDS TO AVOID:

### Bigrams:

looked like	billion people
going [to] make	whats going
don't want	million people
what's going	20 years
you're seeing	90 percent

### Tri- and Quadgrams:

40 years ago  
doesn't look like  
little bit different  
20 years ago  
know I'm going

don't know don't know  
know whats going happen  
want talk little bit  
15 years ago  
know I'm going

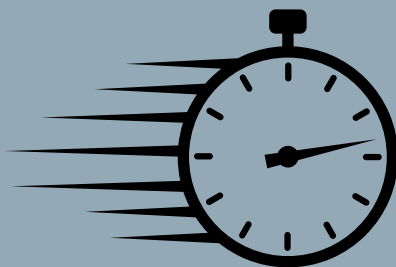
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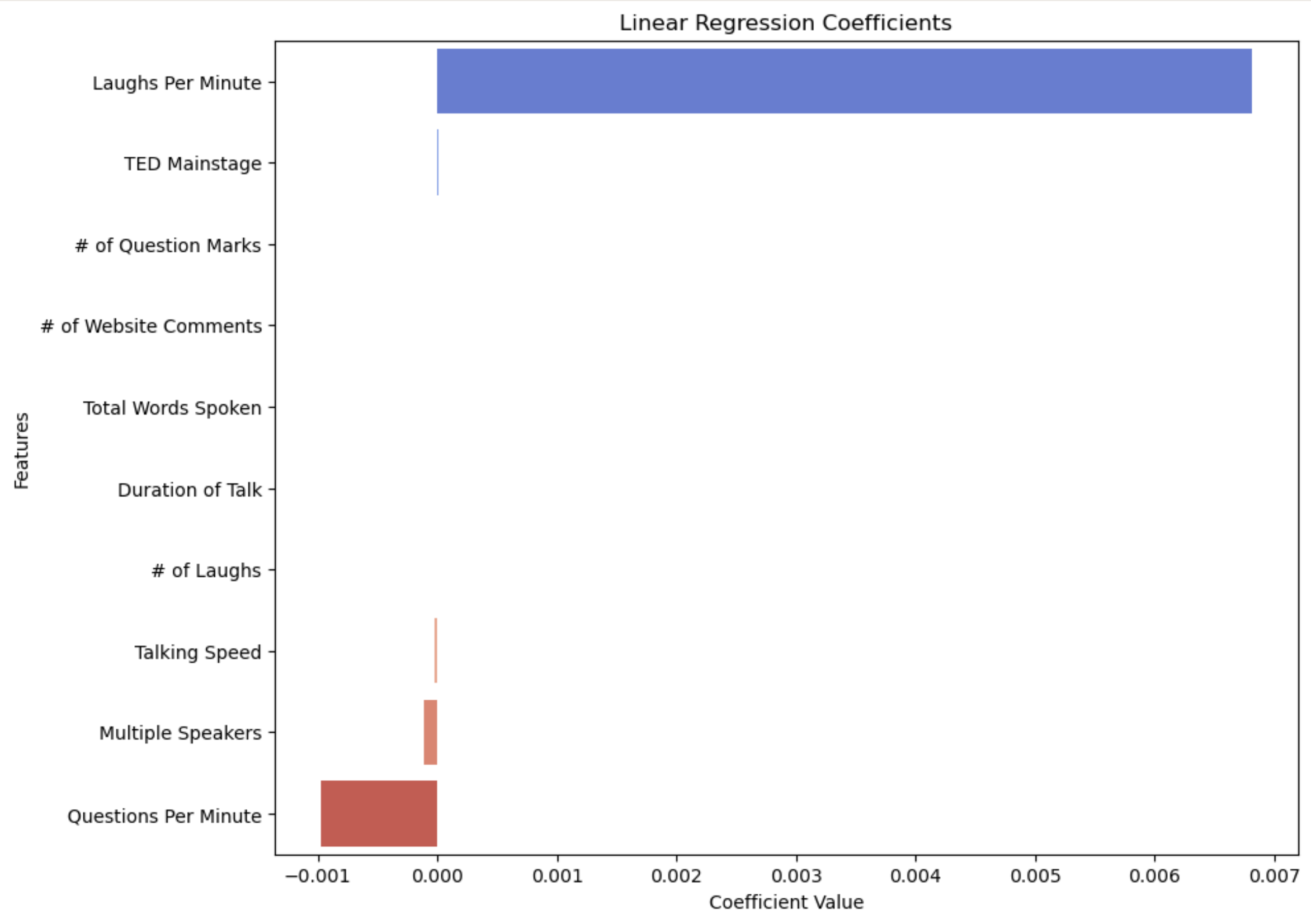


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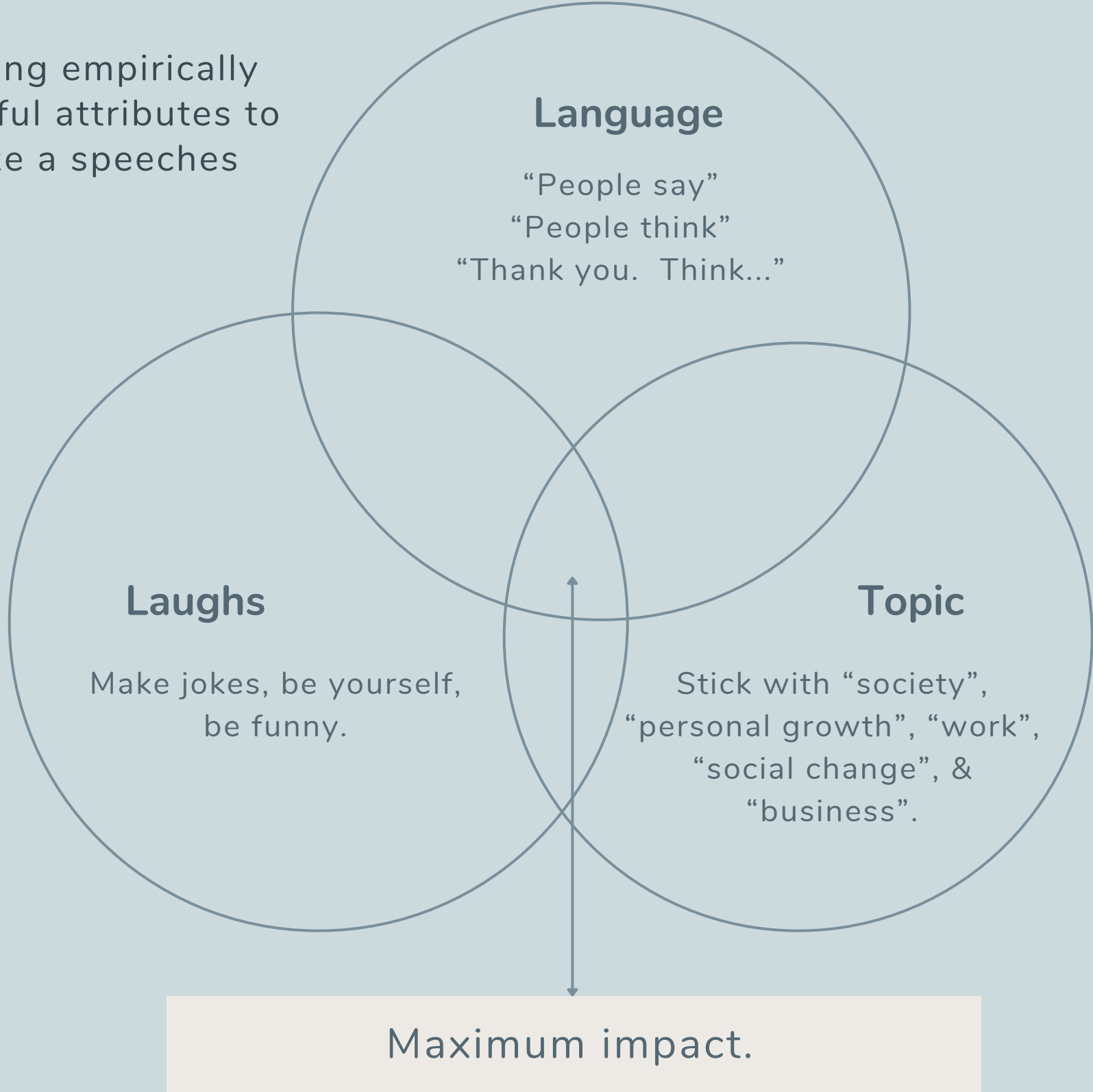
Laughs,  
Questions,  
& Words  
(per minute)

# PEOPLE WANT THEIR FUNNY BONE TICKLED!



# EMPIRICALLY IMPACTFUL SPEECHES

Combining empirically successful attributes to maximize a speeches impact.





What Makes A Great Speech?

Capstone Sprint #3

**“DON’T MAKE A SPEECH. PUT ON A SHOW.”  
– PAUL ARDEN**

## **CONTACT US**

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