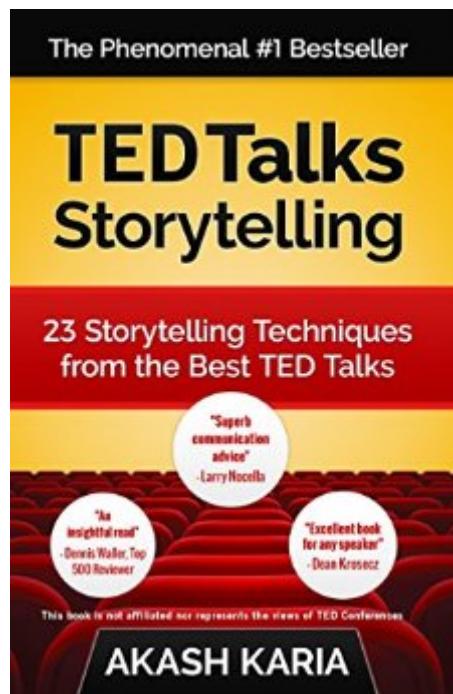


The book was found

TED Talks Storytelling: 23 Storytelling Techniques From The Best TED Talks



Synopsis

NEW AND UPDATED EDITION WITH BONUS MATERIAL "Every speaker can put these ideas into practice immediately -- and they should!" ~ Dr. Richard C. Harris, Certified World Class Speaking Coach "An insightful read" ~ Dennis Waller, Top 500 Reviewer "Superb communication advice" ~ Larry Nocella **MASTER THE ONE THING ALL GREAT TED TALKS HAVE IN COMMON** What is the secret to delivering a great TED talk? What is the magic ingredient that makes a TED talk captivating? And more importantly, how can you use those secrets to make your presentations more powerful, dynamic and engaging? To try to answer these questions, I studied over 200 of the best TED talks. I broke each TED talk down in terms of structure, message and delivery. Hereâ™s what I discovered. After studying over 200 TED talks, the one commonality among all the great TED talks is that they contain stories. **UTILIZE ADVANCED STORYTELLING TECHNIQUES TO INJECT LIFE INTO YOUR PRESENTATIONS** Essentially, the best speakers on the TED stage were the ones who had mastered the art of storytelling. They had mastered how to craft and present their stories in a way that allowed them to share their message with the world without seeming like they were lecturing their audience. **DISCOVER THE 23 STORYTELLING SECRETS OF THE BEST TED TALKS** In this short but powerful guide, youâ™re going to learn how to use stories to make your presentations engaging and entertaining. Using case studies drawn from TED talks by Sir Ken Robinson, Dr. Jill Bolte Taylor, Susan Cain, Leslie Morgan Steiner, Mike Rowe and Malcolm Gladwell, youâ™ll learn how to craft stories that keep your audience mesmerized. By the time youâ™ve finished reading this storytelling manifesto, you will have picked up twenty-three principles on how to create stories that keep your audiences mesmerized. Whether you are giving a TED talk or a corporate presentation, you will be able to apply the principles you pick up in this guide to make your next talk a roaring success! **RAVE REVIEWS FROM READERS** "No more boring speeches and presentations" ~ Douglas L. Coppock "A crisp and no fluff book" ~ Kam Syed "A great book on storytelling" ~ David Bishop "Excellent book for any speaker" ~ Dean Kroseck Ready? Then letâ™s get started...

Book Information

File Size: 716 KB

Print Length: 72 pages

Simultaneous Device Usage: Unlimited

Publisher: AkashKaria.com; 4 edition (July 18, 2014)

Publication Date: July 18, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00EP0AAE2

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #2,242 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #1 in Books > Business & Money > Management & Leadership > Mentoring & Coaching #2 in Kindle Store > Kindle eBooks > Business & Money > Business Life > Mentoring & Coaching #2 in Kindle Store > Kindle eBooks > Business & Money > Skills > Running Meetings & Presentations

Customer Reviews

TED Talks Storytelling: 23 Storytelling Techniques from the Best TED Talks by Akash Karia
"TED Talks Storytelling" is a very helpful and succinct book on how to deliver a great TED (Technology, Entertainment, Design) talk. Professional speaker Akash Karia provides readers with a valuable tool that every professional should have. This useful 41-page book includes the following nine chapters:

1. The Magic Ingredient in Delivering a Great TED Talk, 2. The "Story Start"™, 3. The Surprising Element That Makes a Story Irresistible, 4. Provide Sensory Details to Breathe Life Into Your Characters, 5. Create Mental Motion Pictures for Your Audience Using all Your Senses, 6. Provide Specific Details, 7. The Power of Positive Stories, 8. The Spark, The Change and the Takeaway, and 9. Wrap Up
Positives: 1. A well-written and well-researched book that gets to the point. 2. Addresses an important skill, how to deliver a great talk. 3. Excellent format. Each chapter covers a main idea and concludes with a summary. 4. Useful book that can serve as a guide for many types of oral presentations or speeches. 5. Based on research covering over 200 TED talks. 6. Useful tips. "The best way to thank your audience for the opportunity to speak to them is to deliver a speech that keeps them engaged, interested and involved." • 7. So what keeps audiences engaged? Find out. 8. The importance of providing specific details. 9. The importance of dialogue in storytelling. 10. Provides twenty-three principles to make your next presentation an outstanding success.
Negatives: 1. This book is an appetizer for the main course I suggest you pick up, "How to Deliver a Great TED Talk" • from the same author.

The premise of this book is that the best speakers on the TED stage were the ones who had mastered the art of storytelling. • The first 30 seconds are critical. • Opening with a story is a tested and proven method for grabbing audience attention and keeping your audience mentally engaged. • As a rule, TED Talks are limited to 18 minutes. This gives the speaker only enough time to share one main idea. • If my audience was to forget everything else I said, what one single idea or lesson would I want them to remember? • Karia says that the secret to an irresistible story is conflict. • As long as there are two strong, opposing forces that make the outcome of the story uncertain, a story will be gripping. It keeps us engaged. It keeps us curious. • The author writes about creating a • mental motion picture • for your audience. • Engaging an audience is more than just giving important information | Patricia Fripp, an executive speech coach, says, • "People don't remember what you say as much as they remember what they see when you say it." • Providing descriptions of the five senses • can help your audience to create a mental motion picture of your characters and stories. • How does it look, sound, smell, feel, or taste? Being specific adds credibility. • Non-specific statements such as "the man was tall" don't help your audience members picture the characters and the scene in their mind. Saying, "He was about 6 foot 5, with ripped muscles" provides enough detail for your audience to be able to see the characters and the scene. • Personal stories add authenticity. • When you talk about events that have taken place in your life, you will naturally feel some of the emotions that you felt when those events took place.

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