

## TED Talk

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*What is a TED Talk?* TED (Technology, Entertainment, Design) Talks are engaging showcases presented in the form of a monologue similar to a conference. The main objective of a TED Talk is to share outstanding personal or professional experiences using storytelling as the prime discursive tool. The presentation must be within the 18-minute time limit. TED Talks presenters expose the main idea confidently and engagingly using their first-hand knowledge, achievements, and expertise understandable to the general public who might not be specialists in the topic of speech.

*What are the steps to follow?*

1. Define a clear-cut idea. Avoid abstract and vague definitions.
2. Sum your idea up to 15 words with the strongest arguments and somewhat of intrigue to keep your audience's attention. (Anderson, 2016).
3. Create a powerful story based on a well-structured narrative with an introduction, body, and conclusion. Use your story as stepping stones to connect the main ideas of your talk.

*Keep in mind that*

- your presentation must include credible examples, real cases, and confirmed data.
- you use trustworthy sources to obtain solid data and quotes used in the TED Talk.
- you properly edit your quotes and footnotes in a text file with your speech. (<https://www.ted.com/about/our-organization>).

*Structure*

Here is the general flow of a TED Talk:

1. Introduction
2. Context of the exposed idea
3. Main concepts
4. Practical application of the idea
5. Conclusions

*Recommendations*

1. Grasp your audience's attention in the first 30 seconds; otherwise, people will gradually lose interest.
2. Don't use typical opening lines, start your intro with a personal anecdote. Storytelling is powerful because it is natural for everyone.
3. Highlight a conflict in your story as it helps to make your narrative captivating. The more prominent the conflict, the more your audience will be able to relate to your story.
4. Build a detailed portrait of the characters in your story and use visual aids to create more vivid associations with your ideas.
5. Make the most of sensorial references in your presentation. The more the better. As for the descriptions, keep them simple and do not overcharge them with unnecessary details.
6. Find a positive and inspiring message your audience can relate to. This will ensure an emotional connection with the public.

7. Involve your audience in a dialogue from time to time, engaging speech leaves a deeper impression.
8. Find the spark in your story that helps the main character overcome the conflict and the positive outcome as a result.
9. Finish hard and leave your main message for the final part of your talk. Your message should be concise yet memorable. It will help your audience retain it better. (Akash, 2013).

*To learn more*

Anderson, C. (2016). *TED Talk: The Official TED Guide to Public Speaking*. Paidos.

Akash, K. (2013). *TED Talks Storytelling Techniques: Master The One Thing All Great TED Talks Have in Common*. Createspace Independent Publishing Platform.



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