



School of Business

Utilizing TEDtalk Style Presentations to Engage Students

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What is a TEDTalk?

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks.

TED stands for: Technology, Entertainment and Design

You can access many of these talks on <https://www.ted.com/>

Why use TEDTalk Style presentations?

- TED-style talks are **PERSONAL**. The only reason to *give* a TED talk is that you feel passionately about something, and your sense of purpose creates an energy boost for both you and your audience.
- TED talks often take us on a **JOURNEY**. As the speaker shares his transition from ignorance to understanding of some important truth, we follow along in his footsteps. Where business speeches generally focus on a desired outcome, TED talks are also about *the process* of realizing *how you're going to get there*.
- TED talks are **CONCISE**. Because their times is short (generally, 5-18 minutes), TED speakers have generally done the hard work of cutting out any extraneous ideas. Ideally, every word of a TED talk counts!
- TED-style talks feel **IMPORTANT**. Almost every speech presents an “ah-hah!” moment

TEDTalk process

- Interview a Manager
- Choose a topic related to our course that they are passionate about
- Begin creating a storyboard
- Submit the storyboard
- Revise the storyboard
- PRACTICE, PRACTICE, PRACTICE!
- Perform the TEDtalk on stage

Craft Your TED-Style Talk with These Differences in Mind

- **Instead of thinking about multimedia, or memorization, or how you'll look on video, start planning for a TED-style talk by focusing on the differences that matter:**
 - Choose a topic you're personally passionate about;
 - Play with different ways to narrate (take us on) your journey of discovery around that topic;
 - Stay focused on your most important point; and
 - Understand what makes all of this important to your audience.

Storyboard

- Similar to a script—who says what and in what order
- It is important to identify when visuals will be used or not used
- Details matter and make the process smoother
- This is a work in progress so things can change.

Samples

- Sample Student TedTalk
- <https://vimeo.com/216218870>
 - password: gmutv2017
- <https://vimeo.com/193578503>

- Sample Professional TedTalk
- https://www.ted.com/playlists/171/the_most_popular_talks_of_all

10 Tips for Speaking Like TEDTalk Pro

1. Know your audience
2. Keep it Simple
3. Emphasize Connection over content
4. Be authentic
5. Diversify your Deliver
6. Shake it up
7. Stick to your points
8. Know the setup
9. Don't Lecture the whole time
10. Leave time for questions

Make an IMPACT

Not just an impression



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Thank You