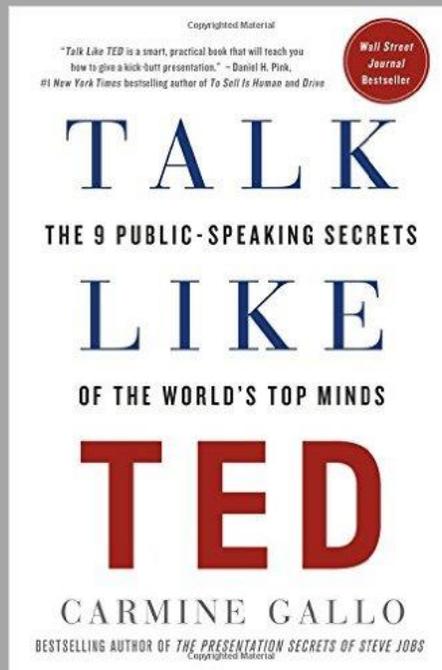


Matthew Mottola



Talk Like TED





Let's Connect!

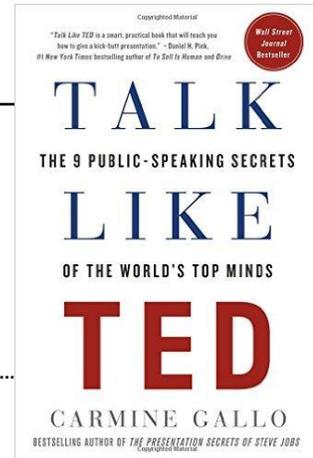


Talk Like Ted, Carmine Gallo

My Rating (From 0-5)



Complexity (From 0-10)



Summary

The ability to persuade is arguably the most important skill you can acquire. Commonly we think of public speaking and persuading as sales, but it cuts into every aspect of our lives from convincing a boss to convincing a girlfriend.

This book explains you the science of persuading and presenting.

My Takeaway

I didn't realize the power of understanding the science of presenting until I put a seed investor to sleep. I thought it was all about how smart you sound, but quickly learned the smartest thing in the world seems boring if not presented correctly.

A Quick Example: Sell This I-Phone



Do you explain all the technical features, or simply say, “It helps you talk to her wherever you are”, or “you’ll never be lost again”? If you were to say the first, I’d most likely fall asleep or walk away. But if you understood the science of pitching, you would say the second. Unfortunately, unless you make a conscious decision to be a good persuader you’ll constantly find yourself wanting to sound smart and instead put people to sleep.

Phase 1: Foundation

Lesson 1: Passion

Passion, what we can call intense positive feelings toward the direction or goal you’re moving in, is the cornerstone of success.

This is as true in personal success as it is in presentations.

The author uses a study from 2012, in which a group of researchers sought out to understand why investors invested in certain startups but not others. What they found was that passion was one of the most important factors, ahead of education, experience, or age of the entrepreneurs.

“People cannot inspire others unless and until they are inspired themselves”

Lesson 2: Neuroplasticity

What if you don’t have passion? In fact, what if you’re simply not made of the stuff that makes it possible to be a good public speaker?

The author points to neuroplasticity – the brain’s ability to change, as the reason for why practice will make perfect.

Lesson 3: Storytelling

Homo Sapiens as a species became the dominant due to our ability to share and spread knowledge through story. This same force is at play with presentations.

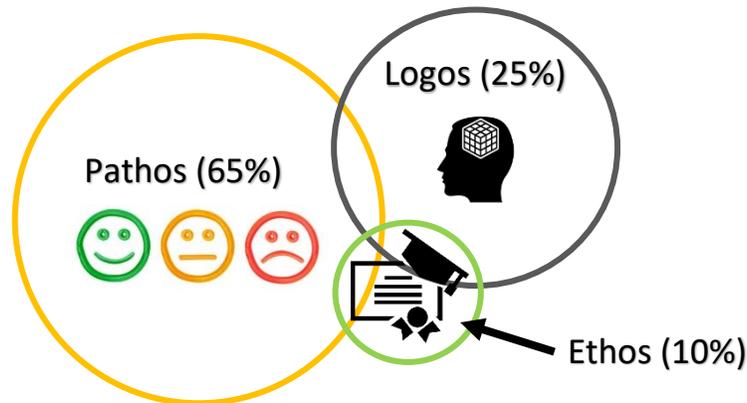
The science goes all the way back to Aristotle who believed that persuasion occurred when three elements overlapped – the ethos, logos, and pathos.

Ethos: Credibility through character and values. This highlights your education, your experience, etc.

Logos: Your logical argument. Here lies statistics/data to provide concrete evidence for your claim.

Pathos: Emotions – the emotional connection you and the audience.

Through analyzing over hundreds of TED talks, the author came up with the perfect allocation of these forces, and it was **65% Pathos, 25% Logos, and 10% Ethos.**



Why does this matter?

Because the way to the pathos is through story, as story provides the best medium to empathize and relate with your audience.

The author breaks down three types of stories:

- 1: The Personal Story** – one that aims to reach people on a personal level. For example, “go back and remember your favorite childhood memory”.
- 2: Other People** – Talking of other people’s experience, such as a friend.
- 3: Successful brands, companies, organizations** – Here is the infamous case study.

Lesson 4: The Perfect Balance

Each speech is the perfect harmony of what you say and how you say it. It is the combination of the content as well as the body language in delivering that content.

So how should we model our body language? According to US Commander Matt Eversman, a leader should stand straight and display confidence at all times.

However, here I disconnect and come back to the, “it depends”, referring to the audience and whichever actions help them most relate. It also comes down to your personal strengths and weaknesses. For example, some actors are phenomenal in being geeky. Imagine if in the movie “She’s

Out of My League”, Jay had tried to stand straight at all times and display confidence? We wouldn’t have been able to relate.



Phase 2: Build Your Toolbox

Lesson 1: Novelty

The human brain is inherently lazy.

As a presenter the way to break through this is by presenting novel and exciting information. For example, in raising support for deep sea research, Robert Ballard told the audience that the greatest mountain range on Earth lies not above ground, but beneath the ocean.

The science behind this is that memory is dependent on dopamine, the reward chemical. When our body learns something new, it releases dopamine, and the dopamine tells our brain to save that material. Thus, the more novel and exciting information we provide, the more dopamine is released, and the more your presentation stands out.

Lesson 2: Extreme

On top of being novel, presentations must present something extraordinary. Here is where showmanship comes in.

One of the best TED talks was held by Bill Gates presenting on how fatal diseases such as Malaria are transmitted via mosquitoes. He held a jar full of mosquitoes, and asked the audience why only poor people should be at risk of being infected this way? He then opened the jar and set the mosquitoes free!

Lesson 3: Humor

According to a study published in Harvard Business Review, humor holds the ability to reduce hostility, relieve tension and improve morale among colleagues. Although this is the science, we've all seen the power of a light hearted joke.

With presentations humor serves multiple purposes. It can excite, it can relieve, it is to your presentation what coffee is to productivity.

The author points to two types of humor, anecdotes and analogies/metaphors. For example, the coffee joke above.

Lesson 4: 15-20 Minutes

The average TED talk is 18 minutes, and the author recommends the length being between 15-20 minutes and should not cover more than three separate themes.

How can you get your presentation this short?

Start by asking this question: "What is the single most-important message I want my audience to take away?" This should be your headline. Then find up to (the shorter the better) three messages to support this headline, and under these messages comes the meat of what you'll actually say.

Lesson 5: All the Senses

The best TED talks stimulate all the senses, and although you can't "taste" or "smell" a presentation, you can use different ways to stimulate our sound and visual senses.

Visually, the best example is TED talks with pictures instead of PowerPoints with lots of text. I can speak to a specific experience seeing an MIT presentation that strictly used GIF's. It was awesome, and certainly memorable.

For hearing, this can be accomplished by using short phrases with repetition. For example, "I have a dream", or "Yes, we can" (Obama's campaign slogan).



[Like What You See? To learn more check
this out!](#)