



PREPARING FOR A TED TALK

PUBLIC SPEAKING

DEVELOPMENT PROGRAMME

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TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). Since its inception in 1984, TED has expanded far beyond the realm of technology, entertainment, and design.

Today, TED provides a center which experts from a variety of backgrounds converge to share, inspire and educate audiences around the world.

As Diana Award recipients, you may be invited to the TED stage to share your experience with others. Alternatively, there is a nomination process where you can either put yourself or someone else forward to feature.

This guide offers the essentials on how to successfully prepare for a TED Talk.



Steps for preparing a Ted Talk

CHOOSE A TOPIC WHICH INSPIRES YOU_

The purpose of a TED Talk is to inspire your audience to see what you see. Choose a topic you are passionate about; this could be a skill you have mastered or a social issue you are an expert in. Your passion will provide you with the tools you need to inspire your audience so your vision can become a reality.

FOCUS ON ONE MAJOR IDEA_

Remember that a TED Talk lasts no longer than 18 minutes. Be concise, it is important that you condense your talk into one singular idea. Your TED Talk should take the shape of a journey starting with the body of your idea and finishing with how it can be implemented. TED CEO, Chris Anderson, puts it simply **“Explain that one thing properly and give context.”**

TED's secret to great public speaking | Chris Anderson - Bing video

BUILD YOUR TALK FROM THE GROUND UP_

When you first approach the topic of your TED Talk, naturally it will be broad. The best explanations are broken down into smaller simpler ideas. Using metaphors, real life examples and thought experiments are often good techniques to help scope the narrative of your talk and better explain the wider concept.

IGNITE YOUR AUDIENCE'S EMPATHY_

To gain their empathy your audience must be engaged. Your talk should spark your audience's interest from the start. This could be through posing an open-ended question, or gaining their attention through a quote, an anecdote, or a case study which your presentation will solve.

TELL A STORY_

Once the audience's attention is gained it must be retained. Storytelling is a fantastic method to maintain your audience's engagement. Expert storyteller, Andrew Stanton, claims the art to this technique is the "unifying theory of 2+2".

The point of this theory is that you should not give your audience its answer, you should allow them to work it out for themselves. Upholding a certain mystery or uncertainty throughout your talk is important as it allows the audience to tune into their natural deductive abilities.

The clues to a great story - Bing video

EDITING YOUR TED TALK_

Once your talk is in writing, record it. No one likes the sound of their own voice but recording yourself will allow you to locate the areas where it is disjointed.

MEMORISATION AND INTERNALIZATION_

The hack to giving a good TED Talk is practicing what you are saying and how you will say it until it is internalised. This is achieved through memorisation. Although it may seem repetitive, memorising frees you. Whether this is recording yourself and listening back, performing your speech to yourself and others or a mix of both, this process allows you to internalise your words until your talk becomes conversational.



Maya's top tips

Maya Ghazal was awarded the Diana Legacy Award in 2017 for her work supporting refugees and using her voice to tackle refugee issues.

As both a role model and compelling spokesperson for young refugees and migrants across the UK, she was invited to speak at TEDxPlaceDes-NationsWomen in 2018.

You can watch Maya's TED Talk [here](#).

We caught up with Maya to ask what her top tips are for preparing a TED Talk. Here's what she had to say:

- Make sure that you have an idea that you would like the world to hear
- Make it unique so you can stand out and reach more people
- Ask yourself: "How is it going to change the world?"
- How are you going to make your talk special?
- Make sure it is said in your own words and ideas
- Check that it hasn't been repeated before
- Make it personal and emotive
- Tell stories and give examples!
- What is the final outcome that you are looking for?



We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

Throughout all our programmes and initiatives, 'change' for and by young people is central. We celebrate this by recognising young change makers with a Diana Award, the most prestigious accolade a young person can receive for their social action or humanitarian work.

We hope you found this resource useful and wish you all the best in your social action journey. If you would like to help us create more resources and recognise even more young people with a Diana Award, you can make a donation by visiting <https://diana-award.org.uk/donate/>



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