

"Talk Like TED is a smart, practical book that will teach you how to give a kick-butt presentation." – Daniel H. Pink, #1 New York Times bestselling author of *To Sell Is Human* and *Drive*



TALK
THE 9 PUBLIC-SPEAKING SECRETS
LIKE
OF THE WORLD'S TOP MINDS
TED
CARMINE GALLO
BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds

Carmine Gallo

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Ideas are the currency of the twenty-first century. In order to succeed, you need to be able to sell your ideas persuasively. This ability is the single greatest skill that will help you accomplish your dreams. Many people have a fear of public speaking or are insecure about their ability to give a successful presentation. Now public speaking coach and bestselling author Carmine Gallo explores what makes a great presentation by examining the widely acclaimed TED Talks, which have redefined the elements of a successful presentation and become the gold standard for public speaking. TED ? which stands for technology, entertainment, and design ? brings together the world's leading thinkers. These are the presentations that set the world on fire, and the techniques that top TED speakers use will make any presentation more dynamic, fire up any team, and give anyone the confidence to overcome their fear of public speaking.

In his book, Carmine Gallo has broken down hundreds of TED talks and interviewed the most popular TED presenters, as well as the top researchers in the fields of psychology, communications, and neuroscience to reveal the nine secrets of all successful TED presentations. Gallo's step-by-step method makes it possible for anyone to deliver a presentation that is engaging, persuasive, and memorable.

Carmine Gallo's top 10 *Wall Street Journal* Bestseller *Talk Like TED* will give anyone who is insecure about their public speaking abilities the tools to communicate the ideas that matter most to them, the skill to win over hearts and minds, and the confidence to deliver the talk of their lives.

The opinions expressed by Carmine Gallo in TALK LIKE TED are his own. His book is not endorsed, sponsored or authorized by TED Conferences, LLC or its affiliates.

Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds Details

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From Reader Review Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds for online ebook

Ken Rideout says

Here's the highlights (I confess for scanning through the backstories and anecdotes to extract these)
Great presentations are Emotional, Novel, and Memorable:

1. Dig deep to identify your unique and meaningful connection to your topic
 2. Tell stories to reach people's hearts and minds
 3. Practice relentlessly and internalize your content so that you can deliver the presentation as comfortably as having a conversation with a close friend
 4. Reveal information that's completely new to your audience, packaged differently, or offers a fresh and novel way to solve an old problem.
 5. Deliver a shocking, impressive, or surprising moment that is so moving and memorable, it grabs the listener's attention and is remembered long after the presentation is over.
 6. Lighten up with authentic humor.
 7. Eighteen minutes is the ideal length of time for a presentation. If you must go longer build in soft breaks every 10 minutes.
 8. Deliver presentations that touch more than one of the 5 senses.
 9. Be authentic, open, and transparent.
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Y?ld?r?m Topçu says

Baz? ünlü ted sunumlar?n?n text haline getirilmi?i gibi kitap. Ba?l??a bakarak beklenti içerisine girenleri çok tatmin etmeyecektir. Kitapla ilgili ho?uma giden tek ?ey konu aralar?ndaki al?nt?lar, k?sa notlar ve baz? bilimsel bilgiler oldu.

Nick says

It was very difficult to rate this book. The advice in it is all good; it's just not by any means secret. The 9 points, in fact, are pretty obvious and to be found in most decent books on public speaking. Be passionate, tell stories, have a conversation with the audience, say something surprising, be funny, use sensory details, stick to what you know and get it all done in 18 minutes. Any real secrets there? What makes the book worth reading are the TED stories and examples. Gallo is a good writer and he's done his homework. It's a competent book filled with great advice. If you don't have any books on public speaking, this would be a fine one to start with. There's just nothing new in here, and certainly no secrets.

Kim says

Quick & easy read. Excerpts from some of the best rated & most viewed Ted talks with pointers on how to keep an audience engaged and remember your talk.

Duhart Vader says

This book is so well written that even the summaries of the presentations the author talks about are more impressive than the TED talks themselves. Totally worth reading.

Tomas Ramanauskas says

Captain Obvious. You've read it before even if you didn't read that much about presentations.

Jackie says

Didn't finish. Reads like an annoying person's sales pitch.

W. Whalin says

I heard the audio version of this book cover to cover. The storytelling in this book is excellent. The detailed examples will help anyone who speaks in public. I enjoyed the writing in this book and recommend it.

Vaiibhav Nigam says

Somehow i had a high expectation from this book and it was completely ruined. I was simply turning the pages so i could find something insightful and was disappointed again and again.

First of all the book should not be named as "TALK LIKE TED" rather it should be re-named as "WHAT TED SPEAKERS SPEAK". It says that great TED speakers have excellent body language, tone, etc etc without thoughts and words on how to improve it. It more feels like a "guide book" for TED talks than anything else. My Highlighter pen has remain un-employed because I am unable to find any words of wisdom which can be implemented.!

Heidi The Hippie Reader says

My husband is a world class debater and former forensic coach. I listened to this audio book to try to understand some of the methods that he seems to just intuitively know in order to improve my own public speaking skills. He heard some of the chapters and seemed to think that all of it was fairly obvious and well known information. I found a lot of it useful, but I have literally no background in public speaking. So, the

moral of today's story is: if you already know how to do a great presentation, then Talk Like TED might not be that interesting or ground breaking to you. If you're like me, and you have no idea what you're doing up there, Talk like TED is actually fairly helpful.

If you enjoyed Talk like TED, you may enjoy some other books by TED authors like Judge This by Chip Kidd, The Art of Stillness: Adventures in Going Nowhere by Pico Ayer, or My Stroke of Insight: A Brain Scientist's Personal Journey by Jill Bolte Taylor.

April Sarah says

While none of the ideas in this book are ground shaking or earth shattering, the way they are presented really hits home. It is one of those reads that at some point I will come back to just to refresh myself with the ideas.

Jeanne says

I am flying out this week to give a major presentation, and I'm nervous. I know that I'm a very successful speaker in some settings but this will be short and sans visuals. I will be seated. My work will be recorded. In general, this presentation does not play to my strengths.

I ran into a copy of Carmine Gallo's (2014) *Talk like TED* at the right time – but initially didn't think so. Its introduction felt slick and empty. I thought this was going to be another vacuous book more focused on selling itself than ideas.

I was wrong. Gallo skillfully analyzed especially successful TED talks, interviewed TED speakers about what they did and what they believed others did particularly well, and gave concrete advice and examples of his recommendations. I didn't buy all of his explanations for why things work – Gallo is a journalist and consultant rather than a researcher – but his recommendations are thoughtful and useful.

What does Gallo recommend? Those of you who have watched hours of TED talks like me won't be surprised: speak from passion; use stories, humor, and pictures to engage your audience and to make your ideas clear; but be authentic. Quoting Bryan Stevenson: *"You need data, facts, and analysis to challenge people, but you also need narrative to get people comfortable enough to care about the community that you are advocating for. Your audience needs to be willing to go with you on a journey"* (p. 47).

Gallo also describes behind-the-scene tools that will almost certainly be helpful. He suggests summarizing your ideas in 140 characters or less (distilling it to its essences): *"If you can't explain your big idea in 140 characters or less, keep working on your message"* (pp. 130-131). He then suggests outlining your message by threes (easy to remember, both as presenter and audience).

Gallo then recommends *"striving for no more than 40 words in the first 10 slides. This will force you to think creatively about telling a memorable and engaging story instead of filling the slide with needless and distracting text. Kill bullet points on most of your slides"* (p. 223).

We (I) think about great presenters as naturals. He notes that Dr. Jill Bolte-Taylor, for example, rehearsed her presentation 200 times, which is why they *"seem natural, authentic, animated, and conversational"* (p.

87). Great presentations come from practice.

Gallo ends with this advice:

You don't need luck to be an inspiring speaker. You need examples, techniques, passion, and practice. You also need courage—the courage to follow your passion, articulate your ideas simply, and express what makes your heart sing. (p. 248)

Listen to him.

David says

If you have never heard of "TED Talks", then immediately go over to the TED web site and listen to some of the best short talks you've ever heard. If you are familiar with TED talks, then you already know how fantastic they are, covering a wide range of topics dealing with new, important ideas.

This book is an excellent guide to public speaking. Carmine Gallo analyzes some of the most popular TED talks. He describes how to make your own presentations/speeches/sales pitches as engaging as possible. He details his nine "secrets" that can help make a successful presentation. What are his secrets? Well, they aren't really secret at all; they are common sense. The secrets include being passionate about one's subject, keep the title of your presentation short, keep the talk to within an 18-minute time limit, use stories to illustrate concepts and engage the listener, *don't* tell jokes, but instead use humor, include some attention-grabbing information or idea in a new light, try to include multiple senses--sight, sound, touch, and so on. Power Point is to be used sparingly--pictures are good, text is not good.

Another important aspect in delivering a good talk is to edit, prepare, and practice the presentation in front of people ahead of time. It can take hundreds of hours to prepare and test out an attention-grabbing presentation. All that preparation helps to make the presentation seem spontaneous and authentic.

I found the advice about public speaking to be very helpful. But I also found the descriptions of some of the best TED talks to be equally interesting. I didn't read this book--I listened to it as an audiobook. Multiple readers took on the roles of some of the TED talkers, and that gave the audiobook a nice, varied flavor. Highly recommended!

Janet says

This book is a MUST read for any Speech teacher. It reinforced some things that I know to be true, and challenged me to take my expertise one step further. The best thing is that it inspired me to demand more from my college students. I have been using it through most of the semester, but finally finished all the chapters this morning. Yes, giving a speech is demanding, it is hard work, it is challenging, it is invigorating when you are successful, it can be terrifying, but if you do the work, you reap the rewards, and PRACTICE is essential. All the best do!

Laleh says

I liked it, it was practical, and enjoyable to read, and gave you room to think about the things it suggested as opposed to just reading them.

Having just finished it, I might not be able to state the 9 points off by heart, but I'm pretty sure I'll remember to use them the next time I'm preparing a presentation.
