



# Chris Anderson on Public Speaking

Learn to deliver powerful talks from the Head of TED

## What You'll Learn:

- Master 5 compelling ways to structure any talk
- Understand how to use a *throughline framework* to connect sections of your talk and deliver a coherent, impactful message
- Practice strategies to start your talk powerfully and get your audience on board
- Understand techniques to conclude your talk masterfully and leave your audience with a clear take-away
- Gain strategies to banish stage fright and successfully rehearse

## Description

A carefully crafted talk can be the key to evoking empathy, stirring excitement, spreading knowledge, and promoting a shared dream. As the Head of TED, Chris Anderson knows this firsthand. He's had a ringside seat listening to hundreds of amazing TED speakers whose talks have been viewed millions of times.

In this course, you'll get a behind-the-scenes look at what Chris has learned about using public speaking to share powerful ideas. He will walk you through real life examples of TED Talks that worked and also share firsthand stories of mistakes to avoid.

Whether you are an entrepreneur pitching a company, a nonprofit professional making a fundraising request, or teacher looking to captivate your students, this course will help you become a powerful public speaker capable of leaving a lasting impression.

**Format:** Video-Based Course

## Curriculum

- **LEARNING TOOLS**
  - 17 video tutorials from Chris Anderson, Head of TED
  - 4 workbooks to help you plan your own talk and put Chris's techniques into practice
- **SECTION 1: The Key Elements of Powerful Speaking**
  - Video: Welcome Message from Chris Anderson

- Activity: Introduce Yourself to the Course Community
- Video: What All Great Talks Have in Common
- Resource: Find Your Powerful Idea
- Video: The 4 Types of Talks to Avoid
- Quiz: Diagnose What Went Wrong With These Talks
- Video: How to Structure a Successful Talk
- Video: Resource: Craft Your Throughline
  
- **SECTION 2: 5 Tools for Successful Talks**
  - Video: The Tool of Connection
  - Video: The Tool of Narration
  - Video: The Tool of Explanation
  - Video: The Tool of Persuasion
  - Video: The Tool of Revelation
  - Resource: Outline Your Talk
  
- **SECTION 3: How to Banish Your Fear of Public Speaking and Successfully Rehearse**
  - Video: Overcome Your Fear of Public Speaking
  - Video: How Monica Lewinsky Overcame Her Fear of Public Speaking
  - Video: How to Rehearse Your Talk
  - Video: How to Use Visuals With Your Talk
  - Video: Start Your Talk So That People Pay Attention
  - Video: End Your Talk Powerfully
  - Resource: Plan the Beginning and Ending of Your Talk
  - Activity: Practice and Share Your Talk
  
- **SECTION 4: Why Public Speaking Matters More than Ever**
  - Video: Why Public Speaking Matters More Than Ever
  - Parting Advice from Chris

### **About the Course Partner**

Chris Anderson is the curator of TED and recent bestselling author of *TED Talks: The Official TED Guide to Public Speaking*. Trained as a journalist, Anderson launched more than 100 successful magazines and websites before turning his attention to TED. His TED mantra – “Ideas worth spreading” – continues to blossom on an international scale.

