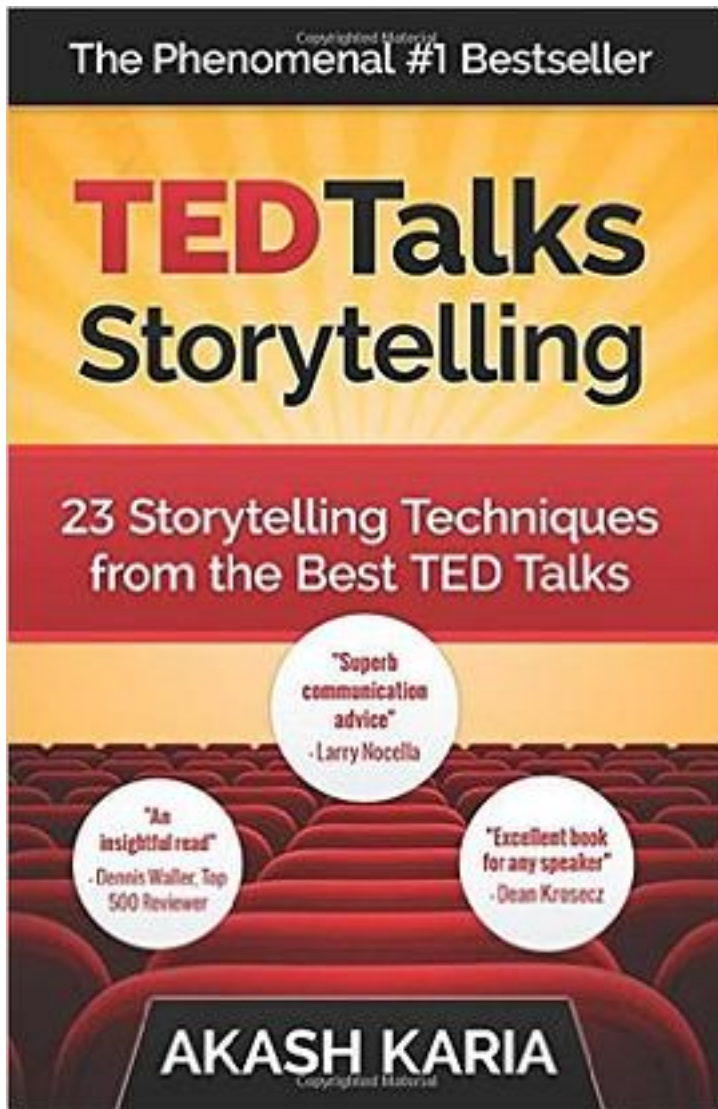


TED Talks Storytelling: 23 Storytelling Techniques from the Best TED Talks



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"Every speaker can put these ideas into practice immediately

-- and they should!" ~ Dr. Richard C. Harris, Certified World Class Speaking Coach

"An insightful read" ~Dennis Waller, Top 500 Reviewer

"Superb communication advice"

~ Larry Nocella

MASTER THE ONE THING ALL GREAT TED TALKS HAVE IN COMMON

What is the secret to delivering a great TED talk?

What is the magic ingredient that makes a TED talk captivating?

And more importantly, how can you use those secrets to make your presentations more powerful, dynamic and engaging?

To try to answer these questions, I studied over 200 of the best TED talks. I broke each TED talk down in terms of structure, message and delivery.

Here's what I discovered. After studying over 200 TED talks, the one commonality among all the great TED talks is that they contain stories.

UTILIZE ADVANCED STORYTELLING TECHNIQUES TO INJECT LIFE INTO YOUR PRESENTATIONS

Essentially, the best speakers on the TED stage were the ones who had mastered the art of storytelling. They had mastered how to craft and present their stories in a way that allowed them to share their message with the world without seeming like they were lecturing their audience.

DISCOVER THE 23 STORYTELLING SECRETS OF THE BEST TED TALKS

In this short but powerful guide, you're going to learn how to use stories to make your presentations engaging and entertaining. Using

case studies drawn from TED talks by Sir Ken Robinson, Dr. Jill Bolte Taylor, Susan Cain, Leslie Morgan Steiner, Mike Rowe and Malcom Gladwell

, you'll learn how to craft stories that keep your audience mesmerized.

By the time you've finished reading this storytelling manifesto, you will have picked up twenty-three principles on how to create stories that keep your audiences mesmerized.

Whether you are giving a TED talk or a corporate presentation, you will be able to apply the principles you pick up in this guide to make your next talk a roaring success!

RAVE REVIEWS FROM READERS

"No more boring speeches and presentations" ~ Douglas L. Coppock

"A crisp and no fluff book"

~ Kam Syed

"A great book on storytelling" ~ David Bishop

"Excellent book for any speaker"

~ Dean Krosecz

作者介绍:

Akash Karia is a peak performance coach who has trained over 50,000 people worldwide, from bankers in Hong Kong to senior executives in Thailand to government members in Dubai.

He has twice been ranked the #1 Most Popular Business & Money author on Amazon Kindle and his books have been translated into Italian, Korean and Japanese.

WHY READ HIS BOOKS?

Akash writes books on communication, productivity and psychology, sharing proven tools and techniques for the price of a cup of coffee.

His books are based on hundreds of hours of intensive scientific research, and provide practical tools, techniques and strategies that you can implement immediately.

WHY SHOULD YOU TRUST HIM?

Akash is a recognized NLP Trainer, as well as a Strategic Intervention Coach certified by the Robbins-Madanes Center (based on the work of Anthony Robbins and Chloe Madanes).

As a speaker and coach, Akash combines his real-world business experience as the Chief Commercial Officer of a multi-million dollar tech company along with his expertise in the field of high performance psychology to create rapid results for his clients.

WHAT DO OTHERS SAY?

"...a wonderful professional speaker who has a great message, is motivating, inspiring and interactive at the same time...hire Akash because he'll do a wonderful job for you!"

~ Brian Tracy, CPAE Speaker Hall of Fame, #1 Bestselling Author of Maximum Achievement

"Akash is a phenomenal coach! The information I gained in just a few short hours is priceless."

~ Fatema Dewji, Director of Marketing for billion-dollar conglomerate, MeTL

"Akash is a very effective, inspiring and energetic speaker!"

~ Azim Jamal, Nautilus Gold Award Winner, #1 Bestselling Author of The Corporate Sufi

"Akash is THE best coach I've ever had!"

~ Eric Laughton, Certified John Maxwell Trainer

Subject to availability, Akash conducts keynotes, workshops and seminars internationally.

Get in touch with him on www.AkashKaria.com/Keynotes (or via Akash@AkashKaria.com).

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标签

演讲

沟通

讲故事

技巧

TED

英语阅读材料

英文原著

科普

评论

里面的单词都蛮简单的
所以到底有没有给我带来成就感……我竟然是第一个评的。不过感觉干货部分很基础
比如说用对话代替描述 故事要用冲突和波折等等 主要是看英语啦

篇幅非常短，如果一口气看的话应该一小时左右就可以看完。技巧比较基础，这词汇量拿来作为阅读材料挺不错的

剪短精悍，都是实用的建议，记住并去运用就好了。

23个演讲内容方面的实用技术，具有很好的借鉴性。

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书评

如何精心的去准备一场演讲？拙于公众讲话的你，如何提升自己演讲的艺术？如何以最好的形式最快的速度抓住观众的耳朵？这是很多第一次在公众场合发表演讲的人所关心的。漫谈演讲的关键
我是个喜欢舞台的人，自乐于在他人的目光之下表达自己的东西。因此从初中开始就参与校园里...

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