

# The TED Effect

Using TED style-story telling techniques to  
communicate effectively



# The TED Effect

“Public speaking is the key to unlocking empathy, stirring excitement, sharing knowledge and insights and promoting a shared dream”.

(TED Talks by Chris Anderson)

# Storytelling

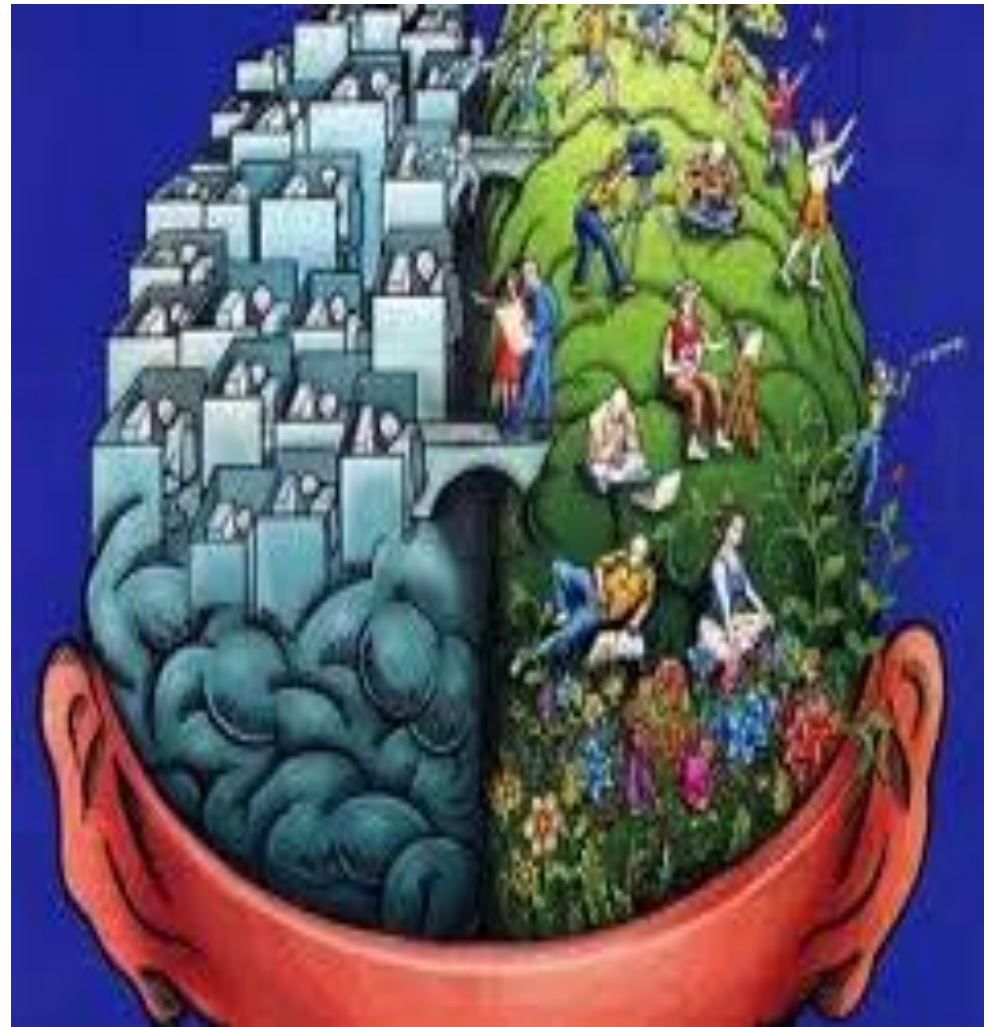
Competency in both  
expert thinking and  
complex communication.

# Definition of Storytelling

Story is simply a way of structuring information in order to create context and relevance, engage listeners, be memorable and generate some nugget of meaning.

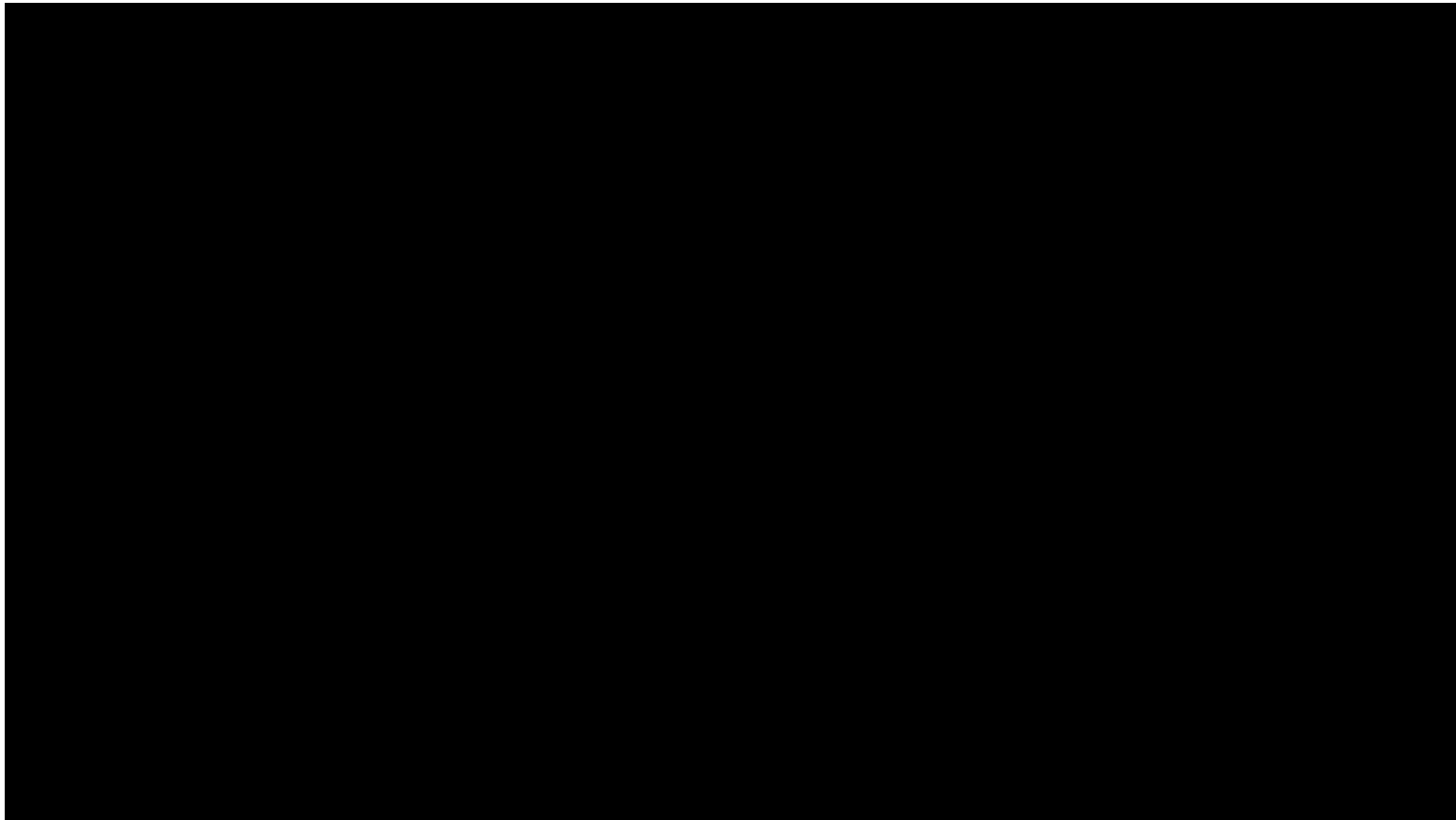
# Your brain on stories

According to Uri Hasson from Princeton, a story is the only way to activate parts in the brain so that a listener turns the story into their own idea and experience.

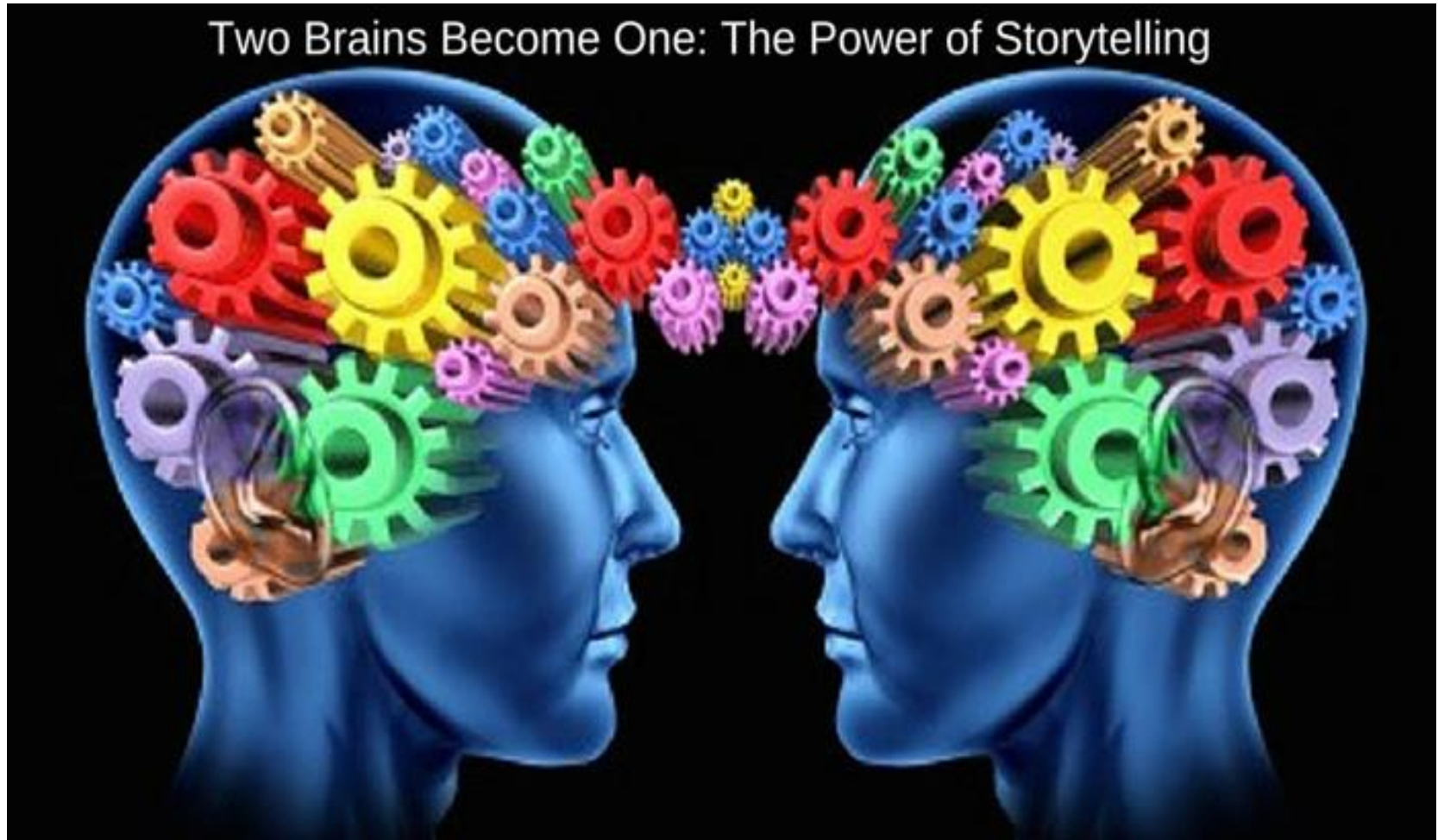


# Your Brain on Storytelling

## Michel Neray



# Neuro-coupling



# Tell good stories

- Replace “and, and, and” with
- “And, But, YET, Therefore



# ABYT Story Structure

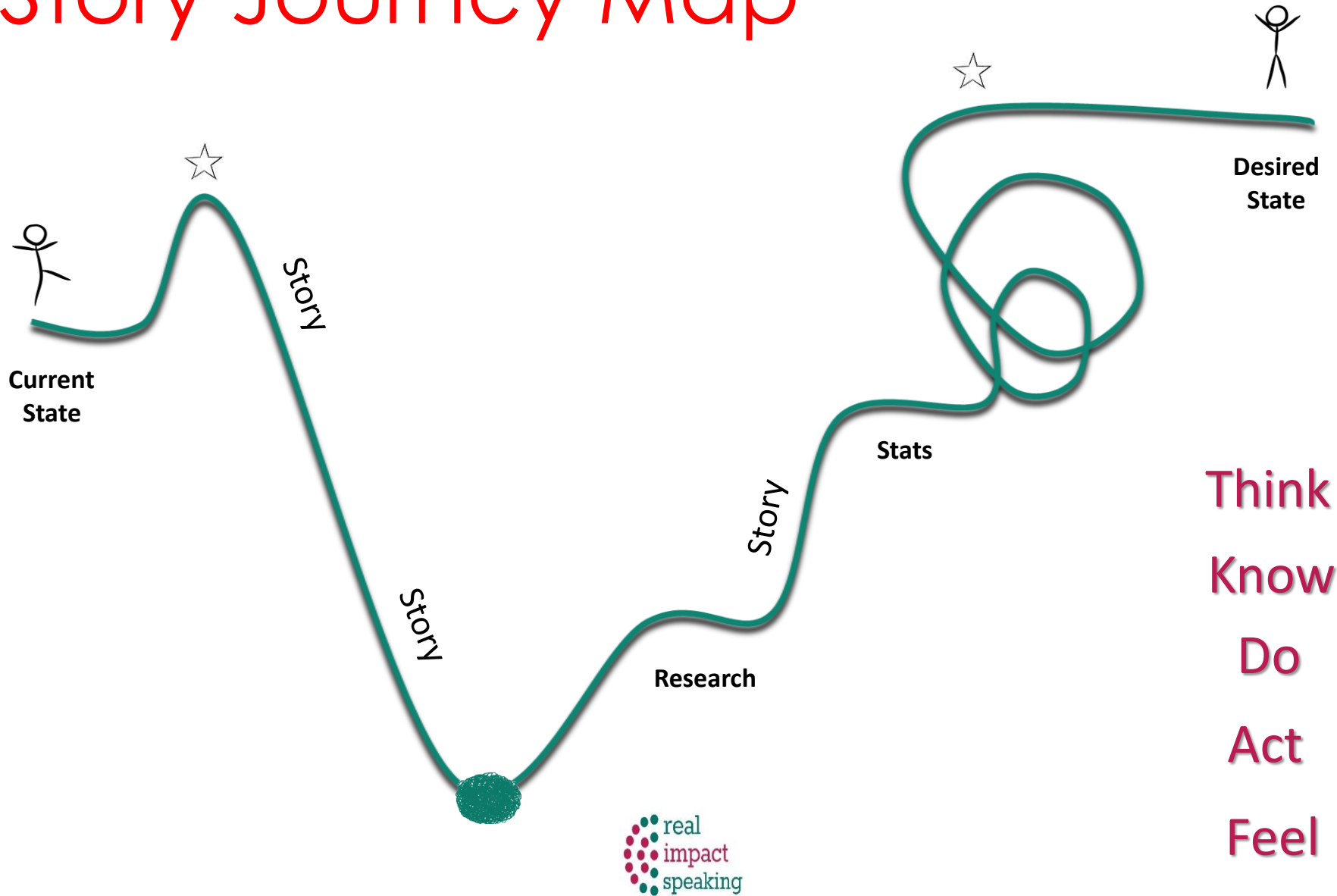
- Situation: describes the current or recent context (And, and, and)
- Complication: Inciting incident and its consequences (but...)
- Moment of Truth (or a Defining Moment, an ah-ha, a revelation) that causes the third act to happen (YET).
- Resolution: Solution to the problem (therefore)

# TTSUR

- Tough
- Tangible
- Specific
- Urgent
- Relevant

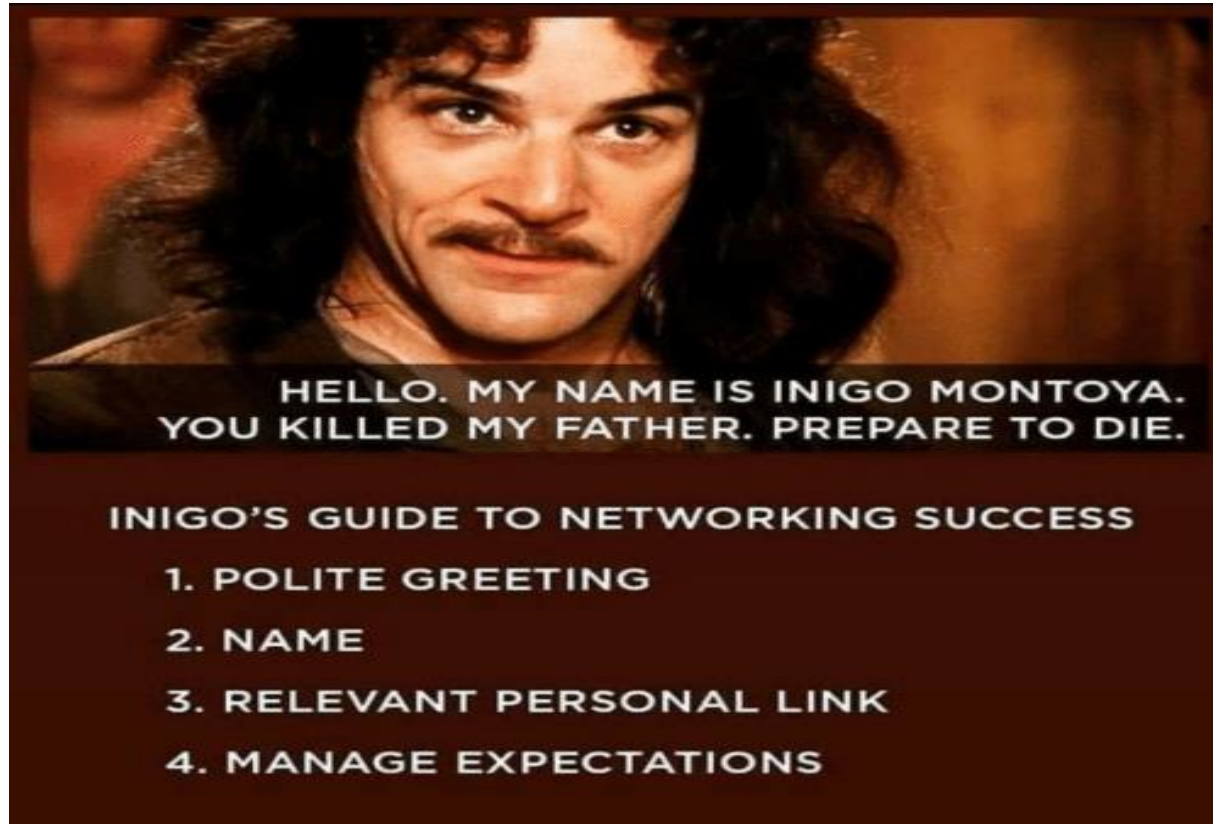
Can you explain in fewer than 10 words what is the TTSUR that your talk will address?

# Story Journey Map



Think  
Know  
Do  
Act  
Feel

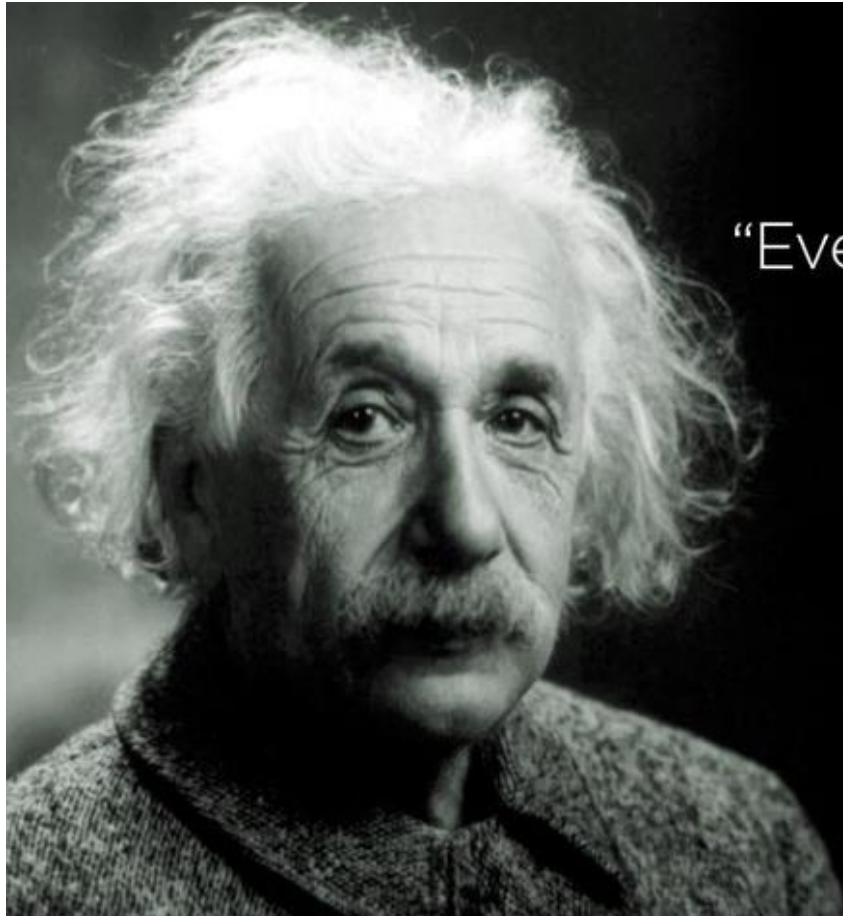
# Clarity



Inigo's guide to networking  
success

# Confidence





“Everything should be made  
as simple as possible.  
But not simpler.”

*Albert Einstein*

# Summary

It's not rocket science. It's brain science.  
Storytelling is how we're hardwired to  
understand the world.

(Paul Smith)

# Online resources

- [How to tell a story | Playlist | TED.com](https://www.ted.com/playlists/62/how_to_tell_a_story):[https://www.ted.com/playlists/62/how\\_to\\_tell\\_a\\_story](https://www.ted.com/playlists/62/how_to_tell_a_story)
- [10 Best TED Talks on Storytelling | drew gneiser](http://www.drewgneiser.com/10-best-ted-talks-on-storytelling/): [www.drewgneiser.com/10-best-ted-talks-on-storytelling/](http://www.drewgneiser.com/10-best-ted-talks-on-storytelling/)
- [7 Essential TED Talks on Storytelling - New York Film Academy](https://www.nyfa.edu/student-resources/7-essential-ted-talks-storytelling/): <https://www.nyfa.edu/student-resources/7-essential-ted-talks-storytelling/>
- 3 TED Talks That Uncover the Secrets of Storytelling | Convince and ...[www.convinceandconvert.com/.../3-ted-talks-that-uncover-the-secrets-of-storytelling/](http://www.convinceandconvert.com/.../3-ted-talks-that-uncover-the-secrets-of-storytelling/)
- [Top 10 TED Talks on Storytelling and Filmmaking – ScreenCraft](https://screencraft.org/2015/.../top-10-ted-talks-storytelling-filmmaking-screenwriting/):  
<https://screencraft.org/2015/.../top-10-ted-talks-storytelling-filmmaking-screenwriting/>
- [Storytelling Fundamentals: 5 TED Talks To Make You A Better Storyteller](http://www.echostories.com/5-ted-talks-to-make-you-a-better-storyteller):[www.echostories.com/5-ted-talks-to-make-you-a-better-storyteller](http://www.echostories.com/5-ted-talks-to-make-you-a-better-storyteller)
- [How To Tell Stories Like TED Speakers – Forbes](http://www.forbes.com/sites/kevinkruse/2016/03/29/how-to-tell-stories-like-ted-speakers/):  
[www.forbes.com/sites/kevinkruse/2016/03/29/how-to-tell-stories-like-ted-speakers/](http://www.forbes.com/sites/kevinkruse/2016/03/29/how-to-tell-stories-like-ted-speakers/)
- [4 TED Talks All Brand Storytellers Must Watch via @PostAdvertising](http://www.postadvertising.com/2013/01/brand-storytelling-ted/):  
[www.postadvertising.com/2013/01/brand-storytelling-ted/](http://www.postadvertising.com/2013/01/brand-storytelling-ted/)
- <http://www.convinceandconvert.com/content-marketing/3-ted-talks-that-uncover-the-secrets-of-storytelling/>
- [http://www.huffingtonpost.com/vala-afshar/the-art-of-persuasive-sto\\_b\\_5548004.html](http://www.huffingtonpost.com/vala-afshar/the-art-of-persuasive-sto_b_5548004.html)



# Books

- *Houston, We Have a Narrative* by Randy Olsen
- *TED Talks* by Chris Anderson
- *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds* by Carmine Gallo
- *Lead with a Story: A Guide to Crafting Business Narratives that Captivate, Convince, and Inspire* by Paul Smith
- *Tell to Win* by Peter Guber
- *The Story Factor* by Annette Simmons
- *Whoever Tells the Best Story Wins* by Annette Simmons
- *World Class Speaking in Action* by Craig Valentine with Mitch Myerson and World Class Speaking Coaches (Chapter 3: Teri Kingston)
- *The Presentation Secrets of Steve Jobs* by Carmine Gallo
- *The Art of Possibility* by Benjamin Zander

# Working with Teri

- **Corporate Story Strategy Sessions** – on-site session where we work together to create a story that can be used by anyone within your company.
- **One day Leadership through Storytelling Intensive** - combination of theory and practice, limited enrollment 10 people per session.
- **One –on- one coaching** - to help you develop your story skills (in person or via Zoom)
- **Small group coaching sessions** - to help you develop your story skills in a peer group format (virtual or local in Ottawa)
- **Get Ready for TED** – for those who dream of someday giving a TEDx talk but don't know where to start!

For more information on any of the above: send an email to [teri@realimpactspeaking.com](mailto:teri@realimpactspeaking.com)



No cookie-cutter speakers here.  
The goal is to work with who you are and simply

# AMPLIFY YOUR MESSAGE.

[Work with Teri](#)

[TED Ready?](#)

Presented by  
Certified World Class Speaking Coach  
Teri Kingston DTM



[www.realimpactspeaking.com](http://www.realimpactspeaking.com)

