



# TED Talks: The Official TED Guide to Public Speaking

By Chris Anderson



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**"Catnip for all the TED fans out there." —*Publishers Weekly***

**"Unimpeachably practical . . . A handy guide for novice and moderately experienced speakers." —*Kirkus Reviews***

**"Anderson shares the secrets behind the best TED presentations." —*Booklist***

Since taking over TED in 2001, Chris Anderson has shown how carefully crafted talks can be the key to unlocking empathy, spreading knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview; it can be more powerful than anything in written form.

This "invaluable guide" (*Publishers Weekly*) explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula, but there are tools that can empower any speaker.

Chris Anderson has worked with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Salman Khan, Monica Lewinsky and more — everything from how to craft your talk's content to how you can be most effective on stage. This is a must-read for anyone who is ready to create impact with their ideas.

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**TED Talks: The Official TED Guide to Public Speaking** By Chris Anderson **Bibliography**

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### Editorial Review

#### Review

“This is not just the most insightful book ever written on public speaking—it’s also a brilliant, profound look at how to communicate. If you ever plan to utter a sound, this is a must-read. It gives me hope that words can actually change the world.” (Adam Grant, Wharton professor and *New York Times* bestselling author of **GIVE AND TAKE** and **ORIGINALS**)

“The TED Talk may well be the defining essay genre of our time: what the pamphlet was to the 18th-century, and the newspaper Op-Ed was to the twentieth. TED Talks is the guidebook to this new language, written by the man who made it into a global force.” (Steven Johnson, bestselling author of **HOW WE GOT TO NOW**)

“[Anderson] covers important topics such as making a personal connection with audiences, explaining complicated subjects to laypeople, priming people to accept counterintuitive ideas, and cultivating a sense of showmanship. . . . This is an invaluable guide to effective presentations, and catnip for all the TED fans out there.” (*Publishers Weekly*)

“This is a must read for anyone who presents.” (cbc.ca)

“For anyone who’s got a story to tell, or an audience they want to engage—this book is a must-read.” (*Forbes*)

#### From the Inside Flap

**For anyone who has ever been inspired by a TED Talk ...**

This is an insider’s guide to creating talks that are unforgettable.

Since taking over TED in the early 2000s, Chris Anderson has shown how carefully crafted short talks can be the key to unlocking empathy, stirring excitement, sharing knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience’s worldview; it can be more powerful than anything in written form.

This book explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula; no two talks should be the same. But there are tools that can empower any speaker.

Chris Anderson has worked behind the scenes with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Amy Cuddy, Elizabeth Gilbert, Salman Khan, Dan Gilbert, Monica Lewinsky, and dozens more everything from how to craft your talk’s content to how you can be most effective on stage. This is the 21st century’s new manual for truly effective communication, and it is a must-read for anyone who is ready to create impact with their ideas.

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#### From the Back Cover

**Applause from TED Speakers**

This is not just the most insightful book ever written on public speaking it's also a brilliant, profound look at how to communicate. If you ever plan to utter a sound, this is a must-read. It gives me hope that words can actually change the world.

**Adam Grant**, Wharton professor, author of *Give and Take* and *Originals*

Nobody in the world better understands the art and science of public speaking than Chris Anderson. He has nurtured, coaxed, and encouraged so many speakers over the years (myself included) helping us to bring forth our very best performances onstage, even when we were at our most nervous and overwhelmed. He is the absolutely perfect person to have written this book, and it will be a gift to many.

**Elizabeth Gilbert**, author of *Eat, Pray, Love* and *The Signature of All Things*

The TED Talk has reinvented the art of rhetoric for the twenty-first century. Goodbye to windy academese, scientific gobbledegook, pompous moralizing, PowerPoint chloroform we now know that ideas worth spreading can indeed be spread far and wide, and with clarity and panache. This book may restore rhetoric to its time-honored place as one of the essential skills of an educated citizen.

**Steven Pinker**, Harvard professor, author of *How the Mind Works* and *The Sense of Style*

Here for the first time, Chris Anderson and the TED leadership team set out all they've learned about the dos and don'ts of public speaking. Is there a single recipe for a great speech? Of course not. But there are some essential ingredients, which the TED team presents here with concision, verve, and wit (which are also some of the ingredients). An inspiring, contemporary guide to the venerable art of oratory.

**Sir Ken Robinson**, education reformer, author of *Creative Schools*

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