



Photo Credit: TED

OUTLINE YOUR TALK

CHRIS ANDERSON ON PUBLIC SPEAKING



1 HOUR

Outline Your Talk



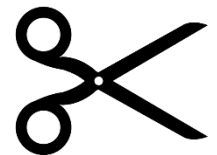
“If you’re going to gift people with a wondrous idea, you first have to spend some preparation time. Rambling is not an option.”

-Chris Anderson,
TED Talks: The Official TED Guide to Public Speaking

Now that you’ve researched your idea and identified your throughline, it’s time to take a stab at outlining your talk. Look at all of the subtopics you identified in Resource Guide 2 (the throughline worksheet). Think about how you could arrange them in a logical order that could lead your audience on a journey. Be conscious of starting at their anticipated level of understanding and layering in concepts and ideas at a manageable pace. Keep in mind that, if you have a time limit of 18 minutes or shorter (the maximum amount of time for TED talks) you will probably have to start with a more extensive outline and then pare it down to its critical essence.

For now, start by taking all of your subtopics and trying to arrange them in a logical sequence using the template on the following pages. Once you have an outline, you’ll have to decide if you eventually want to speak from your bullet points or script the entire thing. Regardless of what option you choose, you should draft and rehearse your opening and closing. We’ll work on this in the next Resource Guide so no need to obsess over the beginning and end at this stage.

“Plan your talk. Then cut it by half. Once you’ve grieved the loss of half your talk, cut it by another 50 percent. It’s seductive to think about how much you can fit into 18 minutes. The better question for me is, ‘What can you unpack in a meaningful way in 18 minutes?’”



-Brene Brown
as quoted in TED Talks: The Official TED Guide to Public Speaking by Chris Anderson

Outline Your Talk

Print out this worksheet or open up a Word doc or a Google doc and draft an outline for your talk. Then use the checklist on the last page to assess whether your outline includes the recommended elements. You'll likely need to create multiple versions of your outline before you are ready to start scripting and rehearsing your talk. Feel free to print out and complete multiple copies!

Remind yourself of your throughline by writing it here:	
Subtopic 1:	
Key Points for Subtopic 1:	
Subtopic 2:	
Key Points for Subtopic 2:	

Outline Your Talk

Remind yourself of your throughline by writing it here:

Subtopic 3:

Key Points for
Subtopic 3:

Subtopic 4:

Key Points for
Subtopic 4:

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Remind yourself of your throughline by writing it here:

Subtopic 5:

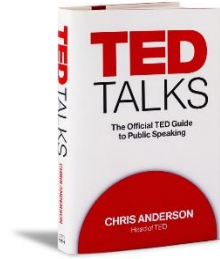
Key Points for
Subtopic 5:

Subtopic 6:

Key Points for
Subtopic 6:

A Checklist for Your Talk

After you script your talk, use this checklist to make sure that you are implementing some of the best practices that Chris outlines in his book and in this course. Keep in mind that you don't have to incorporate all of the tools—and probably shouldn't try. For more information, pick up a copy of *TED Talks: The Official TED Guide to Public Speaking*.



Foundation and Structure

- Does your talk deliver a gift to the audience rather than trying to sell or promote something to them?
- Does your talk advance a powerful idea that others can learn from, rather than focusing exclusively on your own organization?
- Does your talk have a clear throughline? Could someone else summarize your talk's main theme in 1-2 sentences?
- Does your talk carry the audience on a journey? Does it start in a place that is accessible for the average person in your audience?

Tools

- Connect:** Does your talk connect with the audience by
 - Showing vulnerability?
 - Making them laugh?
 - Demonstrating humility?
- Narrative:** Does your talk include stories that
 - Feature characters?
 - Build tension?
 - Incorporate the right level of detail?
 - Offer a satisfying resolution?
- Explanation:** Does your talk explain difficult ideas by
 - Starting where the audience is?
 - Triggering curiosity?
 - Bringing in concepts one by one?
 - Using metaphors?
 - Including examples?
- Persuasion:** Does your talk persuade someone about a new idea by
 - Injecting early humor?
 - Adding anecdotes?
 - Offering vivid examples?
 - Recruiting third party validation?
 - Using powerful visuals?
- Revelation:** Does your talk show the audience something by
 - Taking the audience on a wonder walk based on a succession of images?
 - Include a dynamic demo?
 - Paint a vivid picture of a dream or vision? (ex: "I have a dream...")