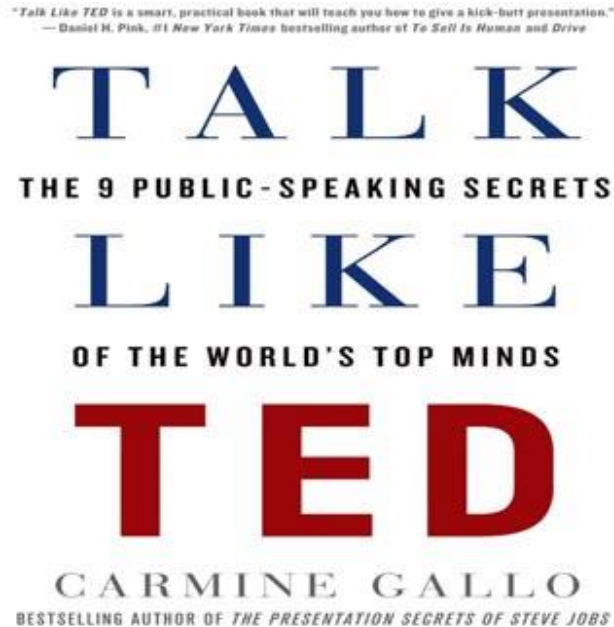


Features : Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds

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When it comes to presentations, those made at the TED conferences enjoy an aura of their own. Be it Bill Gates or Sir Ken Robison, speakers who would normally make cut and dry corporate presentations on more formal occasions have added a new dimension to their performances at the TED conferences—something he displayed admirably in his bestselling *The Presentation Secrets of Steve Jobs*, and he brings this ability to the fore again in this title. In all, he shortlists nine traits that he thinks makes TED speakers special. No, we are not going to spoil matters by naming all of them there, but suffice to say that these are the sorts of skills that you would not be taught in most business schools - things like telling stories, using humour and preferring images over text. Yes, some of the advice might seem like good old common sense but then common sense is alas, not so commonly found these days. What makes Gallo's book special, like his book on Jobs' presentation secrets, is the fact that a lot of the examples he gives can actually be viewed online—you can see Gates releasing the mosquitos or Ken Robinson passionately (and yet humorously) argue about how schools kill, rather than aid, the creative process. And in best Gallo tradition, the book is written in simple and easy to understand language, eschewing the use of corporate jargon and hyperbole. No, we are not saying that Gallo's pointers are guaranteed to make you a better presenter, but what they will surely do is make you think more about your next presentation and in all probability step beyond the bounds of your corporate presentation templates. And that surely is not a bad thing at all. In its current paperback version, it is definitely a must-read for anyone who has to face a crowd, slides in hand.

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