

T.I.P.S.

The Speaking Center Presents:

Techniques to Improve Public Speaking

To schedule an appointment visit: <https://www.csusb.edu/speaking-center-jhbc>

Convenient and simple techniques or suggestions to help improve in a variety of public speaking areas.

TED (Talk's) Secret to Public Speaking

"Your number one task as a speaker is to transfer into your listeners' mind an extraordinary gift, a strange and beautiful object that we call an **idea**." - Chris Anderson

What is an idea?

An idea is a pattern of information that helps you understand and navigate the world around you.



- Ideas shape the way we perceive and interact with the world around us.
- As a speaker, you provide your audiences with ideas.
- Sharing ideas is the one thing all speakers have in common.
- They can be big ideas, small ideas, inspirational, or artistic.

Why do ideas matter?

Sharing ideas is a powerful force we use to shape our lives and the lives of those around us. As you speak, your ideas move into the minds of your audience, connecting you to them. This is a powerful force that can have world changing effects..

How do we build ideas in the minds of our audiences?

1. **Focus on one major idea.** Ideas are complex, both in content and in the process of shaping people's views, so scaling back to focus on the one large idea most important to you will help go more in depth.
2. **Give people a reason to care.** You won't get anywhere with your idea if your audience doesn't want to hear them. They have to want to hear your ideas for your ideas to flourish in their minds. Giving context and sparking curiosity can help do this.
3. **Build your idea with similar concepts.** You can break your ideas down into already known concepts. Your language should be understandable and familiar to your audience.
4. **Make your idea worth sharing.** Ask yourself, "Who does this idea benefit?" The answer should encompass people other than yourself.

TED. (2016, April 19). *TED's secret to great public speaking* | Chris Anderson [Video]. <https://www.youtube.com/watch?v=-FOCpMAww28>