



# TED Elders Training Curriculum

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Ministerial Association | General Conference of Seventh-day Adventists | Trans-European Division





# General Oversight

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# Communicating

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## GO 3.3

# Effective Public Speaking

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# Overview



- Being contagious
- Types of public speaking
- General considerations
- Preparing the outline
- Tips for use of visual aids



# Being Contagious



Vanessa Van Edwards - TEDx London

<https://www.youtube.com/watch?v=cef35Fk7YD>

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## We are contagious

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# Being Contagious



When you look at someone what part of the body do you look at?



# Being Contagious



- What is the secret behind the most viewed TED talks?
  - Most viewed = 465 gestures (in 18 mins)
  - Least viewed = 272 gestures
- Our brains give 12.5 times more weight to hand gestures than to our words





# Being Contagious



We are contagious

1. Nonverbally
2. Verbally
3. Emotionally



# Nonverbal contagion



We are contagious nonverbally:

Paul Ekman, 7 micro expressions, “facial expressions that occur within 1/25th of a second. They are involuntary and expose a person’s true emotions.”

- Disgust, anger, fear, sadness, happiness, surprise and contempt



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# Verbal contagion



We are contagious Verbally

- We can trigger dopamine (neurotransmitter released when we experience pleasure or reward) when we ask people to remember pleasurable experiences, what's exciting in their life
- Side effect: you become more memorable.



# Emotional contagion



## Stony Brook University experiment:

- Collected sweat pads from people after they ran on a treadmill
- Collected sweat pads from people after their first skydive
- Volunteers sniffed the samples in an fMRI
- The skydiver pads triggered a heightened response in brain regions associated with **fear**, but the treadmill responses did not.

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# 3 Types of Public Speaking



## 1) Speeches that inform:

- Explain
- Report
- Describe
- Clarify
- Define
- Demonstrate



# 3 Types of Public Speaking



2) Speeches that persuade:  
Designed to convince or influence beliefs or attitudes



# 3 Types of Public Speaking



3) Speeches that entertain:  
Use humour to influence and warm an audience up



# 3 Main Speaking Styles



- Cool presenter
- Hot presenter
- Dull presenter





# 4 Basic Methods of Delivery



- Reading a manuscript verbatim
- Speaking from memory
- Speaking impromptu
- Speaking extemporaneously



# How Long Should a Talk Be?



- The more you have to say, and the more time you take, the less people will remember.
- “Lord, fill my mouth with worthwhile stuff... and nudge me when I’ve said enough.”



# Make up of Audience



- Superiors
- Peers
- Team members
- Special interest groups
- Mixed groups



# Getting Organised



The organised speaker is more likely to be thought of as competent and trustworthy



# Getting Organised



- Gather materials
- Examples
- Statistics
- Testimony



# Preparing the Outline



- A. Introduction
- B. Body
  - a) Main point
  - b) Main point
    - a. Sub-point
    - b. Sub-point
- C. Conclusion



# Preparing the Outline



- Build the Body first



# Preparing the Outline



## The introduction

### Purpose:

- Build enthusiasm for speaker
- Build enthusiasm for topic
- Establish a welcoming atmosphere
- Boost credibility of speak





# Preparing the Outline



## The introduction

3 things to do during an introduction:

- Get their attention
- Startle the audience with an arresting statement
- Arouse curiosity



# Preparing the Outline



## The conclusion

- Let the audience know you are ending
- Reinforce the central idea
- The conclusion should conclude the topic



# Tips for using visual aids



- Prepare visuals in advance
- Prepare them large enough
- Display them to be seen
- Avoid passing aid among audience
- Display aids only while discussing them



# Tips for using visual aids



- Talk to audience, not visual aid
- Practice with visual aid
- Real objects make good visuals



# Tips for using visual aids



- Computer presentations
  - Font – type & size
  - Avoid too many words
  - Contrasting colours
  - Don't just read screen
  - Copyright pictures



# Practice! Practice! Practice!



- Prepare the speaking outline
- Practice aloud
- Polish and refine delivery

