

Using TED Talks to Improve Presentation Skills

Assignment Instructions

Step 3: Find and analyze a TED talk

Humor is one way to engage your audience, but it must be done strategically. It should be used to help your audience relax and be more receptive to your message.

Chapter 6 presents five ways for "Laughing All the Way to the Bank." These ways include (1) anecdotes, observations, and personal stories; (2) analogies and metaphors; (3) quotes; (4) video, and; (5) photos. Find a TedTalk not mentioned in the book. In this talk, identify the specific type of way used (as identified in the book). In your written response, provide the link to the TedTalk, identify the way, and why it was effective. Do you think you could use a similar way in one of your speeches? How?

Step 4: Practice the skills

Read the article "Reimagining Your Leadership Style in Today's Work Environment" using this link: <https://www.forbes.com/sites/forbescoachescouncil/2021/10/04/reimagining-your-leadership-style-in-todays-work-environment/?sh=70dcd8eb2ffe>

Choose the leadership style that best describes you. In addition to identifying the style, you will also explain the style in your own words and provide examples to support your choice. There are other styles not listed in this source, and you are free to choose one of these styles, but you must identify the source used. Create a written Message Map, or outline with three main points and three supporting points for each, to plan a speech to present your leadership style. Plan for a speech that will be 2-3 minutes in length.

After receiving feedback on your message map (outline), revise and present your leadership style in a recorded Zoom presentation. The organization for your presentation should follow these steps:

1. Introduction that includes an attention-getting technique
2. Clear purpose statement that identifies your leadership style
3. A brief synopsis of your style in your own words
4. Your analysis of its accuracy, justification for why this fits you, and personal examples to support your choice
5. Effective closing

This presentation is professional, and you should dress in business casual. Do not use visuals. The focus of the speech should be your content and how you deliver it. Length: 2 - 3 minutes. Use the provided rubric titled "Leadership Style Presentation" for assessing this step of the assignment.

Step 5 (Final presentation): Create a motivational speech

An HBR article, “The Science of Pep Talks,” discusses three elements of motivational language theory. A link to the article is found here: <https://hbr.org/2017/07/the-science-of-pep-talks>

This article provides an overview of Mayfield's motivating language theory that is detailed in the original source located through the library's online database: Mayfield, M., & Mayfield, J. (2016). The effects of leader motivating language use on employee decision making. *Business Communication Quarterly*, 53 (4), 465-484. <https://doi.org/10.1177%2F2329488415572787>

There are three key elements to include in a motivational speech. Although each situation will require the leader to adjust which element to focus, each must be included.

Using any motivational speech provided in the class or your own example, prepare your own motivational speech. You have wide latitude in deciding on your topic, but choose something that interests you and is related to your future career. Suggestions for a business-related topic include motivating a workforce to complete a specific task/project, selling a product/service/idea, or encouraging action from colleagues.

1. Create a message map (outline)
2. Include an engaging introduction, explanations, and an action-oriented closing
3. Record, revise, and re-record your speech

This presentation is professional, and you should dress in business casual. Do not use visuals. The focus of the speech should be your content and how you deliver it. Length: 3-5 minutes. Use the provided rubric titled “Motivational Speech” for assessing this step of the assignment.