**Talk Like Ted (The 9 Public Speaking Secrets of the World’s Top Minds) by Carmine Gallo**

**Title:** Talk Like Ted (The 9 Public Speaking Secrets of the World’s Top Minds).

**Author:** Carmine Gallo (public speaking coach).

**Published:** 2014.

**Who is it aimed at?** People that want to improve their public speaking skills in any capacity

**Summary of the book**: ‘Talk Like Ted’ is a great guide to public speaking based on the analysis of over 500 TED (technology, education, design) presentations. TED talks are done by world class innovators and thinkers that want to share their ideas through stories. A step by step method is given to the reader, so that they are able to form and present their ideas in an interesting and engaging way. Gallo uses psychological theory, communications, and neuroscience to back up his ideas, focusing on how to make talks engaging, persuasive, and memorable.

**3 lessons learnt from reading ‘Talk Like Ted’:**

1. You can make your presentations memorable by sharing personal stories and interesting statistics.
2. Your presentation should be around 18 minutes, if sharing something new, and should focus on 3 topics, as research shows this engages listeners the most.
3. Practice, practice, practice… and get others to give you constructive feedback!

**What to include in a presentation:**

Gallo suggests that any presentation should be filled with passion, emotion; include compelling and original stories; teach something new; use humour; and include videos, to fully engage the audience. He emphasises that the presenter should deliver the talk in a relaxed manner, using a conversational tone.

**Strengths:** Gallo is an expert in the field of public speaking and he genuinely wants to share his creative ideas with the audience. He uses interesting stories to back up his arguments, keeping the reader engaged throughout the book.

**Weaknesses:** At times Gallo appears to be focusing on the stories that have been shared in previous TED talks, rather than focusing on how to ‘Talk Like TED’ and deliver effective presentations.

**Favourite Quote:** ‘Ideas are the currency of the twenty-first century’.

**Average Reading Time:** 8+ hours (can also listen to the audiobook on YouTube or Audible for free).

**Rating:** 4/5.