

Communicating an Idea Effectively

Chris Anderson, the creator of Ted talks, suggests there are three main elements when communicating an idea effectively (Anderson, 2017):

- Focus on one key idea
- Find a reason for people to care
- Build the idea out of concepts the audience already understands

Consider the following points for successfully presenting that idea:

1. Identify the idea you want to share

You may be asked to talk about a particular issue, or perhaps you are free to choose your subject. Either way, be clear on the idea you wish to communicate.

2. Find an interesting angle

Is there an exciting way to share your thoughts?

Perhaps there is a unique insight you can offer, or a particular angle to approach the topic from, that will gain the listeners' interest.

3. Create a picture in people's heads

Find quotes, stories, or personal anecdotes that add depth and generate images in the listeners' minds.

4. Consider the opening and closing

How are you going to grab the audience's attention from the outset?

Could you use some fascinating statistics or a question that will provoke thoughts?

And what about closing or ending the talk or presentation. Is there a call to action?

5. Find the right order

When you have a lot of information or tricky concepts to share, consider the order and what is essential.

Try arranging the content in several different ways to provide a clear and engaging narrative.

6. Create a draft

Create a draft and read it through multiple times, talking out loud.

Revise and improve until you arrive at something that successfully communicates your ideas in an interesting way.

References

- Anderson, C. (2017). Ted talks. London: Headline Book Publishing.