

Worksheet Week 3

Module I: Essential Communication Skills Development for Self-Expression

Topic: Effective Communications -Get Your Audience Attention

How should you tell a story?

Below are two ways of saying the same story. Which one grab your attention?

A: Once, when I was eight years old, my father took me fishing. We were in a tiny boat, five miles from shore, when a massive storm blew in. Dad put a life jacket on me and whispered in my ear, "Do you trust me, son?" I nodded. He threw me overboard. *[pause]* I kid you not. Just tossed me over! I hit the water and bobbed up to the surface, gasping for breath. It was shockingly cold. The waves were terrifying. Monstrous. Then...David dived in after me. We watched in horror as our little boat flipped and sank. But he was holding me the whole time, telling me it was going to be OK. Fifteen minutes later, the Coast Guard helicopter arrived. It turned out that Dad knew the boat was damaged and was going to sink, and he had called them with our exact location. He guessed it was better to chuck me in the open sea than risk getting trapped when the boat flipped. And that is how I learned the true meaning of the word trust.

Is this the one? **Yes.**

Provide your reasons.

B: I learned trust from my father when I was eight years old and we got caught in a storm while out fishing for mackerel. We failed to catch a single one before the storm hit. Dad knew the boat was going to sink, because it was one of those Saturn brand inflatable boats, which are usually pretty strong, but this is one had been punctured once and Dad thought it might happen again. In any case, the storm was too big for an inflatable boat and it was already leaking. So he called the Coast Guard recue service, who, back then, were available 24/7, unlike today. He told them our location, and then, to avoid the risk of getting trapped underwater, he put a life jacket on me and threw me overboard before jumping in himself. We then waited for the Coast Guard to come and, sure enough, 15 minutes later the helicopter showed up – I think it was a Sikorsky MH-60 Jay-hawk – and we were fine.

Is this the one? **No.**

Provide your reasons.

Reference: Anderson, C. *TED Talks: The Official TED Guide to Public Speaking*, Headline Publishing Group, 2016

Ending the speech with POWER

Make an analysis which statement should be or should not be used to close your speech.

Statement	Do/Don't	Why?
"Well, that's my time gone, so I'll wrap up here"	Don't	You mean, you had a lot more to say but can't tell us because of bad planning?
"Finally, I just want to thank my awesome team, who are pictured here: David, Joanna, Gavin, Samantha, Lee, Abdul, and Hezekiah. Also, my university, and my sponsors."	Don't	Lovely, but do you care about them more than your idea, and more than us, your audiences?!
"The future is full of challenges and opportunities. Everyone here has it in their heart to make a difference. Let's dream together. Let's be the change we want to see in the world."	Don't	Beautiful sentiment, but the clichés really don't help anymore.
"I think people have been obsessed with the wrong question, which is, "How do we make people pay for music?" What if we started asking, "How do we let people pay for music?"	Do	It is one example of <i>'Satisfying encapsulation'</i> . The way Amanda Palmer, who has challenged the music industry to rethink its business model, ended her talk. It carried a surprising question with a pleasing moment of insight and closure and prompted a long-standing ovation.
"So that concludes my argument, now are there any question?"	Don't	Or, how to preempt your own applause.
"I am sorry I haven't had time to discuss some of the major issues here, but hopefully this has at least given you a flavor of the topic."	Don't	Don't apologize! Plan more carefully! Your job was to give the best talk you could in the time available.
"The ocean's still there. This hope is still alive. And I don't want to be the crazy woman who does it for years and years, and tries and fails and tries and fails and tries and fails... I can swim from Cuba to Florida, and I will swim from Cuba to Florida."	Do	It is one example of <i>Personal Commitment'</i> . In 2011, the swimmer Diana Nyad gave a TED Talk in which she described how she had tried to do what no one had ever achieved, to swim from Cuba to Florida. She had tried on three occasions, sometimes persisting for 50 hours of constant swimming, braving dangerous currents and near-lethal jellyfish stings, but ultimately failing. At the end of her talk she electrified the audience by saying this statement.

<p>“Thanks for being such an amazing audience. I have loved every moment, standing here, talking to you. I’ll carry this experience with me for a long, long time. You’ve been so patient, and I know that you’ll take what you’ve heard today and do something wonderful with it.”</p>	<p>Don’t</p>	<p>“Thank you” would have been just fine.</p>
<p>“Just imagine an astronaut being able to feel the overall health of the International Space Station,... So the key point is this:... So the question now is, how do you want to go out and experience your universe?”</p>	<p>Do</p>	<p>It is one example of ‘<i>Camera Pull-back</i>’. David Eagleman showed that the human brain could be thought of as a pattern recognizer, and that if you were to connect new electrical data to a brain, it could come to interpret that data as if coming from a brand-new sense organ, so that you could intuitively sense brand-new aspects of the world in real time. He ended by hinting at the limitless possibilities this brought with it.</p>
<p>“Teaching and learning should bring joy. How powerful would our world be if we had kids who were not afraid to take risks, who were not afraid to think, and who had a champion? Every child deserves a champion, an adult who will never give up on them, who understands the power of connection, and insists that they become the best that they can possibly be. Is this job tough? You betcha. Oh God, you betcha. But it is not impossible. We can do this. We’re educators. We’re born to make a difference. Thank you so much.”</p>	<p>Do</p>	<p>It is one example of ‘<i>Values and Vision</i>’: turning what you’ve discussed into an inspiring or hopeful vision of what might be. Rita Pierson, who gave a beautiful talk on how teachers need to build real relationships with their kids, ended with this statement.</p>

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