

# 18 Minutes of Impact:

Move Your Audience to Action  
the **TED** Way



**Speak Up**  
Connect

Dolores Hirschmann, ACC, CPCC

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## **18 Minutes of Impact**

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## **Testimonials**

“Dolores helped me get clear on the title and topic of my talk. In helping me with my TEDx Talk she was able to see the real essence of what I do and I’m incredibly grateful. Thank you Dolores” –

**Fabienne Fredrickson, Founder of ClientAttraction.com; Business Mentor; Speaker; Author & TEDx Speaker**

“My conversations with Dolores when I was in the development phase of my TEDx talk were incredibly helpful. While I provided a laundry list of things I was hoping to cover in my talk, Dolores was able to concentrate my thoughts, and help me to focus on the main idea and the most powerful theme of my thoughts. Dolores was tremendously helpful in clarifying the main ideas in my talk. She also provided great tips as far as storytelling and actual delivery of my talk. Agreeing to speak to a crowd of over 700 can be daunting. Dolores was very supportive and encouraging, and validated the direction and importance of what I hoped to talk about. Her feedback was insightful and thoughtful and very helpful, particularly at a moment when I felt a bit ‘stuck.’ Her thoughts helped me to move forward in my drafting.” – **Lauren Prestileo, Series Producer WGBH and TEDx speaker**

“Working together allowed me to hone in on what it was I was trying to say or the message I wanted to have people leave with. I found the handouts on formulating a TEDx talk also to be very helpful. Working together definitely helped me clarify my ideas, the flow of the talk, and time management of the whole process. I would say that working with Dolores was a supportive and loving experience,

solid advice and coaching, always with optimism and love.” – **Zoe Hansen-DiBello, TEDx speaker**

“Your coaching was superb! I had trouble finding comfort in sharing my story; it felt at first as if the focus was on me, while the focus should have been in trying to help others. You helped me see the benefits in letting the crowd relate to my experiences, and it made all the difference. Before your coaching, my idea worth spreading was fully developed, but the delivery was still very much disorganized. After your coaching, I had flow and found comfort in my wording, my idea, and impact, and I had a stronger delivery. Dolores is caring, strategic in providing feedback, and FUN! Whether or not you feel you need coaching, you should book at least one session with Dolores and let her open your mind with insights gained from her unique experiences in dealing with talented speakers.” – **Joshua Encarnacion, TEDx speaker**

“I enjoyed your spirit and energy and I thought that you had very strong recommendations to make about the shape of the talk and its flow. I was going to have too much in the talk and insufficient focus. I thought that aching provided simplicity and clarity that served me and the talk well. You made a very explicit recommendation about the beginning by jumping right into the middle of the story that was helpful. Keeping the time under 15 minutes relieved me of anxiety when I realized it would take longer to deliver than I thought. Minimal use of slides without repeating verbally what the slides were saying. I have had a lot of experience in public speaking, but still learned new things that were useful, and Dolores’s coaching brought focus to the talk.” – **TEDx speaker**

“Dolores was extremely helpful in eliciting the core of the message and contributing to ensure that this message was not lost in the middle of the talk. She has very particular comments that acutely help you reframe the way you speak about the core message. After every conversation with Dolores, I had a clearer picture of how to structure my talk. In addition, she has excellent organization and event planning skills. The TEDx in New Bedford was pulled off seamlessly, with a wonderful atmosphere that engaged the entire community.” – **TEDx speaker**

“Dolores' great energy transferred to our conversations and brought out the passion in my talk. Before working with Dolores, I had done a lot of public speaking, but not like TEDx. She was able to help me focus, and to excel in this format. Through her work I was able to strategize my talk, design how to best invite the audience to want to hear more of the message and make each thought count. Dolores was able to help unlock my authentic voice.” – **Dr. Michael Rocha, TEDx speaker**

“Dolores' workshops are an amazing way to improve public speaking. Before I started working with Dolores, I was not only too nervous, but had a speech (for my upcoming presentation) that was lacking life and my personal touch. I knew my topic very well, but the way I was trying to share it was not engaging the audience. After Dolores' workshop, I learned how to make my presentation a personal story that engaged my participants and gave much more value to my product. I totally recommend Dolores' workshops, she can see what we're hiding deep in our minds and gets our hearts

to express the real person that we want people to see and feel resonance with.” – **Sandra Giraldo, Founder Enjoyful Foods**

“Public speaking is never easy. Dolores' workshop put me at ease. She helped me focus on my motivation for telling my story, rather than the requirements that I needed to cover. This helped me think of my presentation as a performance – storytelling – which helped me find my voice. As a result, I was much more confident during my presentation.

“The instruction and interactive nature of Dolores' workshop got to the heart of what each of us needed. She was warm, friendly, and reassuring; and it felt like she was there to help rather than just there to tell us what to do. This give and take style was so refreshing and uplifting, and got the participants working together and helping one another. The atmosphere of positivity was infectious.

“I would recommend Dolores' workshops to anyone looking to give their participants real, tangible results in improving their public speaking techniques. It was a pleasure to be a part of her class.” – **Krysten Callina, Founder of Mastermind Adventures LLC**

## **Introduction**

As a TEDx Organizer and Speaker Coach, one of my responsibilities in screening and preparing a speaker for a TEDx event is to lead them to clarity about their “idea worth sharing”. When conducting interviews for prospective speakers, the first question I ask is, “What is your IDEA behind your message or your story?”

Very few people can answer this question in a short sentence. As I thought about why that is, I realized that I have been in that place, as well. While I have many stories and topics that I can talk about or teach, when someone asked me to speak at their event a few years ago, I felt the same way as my prospective speakers: I froze. I realized that I did not know what was behind my work and what, if I had an opportunity to share with an audience, was my idea worth sharing.

This lack of clarity is what stops authors, coaches, and professionals from applying to speak at events like TEDx and other similar events, which might be beyond their comfort zone. It prevents them from reaching a larger audience and sharing their message in a bigger way.

One client I helped with my program is a medical doctor with extensive academic achievements from highly distinguished universities, and with an impressive career behind him. He came to me ready to take a larger stage, but with little direction on how to formulate an idea behind his years of research, studies, and medical practice.

As we began the exploration phase, he became clearer about what was behind his extensive career. He began to see his driver, his motivation,

and the idea that he stood for. This clarity not only led him to craft and deliver an inspiring and moving TEDx talk, but he is now well on his way to publishing his first book and becoming a public voice on the matter that is closest to his heart.

Getting clear not only provided him with a stage; it made him unstoppable in his pursuit of raising awareness and leading a conversation to impact the world with his “idea worth sharing”.

I hope this book inspires you to seek the clarity you need to craft the talk of your life, whether your talk is designed for your internal team, for colleagues in your industry or you are aspiring to be a TED speaker. My hope is that understanding what is behind the work that you do will allow you to communicate your message from a place of higher vision, purpose, and passion. This will make your message contagious and allow your audiences to be inspired and moved by you.

Enjoy the book!

In Clarity!

*Dolores*

## Why Don't More Speakers Move Their Audiences?

**Jonathan:** Why aren't more speakers able to move their audiences to action?

**Dolores:** Speakers tend to focus on the content that they're trying to deliver, but they sometimes forget to clarify the main idea behind this content.

Audiences don't want to just download information, even though they attend a talk to learn about x, y, and z. Learning happens when you, the person teaching or delivering the information, actually connect and engage with your audience.

You have to connect emotionally and meet the audience where they are. Instead of pushing content down their throats, engage their emotions and their curiosity. Take them on a journey during which they learn the information that you want to deliver to them and, at the same time, feel compelled to take action.

Teachers need to do this in the classroom; they need their students to connect with a curriculum and the content. CEOs need to deliver information, financial projections, and share their vision with their employees, but they need to do so in a way that engages their audiences and makes them care.

Independent of the context, anyone standing in front of an audience needs to engage their audience and peak their curiosity. Get them to listen to what you have to offer.

**Jonathan:** The title of your book is 18 Minutes of Impact: Move your Audience to Action the TED Way. What does it mean Move Your Audience? Does every speaker need to move their audiences?

**Dolores:** As you and I talk right now, I am telling you about speaking, but my goal is for you to end this conversation and think, “That was interesting. I wonder what it would look like if I tried this. The next time I talk to another person, I’ll try some of her tips.” That would be me moving you to action as a result of our interaction.

It is about planting a seed of new knowledge or a new idea in the audience that will make them shift something they do.

Speaking more specifically, let’s say you are an executive talking about your new product to a tech start-up audience. If you talk about your product by telling the audience how it can help them live better lives, better manage their finances, etc., you’re planting seeds in that conversation and engaging them from a place of what is of value to them. The audience is likely to be inspired approach you with questions or reach out to you after your presentation.

You can always identify a good speaker by the number of people waiting in line to connect with them after they are done speaking. They engaged with their audience enough that the audience wants to learn more and have a conversation.

**Jonathan:** Is it like a call-to-action?

**Dolores:** A call to action is a specific request you ask from your audience. What I mean by “Moving Your Audience” is relates more with having your

message stay with them. When they walk out to the room, they remember what you talked about.

You have to ask yourself, when you addressed your audience, did you make an impact, or was the audience sleeping through the whole thing?

## **18 Minutes of Impact!**

**Jonathan:** Why 18 minutes? Why can't it be 10 minutes or 20 minutes?

**Dolores:** Eighteen minutes is the model of TED; they don't allow speakers to speak for more than 18 minutes. Some speakers only speak for five minutes; so, it's not about 18 minutes, exactly. The TED format is designed for maximum impact in a short period of time. This can be challenging for many speakers.

**Jonathan:** If someone is able to create their 18 minutes of impact, what does it mean for them as a speaker? And could you elaborate on what those 18 minutes of impact contain?

**Dolores:** So, if you only have 18 minutes to speak, not an hour? What kind of imagery would you use? How would your content be presented so that, in those few minutes, you not only deliver information but also deliver it in a way that moves people to some kind of action?

People often think that the less they talk, the easier it is. They think that with only 18 minutes, they can improvise. You can do that, but it doesn't mean you're going to deliver a good talk and that your audience will leave knowing exactly what you meant.

Usually, the less time you have, the clearer you need to be about what you're delivering.

The idea behind crafting an 18-minute talk is not only that you can deliver something in a brief amount of time. It also forces you to go deeper and explore your message, removing all of the noise

and the information that's not relevant and leaving behind the core of your message.

When I work with people to craft 18-minute talks, I often find that they uncover a whole new layer of clarity. Some of my speakers have used that clarity to bring about changes to their businesses, whether that's in the branding they use or the messaging they use to communicate. I have a client who actually changed the name of her company because of that work.

**Jonathan:** So what you mean is, to give an 18-minute talk, the speaker needs to cut the fluff?

**Dolores:** In order to deliver something in less time, you need to be clearer in what you want to share and organize your talk.

It's not just about showing fewer numbers or listing fewer facts. You need to tap into the core of your message and deliver that one main idea.

If I have to tell you in 10 or 18 minutes what I do for a living, I'm not going to talk about all of the things I do or all of the things I offer, because we don't have time. I can tell you what drives me to grow as an entrepreneur and a business person and what my big vision is.

By doing that, I'm more likely to engage your curiosity than if I download every single aspect of my business. You are more likely to come back with questions, or connect with me later to learn more about my work. You might even hire me. ;-)

## **The TED Talk Model That Produces 18 Minutes of Impact**

**Jonathan:** What does someone need to know to move their audience to action?

**Dolores:** They first need to connect with their audiences.

Why is it important for someone to know whatever it is you're teaching? You need to understand the emotional impact of what you're delivering. You need to meet your audience where they are and make them care.

Let me give you an example. What I'm delivering right now is information about how speakers can be more effective. I talk about this topic because I've been to way too many presentations or conferences where the speaker leaves opportunities on the table because they fail to connect with their audiences.

Let me break it down using the topic of this book as an example:

**MY CONTENT:** How to engage with your audience

**WHY WOULD THE AUDIENCE CARE:** This information can help them stop leaving opportunities on the table for lack of audience engagement.

See how it works? I need to be clear about what would motivate someone to read this book before I write it.

At the end of the day, we're all human beings who need to connect with other human beings. When you, as a speaker, fail to make that happen, the opportunities don't knock at your door.

I want people in the audience to feel that the speaker is talking to them, not at them, and that beyond the words of the speaker, they are also connecting in a more emotional way. From there, opportunity flows.

**Jonathan:** In order for a speaker to connect with their audience or move their audience in a TED way, is there a specific set of rules or guidelines they must abide by?

**Dolores:** Yes, they need to get clear about the idea and beliefs that they want to share. As a TEDx curator I can tell when someone is clear about the idea they want to share when they are able to explain it using one short sentence.

Also, as a speaker, you need to understand where your audience is. Do your homework, and come prepared, knowing who you're talking to and how you're going to connect with them. Meet them where they are.

You cannot force the audience to listen to you; you can't push information down their throat. You need to almost extend an invitation to them to join you on your journey, and you do that through curiosity and strategically placed questions.

That is a very important point of speaking like a TED speaker: You need to engage the audience from the beginning. The first 60 seconds of your talk are probably the most important, because

that's when you either capture your audience or lose them.

Speakers also need to be very conscious about deciding the emotion that they want to tap into. Are you going to tap into fear? Are you going to tap into hope or a sense of excitement or curiosity?

You need to be aware of your non-verbal language because it's one of the ways people communicate. In a sense, it's even more important than verbal communication, and it includes things like the way you stand and the way you move your hands.

TED speakers don't use podiums on their stages because they create a barrier between the speaker and the audience. Whenever possible, in order to speak in the TED way, you should get rid of barriers. You want to be as close and connected as possible with your audience.

You need to paint a clear picture of a new reality. If you're presenting an idea or a product, you want to paint a clear picture of what life would look like for the audience if they took on your idea or tried your product.

Another important aspect is done before you even craft your script: You need to have a clear intention for the outcome of your talk. What do you want the audience to do? What is their take-away? What is their call-to-action? What is your impact?

These are some of the elements that a successful TED speaker uses to engage and move an audience.

**Jonathan:** A speaker must have a call-to-action before they begin writing their speech?

**Dolores:** They don't have to have it spelled out, but they want to be clear of what they want their audience to do after their presentation. After all, they are taking the time to address an audience, what do they want out of it?

The clearer they are about what they want the audience to do after their talk, the more conducive their talk will be towards accomplishing this goal.

It all starts with clarity: clarity of intention, clarity of idea, and clarity of how you engage with an audience.

## The Mistakes Speakers Make When Trying to Engage with an Audience

**Jonathan:** What are some of the mistakes you see speakers make?

**Dolores:** Many people think that the longer they speak, the more they're offering to their audience; the more content, examples, data, and information they can cram into a presentation, the better.

Nothing could be further from the truth.

An audience can only digest so much from speakers, especially during long conferences with multiple speakers. The more information a speaker delivers, the more they lose their audience.

We only have a certain capacity to digest information. In a long presentation they're trying to drink from a fire hose, and it's impossible.

The TED style of speaking for less than 18 minutes can be very challenging for many speakers because, as we mentioned before, the shorter the time on stage, the clearer they need to be about the message they're trying to relay. They need to know exactly how to share that message. When less is more, every single word counts.

The second mistake speakers make is thinking that a presentation is all about the content and their talk. In reality, it's never about their talk; it's always about their audience.

When speakers focus on the audience instead of their talk, they're able to craft the talk to that particular audience.

Most speakers have one or two talks that they feature at any time. If they're known for something, they're going to talk about that. A problem develops when the speaker doesn't do their homework and doesn't craft their talk in the language of the audience.

I am from Argentina and I speak Spanish, but if I were to give my talk in the U.S., I would deliver it in English. If I were to deliver the same talk in Argentina, I would deliver it in Spanish. If I delivered it in English in Argentina, I would lose my audience, they would probably walk out of the room.

That's a very obvious example, but I'm using it to make a point. If you were to address a group of fifth graders, you would use different words than if you addressed a group of adults at a conference, even if you were delivering the same topic.

Speakers need to know that it's never about their talk; it's about their audience, what their audience needs from them, and what language their audience needs to hear, so they can actually connect with the message the speaker has to give.

**Jonathan:** You said that speakers have to have a clear and concise topic in mind, or at least an idea in mind, before they begin writing.

Is it a mistake to actually go and write your script before you are clear?

**Dolores:** Yes. Many people will tell me that they want to do a talk and then just send me three pages of writings on the talk. A lot of it is about what they do, the features of their product or research on something.

I always go back to them and say, “What is behind all of this? If you had to share this talk with me in one short sentence, what is the one thing you want to share?”

Often, speakers cannot answer that question because they have a long answer that's filled with examples of what they do, but they don't have a clear understanding of the why or the main idea behind what they want to talk about.

Clarifying that makes the process much easier. I can always tell when people are very confused, because they typically use a lot more words than they need to.

**Jonathan:** Let's say I'm trying to come up with an essay. I have a clear understanding of what my essay is going to be, but I feel, as I'm gathering research, that my meaning and the idea of my essay is shifting quite a bit.

Is it a mistake to go in with one idea for a presentation and come out with an entirely different idea?

**Dolores:** It can change, and – more than changing – it evolves. The script will evolve with it. That's why I recommend working with someone when you're doing this kind of project. You have to have a good coach or someone to bounce your thoughts off.

The speaker knows the idea is right when he or she can almost feel it in his or her body, when the idea is so aligned with their values that it can be seen in their work over the years. When companies evolve, 10 or 20 years down the line they're making different products and working with different

industries, but if you really dig deep, you will see the thread that runs through all of the years that the company has been in existence, their core values.

Simon Sinek has a great talk online called “Start with Why”. What I’m referring to right now is very similar to what he speaks about. He starts with the base of the company and the person, and then escalates from there.

Ideas will shift and be worded in different ways, but when you start with a really solid idea, there aren’t many cases where it completely changes. What mostly pivots is the way the idea is delivered.

Within a company, products and services will shift, but what I’m talking about right now is not far from a company’s mission statement. A mission statement is something that is behind what people and companies do; it’s what fuels what a person or company is doing.

If a company is born and raised under the concept that it is the innovator in the industry, it can shift products 1,000 times, but it will still be known for that. If that company is sold and is under a completely different management, it’s possible that it might change, but that’s a different situation.

People are similar. What I’m talking about is so ingrained in the values of a person that as the person grows in those values and explores new ways of expressing them; however, what the person cares most about usually doesn’t change much over time.

**Jonathan:** What are some of the myths about the speaking industry that you would like to expose?

**Dolores:** We talked a little bit about the mistakes. For instance, speakers think that when they speak for less time, it's easier and very easy to improvise. I worked with a speaker who said, "I always do 90-minute presentations, so 18 minutes will be very easy."

You can stand on a stage and improvise, but if you're trying to accomplish a clear action from the audience, the results tend to be very poor. If you are rambling on for 18 minutes with no clear intention or idea, it serves no purpose.

Before you open your mouth, you want to be very clear about the roller coaster you're taking your audience on. You want to predict the outcome. You're taking the audience on a journey. What does that journey look like?

**Jonathan:** For someone who stands up on stage and speaks to hundreds, possibly millions, of people, is it a myth that that person needs to be savvy on stage? Does he need to be extroverted?

**Dolores:** No, not at all. Even if you are extroverted, everyone can benefit from some tips.

If you're an introvert, you need to learn how to connect with the audience, rather than keeping to yourself.

It's absolutely fascinating to witness a speaker connecting to something that is really important to them and putting themselves on the spot. Even if they are not extroverts, even if they are afraid of it, and even if they feel like they are not prepared, when they find the "why" behind the work they do, all of that goes away. Sharing the message

becomes more important than the speaker's feelings of inadequacy.

I don't know anyone, extrovert or introvert, who stands on a stage and doesn't have a nervous reaction, anxiety, or some kind of emotion right before they speak, even if it's adrenaline. I personally love to speak to audiences, but that doesn't stop me from having the sweats right before I get on stage.

Again, there are ways to prepare yourself to have the most impact if you're willing to stretch yourself and grow.

**Jonathan:** Is it a myth that what you say in a speech is somehow affected by where you deliver your speech? In other words, does the platform from which you deliver your speech affect the speech itself?

**Dolores:** Yes, it will be crafted for the audience to which you're delivering it.

If you're talking to a group of TED attendees that includes Bill Gates, Hillary Clinton, and President Obama, that's a really intimidating crowd. You will craft your talk to connect with those people. If you're giving the same talk to a fifth-grade group in your child's school, the subject won't change, but you will deliver it in a different way.

You always meet the audience where they are and prepare for that.

TED has very specific rules. For instance, you cannot speak for more than 18 minutes, and you cannot sell anything from the stage. The speakers have to follow those rules.

Again, I'm talking about the script and the way you present something. The idea that you're presenting doesn't change; you're just changing the words in your delivery.

You can even change what you wear. You might wear business-casual clothing if you're going to TED, but you would wear more formal attire if you were giving your presentation at the White House.

**Jonathan:** Can you share any examples of how people can move an audience the TED way?

**Dolores:** As a TED curator and speaker coach, I have witnessed first-hand how hard it can be for a speaker to find the core of his talk.

He knows what he wants to share and needs to relay this main idea in a very short sentence. The more experienced a speaker, the more difficult it is for him to get clear and build a talk that is to-the-point while also being warm and taking the audience on a journey.

Everybody can tell a long story about whatever he want to share, but very few people can say it in a short sentence.

One of my speakers for a TEDx event said to me, "I'm not too worried. I'm used to giving 90-minute presentations for large medical conferences, and I never use notes, so I should be fine doing this for 18 minutes."

Needless to say, she had the hardest time building her talk and getting the clear curve of a beginning, middle, and end in only 18 minutes. She did it, but she said later that she did not realize how much she had to unlearn in order to learn to connect and deliver in such a way. Her talk received a standing

ovation; it was inspiring and moving at the same time, but she had to go back to the drawing board to get it that way.

**Jonathan:** Can you summarize what your topic is in six words or fewer?

**Dolores:** Let me give it a try: Engaging with the audience is critical.

That's six words!

Your whole idea should be six words or fewer, or a short sentence. It has to be clear in your head in order for you to share that clarity.

## The Difference Between TED & TEDx

Jonathan: OK, so let's shift the conversation to the TED platform. Is there a difference between TEDx and TED, and is there a difference in the preparation for each event?

Dolores: There is a difference between TED and TEDx. The difference is that TED is a non-profit organization that's based in New York City. It's where TED talks started. It started as a small, private conference in California, and has evolved over time. After a few years, it was decided to share the videos of people's talks for free online on TED.com.

By the way, do you know what TED stands for? It stands for Technology, Entertainment & Design; few people know that.

TEDx is something that TED created as a way for communities around the world to organize TED-like events, an event where people come and speak for less than 18 minutes on one topic or another that serves that community, in the spirit of ideas worth sharing.

The talks for TED and TEDx are the same in that the rules of speaking are the same.

The TEDx events are not organized by TED. They follow the TED guidelines, but they're independently organized; people apply for licenses and are granted them.

Jonathan: One is the parent, and the other is the child company?

Dolores: Basically, yes. That's a good analogy.

TEDx events have become very well known around the world and they are happening year round. They have become a great resource for communities to come together and share best practices, inspire and connect.

It's free to apply for a license but in order to host larger than 100 attendee events you have to have been part of a formal TED conference and TEDx workshop.

The event I lead, in MA, is a 1,200 attendee event and it draws amazing speakers to inspire our community.

Jonathan: Why would someone want to be a TED or TEDx Speaker?

Dolores: Speaking at a TED or TEDx event has become another form of building credibility in the work that you do. It is such a unique platform that allows a speaker not only to generate an impact at a particular event, but also to continue sharing their idea through TED's online presence.

Thought leaders, inventors, entrepreneurs, scientists, motivational speakers, almost any speaker can benefit from speaking on the TED or TEDx platform.

Jonathan: OK. That sounds like a great reason to want to speak, so let's imagine I want to be a TED or TEDx speaker, what should I do?

Dolores: That's a question I get all the time. Here are some tips I can share:

1. Find the right event. Start by researching the events you want to speak at:  
**[www.ted.com/tedx/events](http://www.ted.com/tedx/events)**

2. Plan ahead. Most TEDx events (at least those that are worth speaking at) take at least 9 to 12 months of preparation. Rarely will you be able to access the stage of a TEDx event weeks before it happens. All well produced events select their speakers at least three months before in order to allow for plenty of time to prepare. So as you look at events, look at events that will happen 3+ months from the day you are searching.
3. Look local. TEDx organizers prioritize local speakers. Their goal is to enrich the community with strong voices from the community. So start by looking at events within your area first.
4. Research. Once you have a specific event in mind, research the application process. Get to know the organizing team, the community. Ask yourself why would it be relevant for me to speak to that community?
5. Focus on the theme. Most TEDx events (though not all) have a theme around which they organize their event. Make sure that your topic is aligned with the theme for the event you are interested in. As much as possible weave the theme into your application process.
6. Be visible. The best way to access a TEDx stage is to connect with the organizers, better yet, find a connection in common that will speak for you and nominate you. Also, make sure you are a voice in the community. The job of the TEDx curating

team is to find “voices” in the community. They are not looking for professional speakers; they are looking for those that are active in the community. So make sure you actually are ACTIVE. Blogging, tweeting, being in the media.

7. Clarify YOUR idea. Remember that both TED & TEDx stages are there to help you spread an idea worth sharing. So make sure you have an IDEA, not a product, service, program to sell. It's about inspiring your audience with an idea that they can take and apply in their lives and make a difference.
8. Media. Make sure you have a short video to go with your application. Organizers love to see the applicant in action. Whether it is a video you create specifically for the organizers or a video you have talking about your topic, make sure you include it in your presentation.
9. Last but not least, APPLY! Once you've done the steps above, then you are ready to apply. Good Luck!

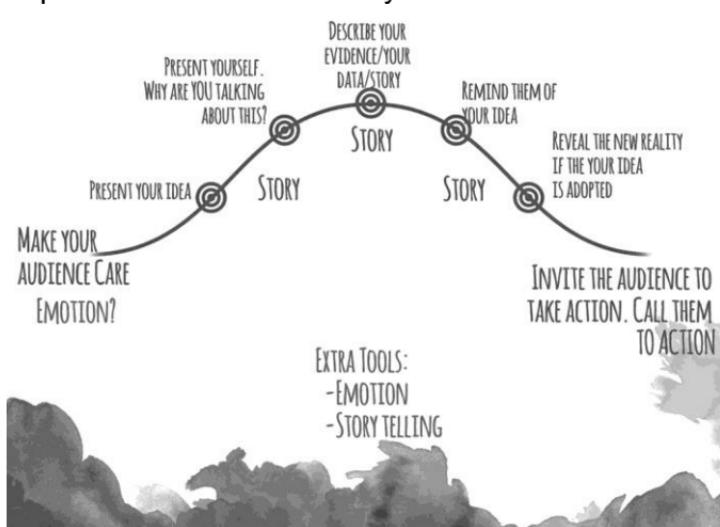
# 18 Minutes of Impact Works for All Types of Speaking Engagements

**Jonathan:** When you go up on stage or prepare a speech, what are some of the examples that you illustrate to try and move your audience in that TED way?

**Dolores:** When I am preparing to stand in front of a group of people, my first task is to talk to the event organizer and ask about the audience. Who are they? What are their struggles? Are they women? Are they men? How old are they? What language do they speak?

Then I clarify the idea I want to share and begin crafting my talk. If it's a talk that I'm giving regularly, most of it will have been crafted; however, I will adapt the talk to my new audience.

Think of your talk like a bell curve, that's how I explain the framework to my clients.



At the beginning of a talk, the most important part is to connect with the audience, engage with them, and make them care. If my talk is already scripted, once I know more about the audience, I will use language at the very beginning of my talk that is very relevant to the audience in order to make them care about what I'm talking about.

Once I have the audience, and they want to hear more, I'll expose my idea. Then, and only then, I'll introduce myself and talk about why I'm uniquely positioned to speak about this idea.

I will then show them data or some examples of how my idea plays out. I will showcase the new reality that would come to be if speakers were to connect and engage with audiences.

I close my talk with a call-to-action, but I would revise it depending on the audience.

## **How to Move Your Audience to Action the TED Way**

**Jonathan:** If someone is interested in working with you, what is the process that you take them through?

**Dolores:** The 18 Minutes of Impact: Move Your Audience to Action the TED Way is a program designed to guide the speaker through a series of steps that results in crafting and designing an engaging talk.

The first step I'll take when working with someone is to get clear on his or her idea worth sharing. At the end of the day, they have one message to share; what is it?

Once we do that, then we work on validating the idea. Is it unique? What makes the speaker uniquely positioned to speak about this topic?

Then we explore what stories, metaphors and experiences bring this idea to life.

After that, we design the 18 minutes of impact by writing a script. We will work on that until we nail it down.

Then we will review it. I will offer the speaker some tips to rehearse, and then we will start finding the right stages for that idea.

We will explore what TED and TEDx look like, and what other stages the speaker can use to bring this message to their audience.

We will also talk about how this talk helps the speaker move their business, cause or career forward. How can this talk help them grow a client

base, land new opportunities, promote their book forward, etc.?

**Jonathan:** When you say you nail down the script, what does that mean?

**Dolores:** My goal is for my clients to walk away from our work with a fairly solid script, meaning 18 minutes, or however long, it ends up being for them. I want them to have talks that they feel confident they can deliver. My clients record themselves delivering their talks (video/audio) and we use different techniques to improve the script.

Even if the speaker later revises it to meet a different audience, having a talk 80 percent finished often gives a speaker the confidence to start looking for places to speak.

**Jonathan:** What if a speaker's idea isn't unique? Let's say I want to talk about journalism. There are numerous talks on journalism and journalism ethics, but I feel as though I can inject my own voice into the discussion.

**Dolores:** That's uniqueness!

I don't think there's one original idea in the world left for anybody to speak about, so it's about your unique perspective on something.

There are millions of people out there talking about how to better engage with audiences. I bring the perspective of an entrepreneur, of a trained speaker coach, a TEDx Organizer and TEDx curator. That's my unique way of looking at this topic.

**Jonathan:** Essentially, if the idea isn't unique, it's about someone's unique perspective on it.

**Dolores:** Yes. Once you clarify your idea, you have to do your homework. It's possible that someone is talking about it in a very similar way, but they might be targeting a different crowd. Your own unique perspective, experiences and stories will differentiate you from others.

**Jonathan:** The steps that you laid out for your program remind me of the process you would do when creating a business plan. Is that intentional?

**Dolores:** I can see that. In some way, yes, launching an idea into the world needs a similar process as launching a new business. The steps I guide my clients through are very aligned with the process I'll guide a coaching client who is creating something, whether that's the vision for a company, the messaging for a company, a new product, a long term personal and professional plan or a new business model for the product or service.

I call these steps "the steps of clarity." There's a clarity step, a strategy step, and an action step. They all go together, but you cannot put the action before the clarity, ever, or you're going to be doing and undoing.

**Jonathan:** If someone wants to get started, how can they do that?

**Dolores:** If you're ready to get started, you can visit **18minutesofimpact.com** to register or to contact me. You can always email me at **dh@18minutesofimpact.com**. You can find out more about other programs I offer at [www.doloreshirschmann.com](http://www.doloreshirschmann.com). You can also call me at 508-999-7392.

## **Here's How to Move Your Audience to Action the TED Way:**

You already know how you create an impact in the world. You can even describe it if asked. The confusing part is getting clarity around the bigger idea behind your work and aligning it with your passion, your dreams and your highest vision.

That is where we come in. We help people just like you design the talk of your life. But more importantly, we help you understand the elements behind any presentation – so this work can serve you for years to come – as you reach larger and larger audiences. We've designed a process that is straightforward and concise, so it does not take months and months to complete.

Within a few weeks of working together, you will have enough CLARITY to begin pitching your talk to event planners, even while you are still working on your script.

**STEP 1:** We help you get CLEAR and validate your idea. Is it unique? Is it worth sharing? Why you are uniquely positioned to speak about this topic? What stories and ideas bring this idea to life?

**STEP 2:** We work with you to help design and write “18 Minutes of Impact”. How do you take your audience on a journey? With our support, you will develop the script for your signature talk.

**STEP 3:** We provide resources to review and rehearse your script. We also provide hacks to find the right stages for your idea and leveraging your talk.

Most people think it takes months of hard work and expensive coaching to get clear and pitch the talk

of your life. Now, you can get your “18 Minutes of Impact” designed, written, and ready to pitch in as little as eight weeks!

If you'd like to learn more about this program and schedule a FREE consultation, visit [www.18minutesofimpact.com](http://www.18minutesofimpact.com). Together with my team, I look forward to working with you.

In Clarity,

Dolores

[dh@18minutesofimpact.com](mailto:dh@18minutesofimpact.com)



## Here's How to Move Your Audience to Action the **TED** Way...

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In Clarity,

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