

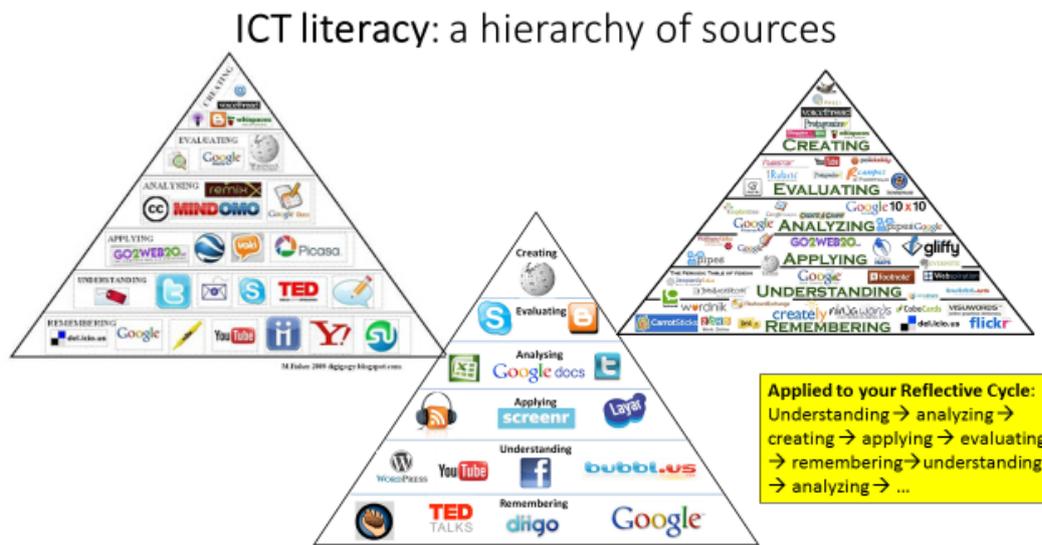
USING TED TALKS



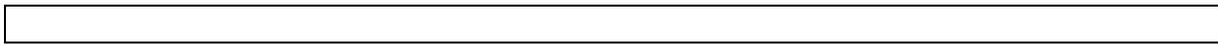
[1] AN IMPORTANT PROVISIO: creating awareness through ted talks

The 3rd edition of the Skill Sheets introduces TED Talks as an excellent formula to make great speeches (→ F1, p.325). But TED Talks are also a great way of getting information and as a means of self-reinforcement and empowerment (→The Format, p.28-29). It is important, however, to understand that TED Talks primarily represent one layer of skill formation: that of *understanding*. Understanding is one of the lower layers of the so-called (revised) Bloom Taxonomy, which represents a hierarchy of educational objectives., A hierarchy of ICT literacy exists, in which different sorts of ICT sources can be linked to specific functions of your skill profile. This ranges from relatively simple ICT sources that help you remember, to more research oriented tools that help you in doing research and creating new information. There are various ways of interpreting what you can do with specific ICT tools (see box). Googling and other search engines provide tools for quick searching and in particular ‘outsourcing remembering’. You don’t need to actively remember everything yourself, because you can find it on internet (→Skill Sheets A20-A22 for tips on how to use this layer more effectively). More advanced skills like analyzing, evaluating and creating are linked to tools like Wikipedia, Google scholar or interactive sites like Wikispaces that help you in the creation of active (creative) communities

TED Talks have to be positioned at the lower levels of the ICT Literacy hierarchy, related to ‘remembering’ or ‘understanding’ (box). This is due to the TED Talks formula. They are organized in a way that makes it very attractive to plug into the insights of many great thought-leaders (often scholars presenting deep thoughts in around 12 minutes), but they still leave you unguided on how to use these insights.



a has been created to help you further. TED Talks are awareness raising, provide you with intriguing questions, provide some answers and direction and are a resource of great presentations. They can trigger your reflective cycles on almost all related skills. Other ICT sources are linked with different levels of literacy and consequently related to a different phase in the reflective cycle.



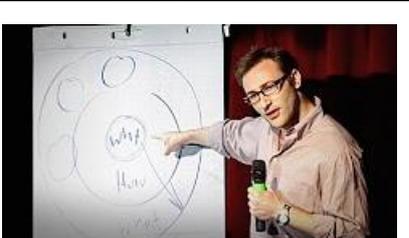
So:

- use TED Talks – or related talks with the same formula - as general input for specific Skills;
- use them as a great resource of inspirational, and often well-founded, insights;
- and as stimulus to read further: the transcripts that are often provided are worth reading and re-reading;
- but understand that they present a specific type of argument, and in case the argument is based on solid research – which is often the case – go to the original source – a book, a paper – and read further.

[2] GREAT “TED TALKS” as input for Skill

On	[clickable picture of talk/person]	Short explanation (and tips)
<p>General</p>		<p>Ken Robinson: Do schools kill creativity (2007)? https://www.youtube.com/watch?v=iG9CE55wbtY&t=0s&list=PL70DEC2B0568B5469&index=1</p> <p>Jason Luis Silva (not a TED Talk) the impact of flow (and many other clips that are inspiring and though provoking). It started in 2013 a youtube channel ‘shots of awe’, presenting weekly micro-documentaries on creativity, innovation and more. https://www.youtube.com/watch?v=8QyVZrV3d3o</p>
<p>A. Research</p>		<p>Hans Rosling: debunking third-world myths with the best stats you’ve ever seen (2007); https://www.youtube.com/watch?v=RUwS1uAdUcl&t=0s&list=PL70DEC2B0568B5469&index=9</p> <p>Rupert Sheldrake (banned TED Talk): the science delusion: talks about the dogma’s of science and the default world view of educated people https://www.youtube.com/watch?v=1TerTgDEgUE</p> <p>Margaret Heffernan: Dare to disagree. Good disagreement is central to progress. The best partners aren’t echo chambers; great research teams, relationships and businesses allow people to deeply disagree.</p>

		<p>https://www.ted.com/talks/margaret_heffernan_dare_to_disagree</p>
<p>B. Study</p>	     	<p>Amish Jha: how to tame your wandering mind; on concentration skills (→B9), mindfully deal with distractions, get in a positive flow (→The Format), become less reactive and more compassionate (→B2) https://ted.com/talks/amishi_jha</p> <p>Brene Brown: the power of vulnerability (2010) (→B2) https://www.youtube.com/watch?v=iCvmsMzIF7o&t=0s&list=PL70DEC2B0568B5469&index=10</p> <p>Tim Urban: inside the mind of a master procrastinator https://www.youtube.com/watch?v=arj7oStGLkU</p> <p>Kelly McGonigal: how to make stress your friend https://www.youtube.com/watch?v=RcGvVTAoXEU</p> <p>Judson Brower: a simple way to break a bad habit; on unlearning and being ‘curious aware’ https://www.youtube.com/watch?v=-moW9jvvMr4</p> <p>Carol Dweck: The power of believing that you can improve; on adopting a ‘growth mindset’ and learning curves. https://www.ted.com/talks/carol_dweck_the_power_of_believing_that_you_can_improve</p>

<p>C. Reading</p>		<p>Alexia Safieh: the power of reading from a reluctant teenager https://www.youtube.com/watch?v=wznroZvpVHU</p>
<p>D. Listening</p>		<p>William Ury: the power of listening; input for constructive communication (→D1); Ury is also known for his book together with Fisher on ‘getting to yes’ (→G6) https://www.youtube.com/watch?v=saXfavo1OQo</p>
<p>E. Writing</p>		<p>Lindy Ledohowski: creative and critical thinking and writing https://www.youtube.com/watch?v=03oJLUkFF7I</p>
<p>F. Presenting</p>	  	<p>Julian Treasure: how to speak so that people want to listen; author of many books on speech and listening; →D1 and F1) https://www.ted.com/talks/julian</p> <p>Celeste Headlee: 10 ways to have a better conversation; conversation is more important than speaking of lecturing https://www.youtube.com/watch?v=R1vskiVDwI4</p> <p>Chris Anderson: TED curator shares the secret of great public speaking, along with four ways to make it work for you https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking</p>
<p>G. Management</p>		<p>Simon Sinek: how great leaders inspire action https://www.youtube.com/watch?v=qp0HIF3SfI4</p>



David Christian: the history of the world; a story of collective learning
<https://www.youtube.com/watch?v=yqc9zX04DXs>



Yves Morieux: As work gets more complex, 6 rules to simplify. Because today's businesses are increasingly and dizzyingly complex. So it falls to individual employees to navigate the rabbit's warren of interdependencies. Morieux offers six rules for "smart simplicity."
https://www.ted.com/talks/yves_morieux_as_work_gets_more_complex_6_rules_to_simplify



Dan Pink: examines the puzzle of motivation, starting with a fact that social scientists know but most managers don't: Traditional rewards aren't always as effective as we think. On autonomy, mastery and purpose.
https://www.ted.com/talks/dan_pink_on_motivation