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**