

APA | Webinar

Supercharge Your Presence
Give a TEDx Talk as a Psychologist

Presenter: Daniel Wendler, PsyD

July 7, 2021 | 4:00 PM – 5:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



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WELCOME

Our discussion will cover:

- Strategies for getting invited to a TEDx stage
- How to figure out what your "big idea" is
- How to deliver a TEDx talk

DISCLAIMER

- The views expressed in this presentation are those of the presenter and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

LOGISTICS

- You are on mute
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Dr. Wendler by using the "Questions" field located in the webinar control panel.



PRESENTER: Daniel Wendler, PsyD



- Founder of MarketingForTherapists.org
- Two-time TEDx speaker with over 500,000 online views
- Author of *Clicking With Clients: Online Marketing for Private Practice Therapists*
- Psychologist at Deep Eddy Psychotherapy in Austin, Texas



My TEDx experience

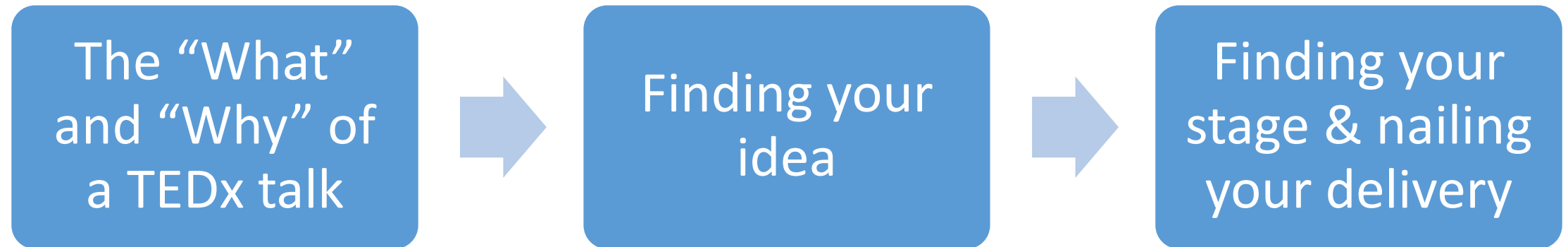


**"What being autistic taught me
about being human"**
TEDxBend 2018



"My life with Asperger's"
TEDxUniversityofArizona 2013

Our plan for today



What's the deal with TEDx talks?



What's so special about a TED(x) talk?

- The power of “ideas worth spreading”



What's so special about a TED(x) talk?

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- Change lives in 18 minutes or less



What's so special about a TED(x) talk?

- The power of “ideas worth spreading”
- Change lives in 18 minutes or less
- Global reach, timeless impact

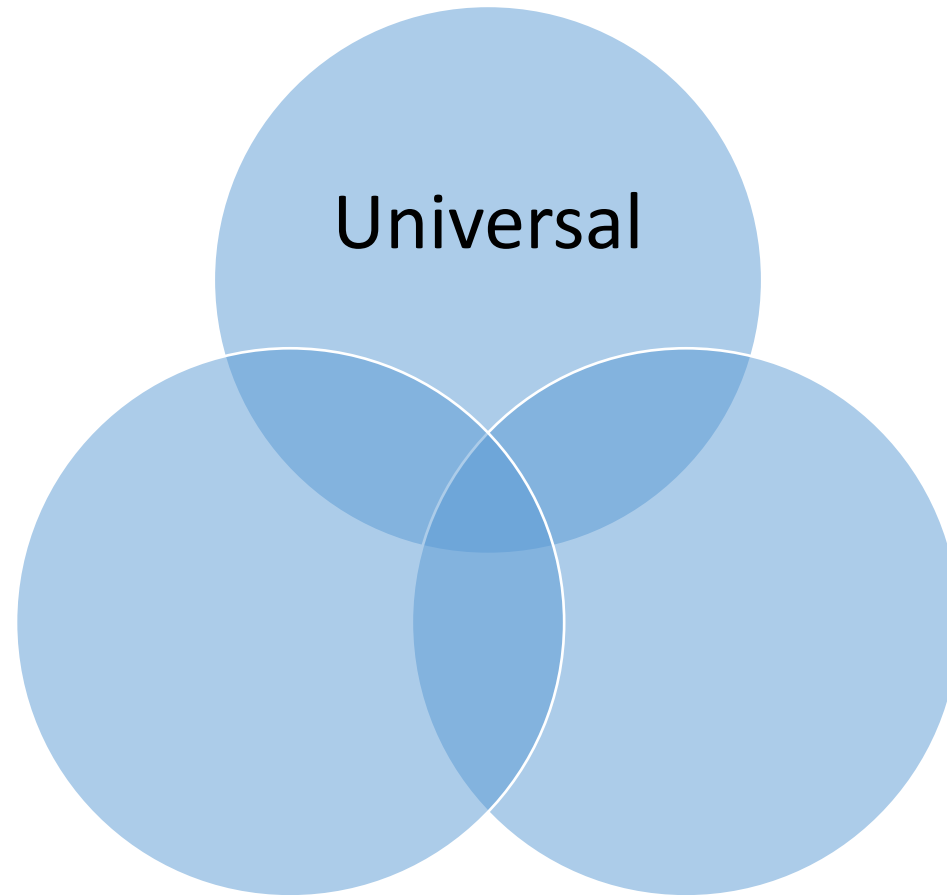


Is a TEDx talk in your future?



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Finding Your Big Idea

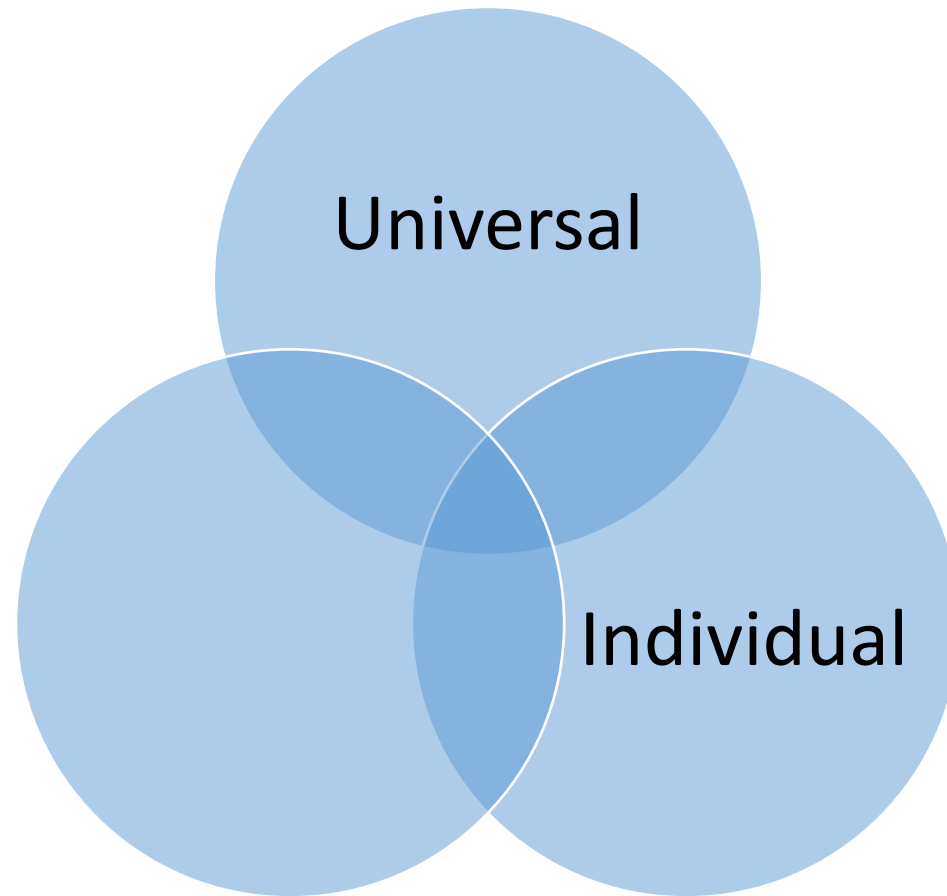


Finding your universal idea

- Your audience is every human being with a curious & open mind
- How do you interest them?
- Can they apply your idea?



Finding Your Big Idea

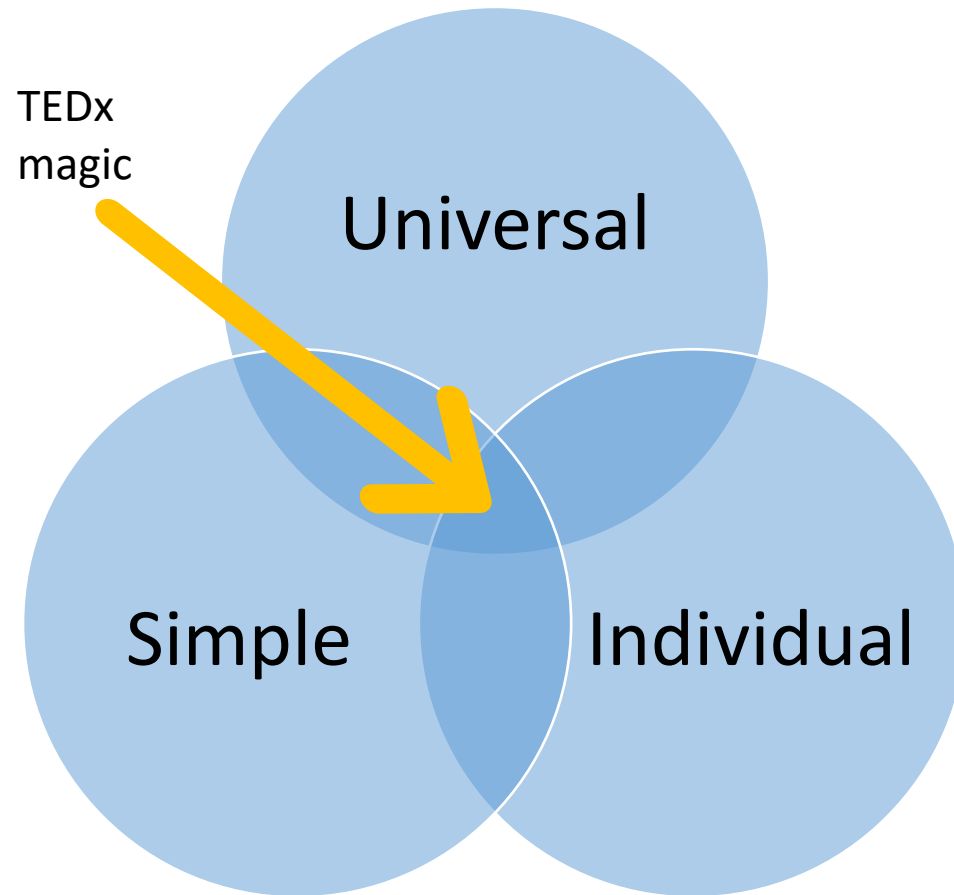


Finding your individual idea

- What is an idea you can share better than anyone else?
- What is an idea that is tied deeply to your personal story?
- What do you care enough about to invest 100+ hours into sharing?



Finding Your Big Idea



Keeping your idea simple

- Can your idea fit in a sentence or two?
- Can someone outside your field of expertise understand your idea?
- Does your idea avoid TED restrictions on commercial gain, divisive topics, and shaky science?



Idea generation activities

- Write a letter with words of wisdom
- Use the billboard question
- Ask the people who know you best
- Reflect on your crucibles
- Start by sharing



Get invited to the stage



If you've never spoken before...



[Toastmasters.org](https://www.toastmasters.org)



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If you've never spoken before...

Supercharge your presence: Public speaking

By APA Member Services Date created: April 10, 2019

Practice Management Early Career Graduate Students Mid and Senior Career



Google "APA Supercharge Public Speaking"

Get invited to the stage

Attend >

TEDx events

In the spirit of TED's mission, "ideas worth spreading," the TEDx program helps communities, organizations and individuals produce TED-style events at the local level. TEDx events are planned and coordinated independently, on a community-by-community basis, under a free license from TED.

Explore TEDx Events

Location, name, or type

Year

Month

☐ Spaces available

☐ Webcast



www.ted.com/tedx/events

Filtering TEDx opportunities

Minimum requirements

- Open applications
- At least 6 months from now

Optional requirements

- Production values
- Distance
- Theme
- Audience size



Organize Your Own TEDx

Participate >

Organize a local TEDx event



Think of TEDx as hosting an awesome dinner party, with great food, inspirational videos, brilliant speakers and mind-blowing conversation. By organizing a TEDx event, you will have the opportunity to create a truly unique event that will unleash new ideas, inspire and inform.

A new organizer?

Before you start

[What is a TEDx event?](#) What a TEDx event is and isn't.
[Your responsibilities](#) TEDx takes time, and effort.
[The basics](#) What you need when applying for an event.

Ready?

[Read the rules](#)
[Pick a name for your event](#)
[Apply for a TEDx license](#)

Working on an event?

Quick access to...

[TEDx rules](#)
[TEDx content guidelines](#)
[Organizer guide](#)
[Community resources](#)

Special resources for...

[TEDx events for youth](#)
[TEDx events in universities](#)
[Internal events](#)



www.ted.com/participate/organize-a-local-tedx-event

Write A Winning Application

Job #1: Sell
your idea



Write A Winning Application

Job #1: Sell
your idea

Job #2: Sell
yourself



Write A Winning Application

Job #1: Sell
your idea

Job #2: Sell
yourself

There is no
job #3



Write A Winning Application

- You'll need:
 - Short bio
 - Talk outline
 - Speaking clip (2 min or less)
 - Headshot
- Optional, but a good idea:
 - Professional Website
 - Updated CV
 - Cringe-free social media



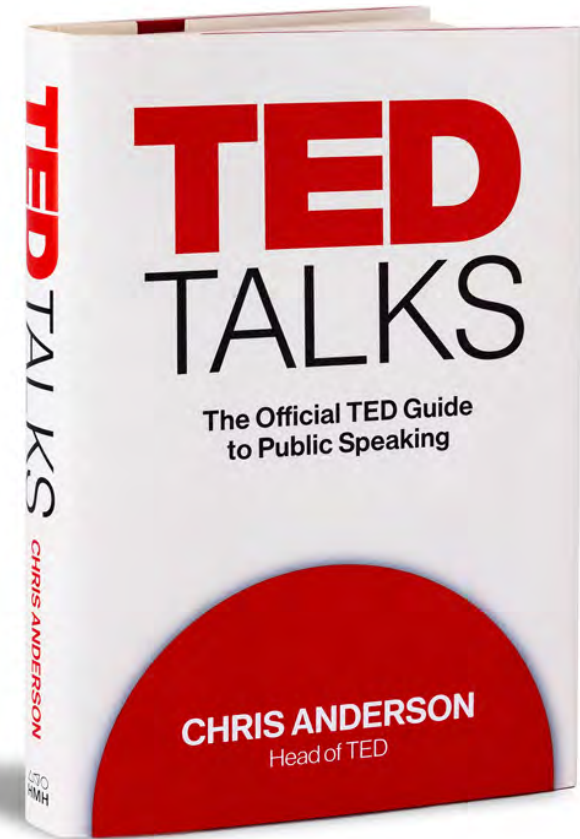
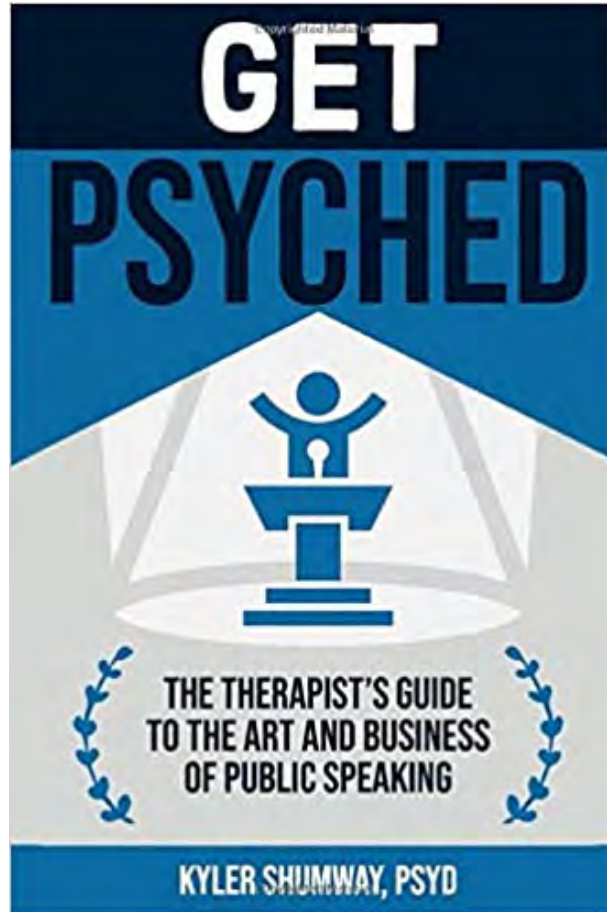
Google for “APA Supercharge”

Deliver A Masterful Talk

- “Happy birthday” practice
- Stand on the shoulders of giants
- Get help everywhere you can



Recommended Resources



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QUESTIONS & ANSWERS



EVOLVE. ADAPT. THRIVE.

Outstanding leaders create a positive path forward for us all. Whether you are a senior-level leader or just starting out, these research-based training programs will move you forward in your leadership journey.

JULY 20

Leading Through the Lens of Polarity Thinking

SEPTEMBER 16

Feedback that Works

OCTOBER 21

Direction, Alignment, Commitment

NOVEMBER 9

Leading Through the Lens of Polarity Thinking

To learn more and register, visit:
on.apa.org/leadership-training



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Center for
Creative
Leadership

APA2021

VIRTUAL

AUGUST 9

Virtual Job Fair

AUGUST 12-14

APA Annual
Convention

REGISTER NOW

CONVENTION.APA.ORG



Final Thoughts

- Webinar recording will be emailed to you in 2 weeks
- Take our survey immediately after the webinar has concluded
- Keep an eye out for more Supercharge webinars this fall!

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Supercharge Your Presence

THANK YOU

For more webinars, visit apa.org/members



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