**Title: Supercharge Your Presence: Give a TEDx Talk as a Psychologist  
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**Peggy Mihelich:** Hello and welcome. I'm Peggy Mihelich, Director of Member Content here at APA. Today's presentation will cover how to give a TEDx talk as a psychologist. In this webinar, you'll learn strategies for getting invited to a TEDx stage, figure out your big idea, and deliver a talk of a lifetime. The views expressed in this presentation are those of the presenter and may not reflect the views or policies of the American Psychological Association. Next, this program does not offer CE. However, we will email everyone watching live today a certificate of attendance. During our time together, you will be unmuted. You can communicate to us using the questions box located in your webinar control panel.

Have a question for our presenter? Type them in using the questions box located in your webinar control panel. Now, for our speaker, Dr. Daniel Wendler is the founder of MarketingForTherapists.org and the author of *Clicking With Clients: Online Marketing for Private Practice Therapists*. He is a two-time TEDx speaker whose TEDx talks have been viewed by over half a million people online. Wendler is a postdoctoral fellow at Deep Eddy Psychotherapy, one of the largest outpatient practices in Austin, Texas. He's an alumni of George Fox University's Graduate School of Clinical Psychology in Newberg, Oregon. Dr. Wendler is excited to share his TEDx insights with you today. Welcome, Dr. Wendler.

**Dr. Daniel Wendler:** Thank you for having me. I'm going to hop on camera just for a minute so you can all see that I am a real person and either not a robot or a very advanced robot, either way, somebody that, hopefully, you'll enjoy hearing from. Then I'm going to turn the webcam off because we have a lot of people tuned in today and we've gotten feedback that if the webcam is running the whole time, sometimes that can create technical difficulties. I will come back for the Q&A, and you can enjoy my bookshelf and my beard later on. I'm really excited to jump in and tell you all what I have learned about getting a TEDx talk and why I think it's important.

You might be asking for a little bit more information about why I'm the one that is worth listening to speak about these things. It's because, as Peggy mentioned, I have done this before. I am a two-time TEDx speaker. I spoke both times about my experiences as somebody on the autism spectrum. I spoke in 2013 at TEDx University of Arizona and then in 2018 at TEDxBend. This is special effects, you can see me moving in the little slideshow. Both of these are available if you go on YouTube, and you just search for my name, Daniel Wendler. They're the first thing that pop up if you're curious to see them. These TEDx talks have been some of the most significant experiences in my life.

They've been really influential in my career, and they've also allowed me to make a really substantial impact on the world, at least I think so. I think that for all of you being psychologists or students of psychology, I think that part of the impact that you can have on the world is through a TEDx talk, and I'm really excited to promote that and help you guys maybe consider if that's right for you. Now, I should say that I'm not, other than being an alumni of their- like a speaker twice over, I'm not affiliated with the TED organization in any official ways. This is just my personal opinion. It's not anything officially from TED.

I should also say that the images that I use in this talk are just royalty-free images that I use online that I had permission to use. They're not official images from a TED talk. I don't know the people in them. I just thought that they were cool. With that, out of the way, let's talk about our plan for today. I want to start by introducing you to the what and the why of a TED talk or a TEDx talk, explain what that's about, why I think that you should consider it. Then we're going to spend a decent chunk of time talking about how to find your idea because every TED talk or every TEDx talk is built around one big idea, and until you have that idea, you can't really give a good talk.

Then we're going to talk about how do you find your stage and nail your delivery, how do you get invited to give a talk, and then once you do it, how do you do a good job. That's what we're going to wrap up on. I guess, let's get started. The question that might be on your mind is, what's the deal with TEDx talks? Because you've probably heard of a TED talk. They're pretty popular. It's hard to go through any graduate program in psychology without seeing some video of Brené Brown or something of that nature, but you might not be familiar with the TEDx talk. Basically, a TED Talk is officially a talk that was done at the main TED conference, which happens every year, and that follows a particular format that we'll talk about a little bit later on. There's only a few people that get to talk at the main TED conference every year, and they all tend to be world-famous. If you do not happen to be world-famous, it's still possible to get to a TED stage, but probably it's not likely. You don't have to be world-famous to have a really good idea that's worth sharing, and that's why TEDx Talks exist.

Basically, a TEDx is a independent event that's organized by people in a local area, but it's done with the blessing and the support of the main TED organization. They do all of the talks according to the TED format. They get to use the TED branding. They get consulting and advice from the TED group. Then, once you give your TEDx talk, it gets uploaded to the TEDx YouTube channel and, sometimes, it gets put on the main TED website. It's a really cool opportunity to give a TED talk without having to go to the main TED conference.

I think that even beyond of the prestige of a TED talk or a TEDx talk- I'm just going to use them interchangeably as we go throughout this webinar, even without the prestige of a TED talk, there's some specific parts of the format that I think give it a really unique power that make it worth considering. One part is that every TED talk is built around an idea worth spreading. That's the tagline of the TED organization. It's the heart of what makes a TED talk a TED talk.

Every TED talk is about a single idea, I guess unlike a webinar which might have multiple ideas, or unlike a lecture which might have just the goal of sharing a lot of details, or an inspirational speech that might be able to tell a story. A TED talk at core is about one idea and pushing that one idea. A TED talk also gives you the opportunity to change lives in 18 minutes or less, because 18 minutes is the maximum amount of time that you have. A TED talk cannot go beyond that length.

This is a really deliberate decision, partially to focus the speakers on the most important, the most significant part of what they want to have to say, and partially because human attention span is what it is and people probably are not going to stay fully tuned in for a longer talk. You get the opportunity to distill your idea down to the core essence, and then you get an audience that's willing to pay full attention to you because you're only asking them for 18 minutes.

The final thing that really makes a TED talk special is the idea of the global reach and the timeless impact. With most talks, you give them to the audience that's in front of you, and that's it. Again, every TEDx talk gets uploaded to YouTube and gets shared all around the world and stays there as long as YouTube exists, which is probably going to be for a very long time. Your talk might be seen by somebody in a country that you'll never visit, it might be seen by somebody that wasn't even born when you first gave your talk, and that gives you the opportunity to share something that really has a timeless quality to it.

Is a TEDx talk in your future? Is it something that's worth considering? Again, I think that the answer is yes from most psychologists. Part of the reason is the benefit to you, like there is a significant boost to your credibility when you can say, "I did a TEDx talk." You might get other speaking opportunities. You might even get a book deal. If you are trying to get a job, or a scholarship, or something of that nature, you're more likely to get accepted because somebody can watch your talk and be like, "Wow, this person really is an expert in something,"

towards doing it for that reason, but I wouldn't say that that's the main reason.

I think the main reason why you want to consider a TEDx talk is this idea of impact. The talks that I gave, half a million people have seen them. Certainly, that's above average, not everybody is going to have half a million people see their talks. Even if it's only a few hundred or a few thousand that watch your talk online, those are people that in 18 minutes you've impacted, and that impact just keeps going every year that your talk stays online.

I think that as part of our mission to help the world through psychology, I think it's a real important thing to consider. Let's say you bought in. You said, "Okay, Daniel. I'm interested in giving a TEDx talk. Now, how do I find my big idea that I want to use as part of my talk?" There's three different pieces that, I think, go into any really good TED idea. The first piece is that the idea needs to be universal. What that means is that your idea needs to appeal to basically anybody on planet Earth, that is curious and that has an open mind, because the audience for TED is very different than most kinds of talks. Most of the time your audience is very defined. If you are giving a lecture in a class, your audience is all students in your particular field. If you are talking to clients, your audience is all people that experience a mental health problem.

With a TED talk or a TEDx talk, you're really speaking to everybody who's interested in seeing your talk. You need to make sure that whatever idea you have to share is relevant to just about anybody. It's important to ask yourself two questions. The first is, is your idea going to be interesting to basically all of humanity? Because, if your big idea is about how psychologists can get higher reimbursement rates from insurance companies, that's going to be pretty interesting to psychologists in private practice, it's not going to be interesting to most other people.

Then there's also the question of, can they apply your idea? Because any idea is going to have some kind of call-to-action, whether it's a specific thing you want them to do, or just a change in mindset that you want them to adopt, and if your idea is not able to be applicable to most folks, then it's not universal. You want to consider these things. Then, while your idea needs to be universal, it also needs to be individual. By that I mean it needs to be really specific to you, and you need to be the right person to share that idea. The best example of this is probably Brené Brown's TED talk on vulnerability, it's been viewed tens of millions of times, it's one of the most powerful and popular TED talks that has ever been done.

I think one of the reasons why it was so effective is because of how much Brené brown brought her own personal story into the idea that she was sharing, because a big part of her talk, if you listen to it, is sharing her research that she did on vulnerability. The fact is, anybody on her research team could have shared those data points. What made her talk effective was that she brought in her own personal story, she talked about her own personal breakdown, her own personal journey, what she learned through doing her own therapy, and then she used that to illustrate and bring to life the concepts from the research that she was describing. That's what made it so powerful.

Anybody could have described Brené Brown's research, but only Brené Brown could have given that TED talk, and that's why it worked. For yourself, you need to ask yourself, what is an idea that you can share better than anybody else? What is an idea that is tied deeply to your personal story? What is an idea that I can't really understand you as a human being, unless I understand this idea? Those are some questions that will help you identify an idea that is really individual to you. Another thing that's worth considering is to ask yourself, "What is an idea that I care enough to invest 100+ hours into sharing?"

I'll mention this a little bit more as we talk about preparing for the talk, but the fact is, if you're going to do a TEDx talk well, you should be prepared to put 100+ hours into the talk when you combine the writing, the editing, the rehearsal, seeking feedback, preparing your slides, watching other talks to get inspiration, all of those things together can easily add up to 100+ hours. Certainly, I did that amount of time when I was preparing for my own talk.

You don't have to, they're not going to require you to submit a time sheet, but I remember somebody else at the conference that I spoke at, that clearly had not prepared, and he forgot his talk halfway through, he stumbled over slides. I don't even remember what his talk was about. He missed an opportunity to share his big idea because he didn't prepare, because he probably didn't care that much about his big idea. You don't want to be that person. You want to be somebody who cares enough to really give your idea the attention that it deserves, and that means that you got to find an idea that is really individual to you.

The final piece that goes into your big idea is an idea that is simple. Because if an idea is simple, universal and individual, that's where the TEDx magic happens. What does it mean for an idea to be simple? That's pretty simple. Your idea needs to be able to fit in a sentence or two. The main idea of my TEDx talk was that you can change somebody else's life by the simple choice to be their friend. It doesn't maybe sound that compelling when I just say it like that. That's why you give a whole talk, to really put an oomph behind it, but it is a simple idea. It is an idea that you can grab a hold of and remember very easily. Some of the other talks that happened at that conference, I still remember them years later, even though I've never seen them again, because their ideas were simple but profound. There was one person who said we should have boys read more literature that features girls so that they can build empathy for people that are different from them. That's an idea that I remember just from seeing the talk once years later because it was simple. It fit in just a sentence or two.

Another thing that's important is that somebody outside of your field of expertise needs to be able to understand your idea. Again, if my big idea is that combining Gestalt techniques with person-centered therapy, makes it more effective, allows you to treat depression, then, that might be a really good idea, but if you're not a psychologist, if you're not a mental health professional, you're going to look at me like I've just grown three heads. It needs to be understandable in a sentence or two to somebody outside of your field of expertise. Again, remember, your audience is not any particular person, just anybody on planet Earth.

Then, the final thing, and this doesn't exactly fit under the category of simple, but I didn't have another place to put it, so I put it here, is that your idea needs to avoid TED organization restrictions on certain topics that are not considered to be appropriate. The big one is on commercial game. If you go on the TED stage, and you say, "Hey, my big idea is that all of you should buy my book and come to therapy with me," that's not going to fly, obviously. You're also not allowed to speak about divisive topics. If you go on stage and you're like, "Hey, my big idea is that everybody should vote for this political party and join this religion," again, obviously not going to fly.

The final thing is that, and this is the thing that maybe is the most likely to be relevant for you, is that TED has really strict rules about what kind of science you can bring into your talk. Basically, anything that you present from the world of science has to be really mainstream, really well established, basically, any expert in your field is going to agree with whatever data, whatever conclusion you're presenting. That means that if you are doing cutting-edge research, if you have discovered some new thing that is not yet fully ingrained into the field of psychology, it's probably not going to be a fit for a TED talk just because it's going to be too controversial. There's not enough data behind it yet.

Obviously, if you are a researcher, you know the state of your field better than I do and you might feel that you can make a case for why your study or your idea is well-grounded, but just be aware that you are going to have to make a case for it if you want to base what you're doing on anything scientific. Simple, universal, individual. Those are the factors that go into a good TED idea. Maybe at this point, you're already starting to think of some things that fit those categories. Maybe you're sitting there and you're like, "Daniel, these are great categories, but how do I actually come up with an idea?"

I got you covered. There's a couple of specific activities that, I think, are helpful ways to start the idea generation process. One of them is to write a letter with words of wisdom. What I mean by this is to pick somebody that you think might need some wisdom. This might be a real person, this might be a student of yours, this might be a child, this might be whoever, or this could be an imagined person. You might imagine yourself at a younger age, you might imagine just a typical high school, or whatever. You can write some letters of wisdom that if you're like, "If I could just pass on the most important things that I know about life, what would I want to tell this person?"

Then you sit down and write it out. You obviously don't have to write the letter, and you shouldn't if it's to an imaginary person, but just the process of writing the letter, sharing your most important ideas, that can help you clarify what are some of the big ideas that are really important to me, what are some of the ideas that I'm really passionate about, that I can explain well, that I really believe in. You can also get out a similar idea with the billboard question. This one basically means like, you imagine that you want to contest or something, and you're going to be able to put a billboard in every city in America or every city in your home country.

You can put whatever you want on the billboard. It's a billboard, and so it's only going to be able to fit a couple words. What would you put on that billboard that you would want as many people as possible to see? If you sit down and you think through that, then you might be able to, again, identify some of your deepest values, some of your biggest ideas that you think are the most important, the most relevant.

Another thing that you can do, this is pretty straightforward, is to just ask the people that know you the best. Ask your friends, ask your loved ones, ask colleagues, ask supervisors for the things that they think that you have the most wisdom in, the things that they think you have the most passion, the most expertise in. Just ask them, like if I was going to stand on stage and talk for 15 minutes to the entire world about something, what do you think I would talk about?

Some of the answers are probably going to be more superficial, somebody is probably going to be like, "Oh, you talk about your favorite TV show," or whatever, but some of them are probably going to be pretty insightful and get the wheels turning for you of, "This is what other people see in me, I can maybe take that and turn that into an idea myself."

Two other things that I think can be helpful. One is to reflect on your crucibles. What I mean by that is to think about the periods in your life that were really difficult to you, that were really challenging. Maybe it was a very stressful period, maybe it was a period where you experienced the loss of somebody that you were close to, maybe it was a significant setback, maybe it was a period of physical or mental illness. Whatever it might have been, you probably had some specific pieces of wisdom that helped you make it through that crucible, and that you learned as a result of that crucible.

Reflecting on that might give you some pieces of wisdom, some ideas that you'd be able to share with somebody else, and the fact that those ideas were born from a crucible gives you some initial formation for how your talk might work because you have a story to tell, that then illustrates the idea that you want to share.

The last thing that I would suggest, is to start by sharing. What by that is, don't wait until you get on a TED stage to think of an idea that you want to share with the world. Start sharing ideas with the world right now. Start looking for some local opportunities to do speaking, start a blog, get on Twitter, start a TikTok. One of the most popular TikToks is this guy that just walks around his city and talks about philosophical questions.

You could do something like that, and whether or not you ever go viral or develop a big audience, you are training yourself to think of ideas that you want to share with the world, you're training yourself on how to communicate those ideas. After a couple months of doing that, you'll probably be able to identify some topics, some themes that really work for you that that you might be able to take to a TED stage. Let me take a drink of water. Those are some activities that you can do to generate an idea.

Let's say you do those ideas, like you find some big idea, and you're like, "All right, Daniel, I know what I want to share with the world. How do I actually get an opportunity to go speak at a TED conference?" The first thing that I would say is that if you've never done public speaking before, and standing up in class and doing a presentation doesn't count, being an invited speaker on a stage with an audience that you don't know and are never going to see again, that kind of thing. If you've never done that, then stop, do not pass go, do not collect $200, do not apply for a TEDx talk. Instead, you want to go to toastmasters.org.

Despite the image, it doesn't actually have anything to do with toast. I just couldn't find a royalty-free version of the Toastmasters logo. This is what you get instead, but Toastmasters is an international organization. It's all over the world. It's all of these local groups that gather together usually once a week to help each other get better at public speaking. It is a phenomenal way to overcome speaking anxiety, to feel more confident on a stage, to learn a lot of technique for making your speaking more effective, and to just get practice doing it in a place where people are going to give you constructive criticism, feedback, and really make you a stronger speaker.

If you've never done any kind of public speaking before, go sign up for Toastmasters and give it three months, six months, or something like that. You don't have to do it for the rest of your life, but a solid three-to-six-month commitment is going to make you a much stronger speaker and allow you to have a much better chance of being successful on the TED stage. Also, my colleague Dr. Kyler Shumway and I, we did another APA supercharge webinar on public speaking that has a lot of tips on how to get started as a public speaker, how to get over some of the first-time speaker jitters, a couple of tips that you can use, things like that, and so if you just google for "APA Supercharge Public Speaking," you're going to be able to find it.

I suggest that you watch that also as a way to ground yourself in some public speaking tips, again, before you consider taking the TEDx stage, but let's say you are a great public speaker. You've done it before. You're ready to finally apply. Here's what you do. You want to go to ted.com/tedx/events, and you will see this lovely little map that shows you the entire world and every TEDx event that is happening all over the world. As you can see, it's going on pretty much everywhere.

It looks like Iceland doesn't have any TEDxes going on, so I guess they got to get on that, but most countries in the world and most areas of the country are going to have TEDxes that are happening, and you can search for any future or past TEDx that has happened. What you want to do is, you want to look at your local area. If you're in the United States, you probably want to pick your state, you want to look at your local area and just see what are all of the TEDxes that have happened, both that are upcoming, and then the ones that have happened over the past couple of years because you want to start by just creating a big list of every TEDx that you might consider.

Once you've created that big list, then you want to start filtering it down. There's a couple of minimum requirements that you're going to want to look for in order to consider an opportunity. The first one is that it needs to have open applications because some TEDx events, they are invitation only, and so they have to invite you, you cannot put your name in the hat, and in that case you're probably out of luck.

Some of them also are limited to certain groups. For instance, my local community college has a TEDx, which is pretty cool, but you have to be a student at the community college in order to speak at it. Unless you want to go enroll in the community college, you wouldn't be able to use that as an opportunity.

Also, you want to look for TEDxes that are going to be at least six months from now. The reason for that is, because that's pretty much the minimum amount of period or the minimum amount of period in advance that they would be actually accepting applications, because these things are big productions, and usually they're going to lock in their speakers well in advance of the actual event. If you're going to apply, if it's not at least six months from now, there's almost no chances that they're still taking applications.

It still might be worth considering them as just a thing to go to, because I think before you commit to speaking out of TEDx, it could be cool to go to one and see what they're like, but you want to make sure that they're happening six months from now. That being said, most TEDxes reoccur every single year. If there is a TEDx that's happening a month from now, don't take it off your list, just make a little note and say, "I'm probably going to have to wait and then apply to the one that happens next year."

Once you've done that, you'll probably still be left with a pretty lengthy list of potential Tedxes. You could apply to all of them, but it's a lot of work to fill out the applications as what we'll talk about in a little bit. You probably want to filter it down a little bit further. One way that you can filter it down is by looking at the production values, because, remember, every TEDx talk gets uploaded to YouTube. You can just search for the name of the conference and you'll be able to see every talk that anybody has ever given at that TEDx event.

You can see, do they have a professional video, lighting, sound crew, does it look really good, or is it happening in some classroom and somebody's mom is filming everybody with iPhone. That doesn't necessarily mean that it's not a good place for you to give your talk, but all those being equal, you're going to want a place that looks professional, right?

You should also look at distance because I honestly think it's worth it to give a TEDx talk, even if it means that you got to buy a plane ticket on a hotel room, but all else being equal, it's better to do a TEDx talk that's closer to home, especially because being able to have friends and family come to the event can be really huge for offering you support on the day of, like I had my parents, I had some of my best friends come support me when I gave my talk.

That honestly made it way easier to do my best because I knew that I had support around me. If I was going to do my talk in another state, they might not have been willing to come, or at least it would have been harder for them to do that. You can also look at the theme of the event, because most TEDxes will have a different theme every year. Honestly, the theme is not that important. When I gave my TEDx at Bend, the theme that year was "Imagine". It's like, "What does that mean?" That could mean anything, but sometimes the theme is going to fit more neatly into the talk that you're giving, or it might not fit into the talk that you're giving. If you can find a theme that really fits you, you're more likely to get accepted.

The final thing that I think you can look at is the audience size because all else being equal, you're probably going to want to impact more people than less. A place that regularly has thousands of people in the audience is probably going to be a better TEDx opportunity than a place that has a few hundred. Also, the larger the event, usually the more resources that you have. When I gave my TEDx, they had a hair and makeup team. That was cool. I had somebody professionally style my hair before I went out. I don't think I would've gotten that at a really small TEDx. Those are some ways that you can filter it down.

Let's say you've identified maybe five or six TEDx's that you think-- Oh wait. I forgot this slide. Let's say that you don't find a TEDx that you want. Another thing that you might consider is to organize your own TEDx event. This is something that the TED organization makes easy. They have a ton of resources that they provide to you. You can apply and get their official support to make your own event. The downside of this obviously is that if you're the organizer, you don't get to be the one that actually speaks because that wouldn't be fair, but you get the opportunity to give a stage to a lot of other people that might have something really impactful to say.

If your goal is to burnish your CV and make connections, being the organizer of a TEDx is probably just as good as actually being the speaker. You might want to consider organizing your own and you can learn about that by going to ted.com/participate/organize a local TEDx event with little dashes or just Google for "organize your own TEDx". Another final thing to connect is that you can organize an off-brand TED event. By that there's nothing stopping you from saying, "Hey, we're going to get some people together and everybody's going to talk about a big idea. It's going to be 18 minutes or less and we're going to put it on YouTube afterward."

You obviously can't use the TED branding and you're not going to have access to their marketing materials or be able to go into their YouTube channel or whatever, but you can still get a lot of the benefit without a lot of the rigmarole. That can be a really worthwhile thing to consider, especially if maybe you're in academia and you're just wanting to give your students the opportunity to speak, or if you work for a private practice and you want to have clinicians in your practice be able to share ideas with the community, doing an unofficial kind of TED could be a good way of doing that. If it's unofficial, then you probably can sneak yourself in and be one of the speakers.

Let's say that you decided not to do that, you actually want to apply to another TEDx, how do you go about that and be successful? Well, there's a couple of things that you want to keep in mind. The first thing is that job number one of your application is to sell your idea because, again, TED is all about the big idea. Everything that you put in your application, you should be thinking, "How does this help me support- how does this help the conference organizers believe that my idea is a really powerful, timely, impactful idea that they want to feature at their conference?" That's the most important thing.

That also means that before you write these applications, you want to make sure that your idea is as refined as possible. If you apply and you're like, "I'm going to say something about mental health," you're never going to get invited. You want to have your idea that fits in a sentence or two. Be ironclad before you start the application process. The second thing is that you need to sell yourself and specifically you need to sell yourself as the person who can sell your idea to the audience. Remember when I was talking about that your idea needs to be individual, that you need to be the best possible person who could share that idea, that's what you're trying to convince in your application.

You want the conference organizers to look at your application and say, not only do we want this idea on our stage, but we really do agree that you are the person that needs to promote the idea. You don't want them to say, "Oh, your idea is great, but we'd rather have Aaron Beck talk about it. We'd rather have Brené Brown talk about it." You want it to be like, "Even if we could get those people, we would want you to talk about it because you are going to be able to say it in the best possible way." That's also part of how you want to write your application.

Then there is no job number three. Anything that does not contribute to selling your idea or selling yourself as the person who can sell your idea doesn't really belong in your application. It's okay to include a little bit of random biographical detail, but for the most part, everything needs to be totally, totally ironclad behind why you are the right person to share your idea and why your idea is important.

There's a couple of other things to keep in mind. Every TEDx is going to have different application questions, but most of them have at least a couple of things that are all pretty similar. Basically, every TEDx is going to ask you to do a short bio, which is a couple of sentences long, maybe 100 words, so you should practice how do you tell your story, and again, the story of why you're the right person to share this idea, how do you show that succinctly?

Many of them are also going to want an outline of your talk. It's okay that the entire talk isn't written. They don't expect you to write the talk, because many of them are going to give you a speaking coach or somebody else who can help you as you develop your talk. You should at least have the basic outline of how you're going to support it. Many conferences are also going to want a speaking clip. Sometimes they'll want an entire talk, but most commonly, they just want a short clip of two minutes or less that demonstrates you at your best. If you've had the benefit of doing public speaking, and that's been recorded, you can go and look through your recordings, and you can try to find a really good clip, but if you've never really done public speaking before, or if the public speaking that you've done in front of an audience, it wasn't amazing, that's totally okay, you can record a speaking clip of you in your living room speaking to your dog, they don't really care about that stuff, they just want to see you in delivery mode.

That means that even if you have footage of you speaking to an audience, if it's not A+, then you're going to want to go back and re-record in your living room talking to your dog until you find a clip that really is just an excellent example of you. The goal is not to look like you are Brené Brown, or you are some other famous speaker, it should feel like it's yourself being authentic, but it's the best version of yourself, you're putting your best foot forward. That's what you want in the speaking clip.

Also, many of them are going to request a headshot because they're going to want to use it in their promotional materials and stuff like that. It might be worth considering, going and getting a professional headshot and spending 100 bucks, 200, whatever, but if you don't do that, at minimum, go and make sure that you have a current professional-quality photo, any smartphone is going to be able to do an okay job, as long as you pay some attention to the lighting and you put on a nice shirt, stuff like that. Those are the minimums that you should have in place before you start the application process.

Another thing that you might want to think about is your wider online professional presence, which I will tell you about after taking another drink of water. If I do a third TEDx Talk, my big idea is that it's important to drink water. Many of the conferences are going to Google for you or they might just explicitly ask you for your social media handle or your website or things of that nature, so it's a really good idea to make sure that your online professional presence is really strong, like having a website, just for yourself, like yourname.com that shares some biographical information about you is really good. Making sure that you have an updated CV that is published somewhere is really good. Make sure that your social media is free of embarrassing stuff like you don't want any videos of you without a shirt downing a bottle of vodka.

You can still have that stuff in your social media, just make it private so that if they look for you, they're going to like what they see. If you're like, "I don't know how to make a professional website, I don't know how to make a CV that's really good," well, fortunately for you, we have the entire APA Supercharge series, lots of webinars just like this one done by me and my colleague Kyler that will talk to you about how to get an awesome LinkedIn profile and how to get a website set up and all of those different things. That stuff is just good for you no matter what you're wanting to do with your career. I encourage you to check it out no matter what, but especially, if you're going to be applying for some of these TEDx's, spending an hour or two giving a facelift to your online presence is a great idea.

Let's say that you've done all of that. You've identified your idea. You have filtered through the TEDx's, you found the right ones, you've sent in the application and you get the yes. I still remember I was waiting in line to check out at Costco when I got a call from TEDx Bend, and they're like, "Daniel, you're in." I'm like, "I wish that you would have waited until I could get home and put my gallon jar of mayonnaise in the fridge." I'm joking a little bit, but the point is when you get the call, you're going to remember it, but you're not going to remember half as much as you actually being on stage.

How do you give a masterful talk when you actually take the stage? How do you give a talk, that you will be glad comes up 10 years from then when people Google for your name? I could give an entire webinar about how to do public speaking, and I did, and you should go watch it, but just to give a few things for today, there's a couple of tips that I think are the most important ones.

The first one is to make sure that you reach the Happy Birthday level of practice, and what that means, it's an idea that was developed by another TEDx speaker. Actually, he was an all-the-way TED speaker. He's the founder of the Wait But Why website. I think his name is Tim Urban, although I could be wrong. He coined the idea of Happy Birthday practice, and basically, the idea is I could come to your house tonight, I won't, but I could, I could come to your house tonight and I could shake you awake in the middle of the night and I could start poking you with a sharp stick and I could say, "Hey, sing happy birthday to me," and you could, even though you were totally distracted, so many other things were going on, the lyrics to Happy Birthday are so burned in your memory, that you could just start singing right at that moment, you might choose not to, you might choose to say, "Who are you and why did you come to my house," but you could access the lyrics in that moment.

In the middle of taking PPP, I could have you start singing happy birthday and you could. It's fully baked in and that is the level of memorization that you want your talk to have so that no matter what it is completely accessible to you. When I gave my TEDx Talk at Bend, I walked up to take the stage and I looked at my slides and I noticed that the slides were out of order. The slides they were showing my last slide and I was able to tell the tech support people to fix it and I was able to banter with the audience a little bit and then I was able to go right back into my talk and I didn't lose my place, I didn't forget what I was going to say because it was completely baked into my memory. That's what you want to have happen.

Another thing that I really recommend is to stand on the shoulders of giants. What I mean by that is go and watch a bunch of other TED Talks, go and watch some of the most popular- there's a list of the 10 most popular TED Talks, go and watch some of those. Go and watch other TED Talks that were given at the TEDx event that you're planning on speaking at.

Ask the conference organizers, "Hey, are there any TEDx Talks that were given at your conference in the past that were really good? Are there any that you really love?" Then watch those, learn from those. Go and look for other people who have given a talk that is similar to yours. Before I gave my talk, I went and watched probably a half dozen other talks that were on autism just to see what are they doing? What can I learn from them? How do I make sure that the idea that I'm bringing is going to be something new and fresh, and not just a repeat of what somebody else said?

The goal is not to copy other people, it's important to watch these as much for what you're going to choose not to do, as what you do do, but that's a really important thing to try. The other thing that I would recommend is to get help everywhere you can because again, remember, your TEDx Talk, if it's going to be a good one, it's going to be universal, it's going to be something that appeals to everybody and that means that you should get feedback from everybody.

If the only people that are giving feedback to you are people that are like you, then people that are not like you might not resonate with your talk, if the only people that are giving you feedback are other psychologists, then people outside of the mental health field might be like, "I don't know what the point of this is." Really try to reach out, get a lot of help everywhere that you can. Obviously, you want to filter the help, people are going to give you advice that's not stuff that you should take, but you should at least receive all the advice that you can before deciding whether to use it or not.

Those are some of the tips for delivering a masterful talk, and again, this is just scratching the surface. I really recommend that you sign up for Toastmasters, go back and watch the other webinar. I also have a couple of resources that I really recommend that I think could be helpful for you. One is the book *Get Psyched: The Therapist's Guide to the Art and Business of Public Speaking*. This is written by my colleague Kyler Shumway, who I've done a lot of these Supercharge webinars with, and it's a really excellent in-depth guide to how any mental health professional can get started as a public speaker. Where do you find your first speaking opportunities? How do you navigate ethical issues? How do you get over speaking anxiety and develop your skills? It's really an excellent guide for that reason.

Then there's also the book, *TED Talks: The Official TED Guide to Public Speaking* written by the head of TED. If you're thinking that you're going to give a TED Talk or even if you just want to get better at public speaking in general, it's the official TED book on public speaking. It's going to be your best guide to this sort of thing. Both of those books are available on Amazon, definitely suggest that you check them out. I think that that is all of my prepared content, so I think we can move on to Q&A.

**Peggy:** Great. Thank you, Daniel, what a great presentation. We've had a lot of questions come in, and we'll get right into it. One of the questions was about financial commitment. Is there a financial commitment about either participating in a TEDx Talk or organizing a TEDx Talk?

**Daniel:** Yes, that's a good question. I'm going to turn my webcam back on, so you can all see me talk to you. As far as participating in the TEDx Talk, you don't have to pay a fee or whatever, and your ticket to the conference itself is free. You do generally have to cover your own travel expenses. Sometimes the conference might be able to provide you with a hotel room or something, but plane, train, automobile, whatever that is, you're kind of going to be on your own for that.

Then also I bought a new set of clothes for the TEDx Talk. You're going to have some minor expenses that go along with it. As far as organizing the TEDx event, I've never organized one, so I don't know for sure. Well, I don't believe that the main TED organization gives you any funding, so if you want to have a venue to do the talk in and you want to have somebody recording it and you want to have somebody handling the audio, either you're going to have to solicit donations in order to pay for that, or you're going to have to have people volunteer their time or their space. It's like any other nonprofit kind of thing, the money has to come from somewhere, but I think hopefully it's not going to come out of your own pocket. You're going to be able to find people who would be willing to support you, but I also don't think you're going to get paid for it.

**Peggy:** Okay. You've done two TEDx Talks, is there a limit to how many TEDx Talks you can give?

**Daniel:** There's no official limit or anything. When I did apply to the second TED Talk, before they accepted me, they had some specific questions because they're like, "You gave one already, how is the one that you're going to give now going to be different?" I had to give them an answer for how I was going to have something unique to say. It wasn't just going to be my first TED Talk again with a little coat of paint on it.

I think that being able to give another TED Talk is still very like-- Being able to give multiple is still possible as long as you have something genuinely new to say the second time. Brené Brown has given two talks, but the first one was on vulnerability, the second one was on shame, and both of them are very different if you listen to them. You got to be able to do that, and probably the more talks you give at some point, you're going to run out of ideas, but there's no official limit.

**Peggy:** Tell us a little bit more about the speaking coach that you get assigned, do they help you with the preparation of delivering your TEDx?

**Daniel:** Yes. The TEDx that I did, I was assigned to a speaking coach and they were assigned to me from the first week that I was given the "You're in". Then they met with me. I think it was at least once a week, we did a call for a couple of hours. I'm talking about the hundred-hour commitment. I'm not lying about that. They were basically just available for every part of the process. They helped me refine my idea. They helped me write my initial script. They helped me edit. They helped me rehearse. On the day of the conference, they were the ones that were advancing my slides, so I could just focus on giving the talk. They were really phenomenal. I was very grateful for them.

I don't know that every single TEDx event is going to have a speaking coach. I mentioned that mine had a hair and makeup person. I don't know that every single one is going to have that. It's going to just depend on what are the resources of the event that you go to which is, again, why I recommend- try to get into the bigger ones if you can because that's more likely to have those sorts of benefits.

**Peggy:** Talk a little bit about your favorite methods for rehearsing your talk.

**Daniel:** I guess I'd say two things. One is maybe not super helpful to people, but I just do the brute force method where I just give it over and over multiple times, but then also, I'll give it during periods to try to ingrain it in the Happy Birthday style. Once I've had it memorized one level, I will give it when I'm in the middle of doing something else. I will be exercising, I will be playing a video game, I will still be giving my talk to really hone it in. The other thing that I would like to do, again, once I've gotten it to a decent level of memorization is I would give the script to friends. I would say, "Pick a line from the script, prompt me with it, and then I will pick up right after that line." I would train myself. No matter where I was in the script, I could immediately know what came next. That was something that helped me solidify it.

**Peggy:** What do TEDx audiences appreciate most: authenticity, personality, empathy, or all three?

**Daniel:** It's a little bit all of them. I think that the thing that they probably appreciate the most is the authenticity because they recognize when you are being courageous on stage. They recognize when you are putting something at risk by being up there. They respond to that. One of the standing ovations at the TED Talk that I went to, a woman who had, a couple of years earlier, been the subject of a political scandal, and some stuff that had come out about her. Then she had an incentive to hide and just completely withdraw from public life.

Now, here she was on a TED stage, talking about her short story, being vulnerable, and people really resonated with that, not because they necessarily agreed with her politically, but because they recognize this was her real self, this was her authentic self. If you're going to get all of them, but if you're going to err on the side of one, be authentic.

**Peggy:** Great. Another question. You mentioned earlier you bought a new suit for your TEDx. What would be your approach for wardrobing?

**Daniel:** My first TED, I got a suit. It didn't fit me super well. If you watched the video, my sleeves are poking out. My second one, the advice that they gave was "Be your most natural and comfortable self on the stage. Look professional, but be you." I decided to wear what I would wear to see a therapy client. I still bought a new version of those things, but I chose to dress in a way that I was comfortable showing up.

**Peggy:** All right. We have a lot of great questions coming in. Another question is, "Will doing a TEDx Talk increase the visibility of my scholarship? How reputable are TEDx Talks in academia?"

**Daniel:** I can't necessarily speak for all of academia, especially because my career path has taken me out of academia after I've graduated. I do know that in my own experience- as a student, when I applied for my graduate program, they asked me about my first TED Talk. They had watched the video and that was, I think, a factor in their decision to accept me. Then when I was applying for my internships, many of the places that I interviewed at also asked me about my TED Talk and also said that they had seen it. I think that that was a factor in me getting matched where I wanted to match. I think that it does matter, especially if the thing that you're speaking about is related to your academic goals. I think that scholarship committees and stuff like that are going to consider it.

**Peggy:** That's great. We have a lot of people who are still a little bit unclear about the application process. Of course, you've mentioned it, and of course, people started going right to the-- Our audience started going right to the TEDx site to look at applications in their area. That's awesome, but they're saying that it was a little confusing to them. For one example, someone looked up a local event in the Honolulu area, but it didn't seem to have an application submission area. Is it possible to just submit a generic application, or is it you have to find one in your local area that has an application attached to it?

**Daniel:** I guess two thoughts. The first one is that you're not limited to your local area. I think that the organizers might be a little bit more willing to accept somebody who's from their local area, but I think as long as you're willing to fly in when you need to fly in, you could probably fly to anywhere in the world. Don't limit yourself based on that. My guess is like- I haven't looked at the Honolulu TEDx, my guess is that either they don't have open applications and it's just the organizers pick who they want to invite, or applications are currently closed because, again, well in advance of the actual event, they usually have the applications open for a couple of months and then they close them.

Rather than sending in just a generic application, what I'd probably do is just email them the questions. I'll be like, "Hey, I'm interested in speaking there whether it's this year or next year or whatever. Can you tell me, do you have open applications? What's your process?" If they do accept them, I'm sure they'd be happy to say, "Yes. We're going to open up again on X date and like," and then you can just go back and do it at that point.

**Peggy:** How has TEDx fared during the pandemic? Have they continued those, did they cancel those? What's the future for TEDx Talks due to the pandemic?

**Daniel:** Again, I can't speak officially for the TED organization or anything, but what I do know is that the main TED conference went fully virtual for 2020, but then I believe they're going back to in-person for 2021. Then most of the local TEDx's I think just canceled. I know that Kyler was invited to give a TEDx and had a really great one prepared and then they couldn't-- Everything was shut down, so they just had to cancel, so he'll hopefully be invited back for a future year.

I think that a big part of the enjoyment and the impact of the TEDx, even though you can view it online, being there in the room when it's happening is a particular excitement and brings a particular energy that-- I think it's part of why the recordings feel so cool. I think that most of them are going to shift back to in-person as soon as they can.

**Peggy:** That's great. We have just run this clock down as far as we can, flooded with great questions. Thank you, audience. I'm sorry, we can't get to all of them. Unfortunately, we're out of time. Did you want to say anything else?

**Daniel:** Just briefly, if you go to danielwendler.com, that's my website, you can fill out the contact form. If you have another question on TEDx's or anything else that I talk about, feel free to email me. I also have a couple of mailing lists that you can sign up for if you want to get-- You don't want to actually talk to me, but you still want to hear from me when I have a new tip to share, so danielwendler.com if you have questions that I wasn't able to get to today.

**Peggy:** Awesome. Well, thank you again, Dr. Wendler, and thank you to all our listeners for your participation. APA is a big supporter of career development, and we consider this TEDx Talk as a part of that, but we also have some other career development opportunities out there for you to take advantage of. APA is working with the Center for Creative Leadership to bring members leadership training courses, whether you are a senior-level leader or just starting out. These research programs will move you forward in your leadership journey. I'm sending you the link in the chat right now.

Also, you can register for our upcoming APA 2021 Virtual Job Fair on August 9th. Career coaches will be available for one-on-one sessions as well as resume reviews. All registrants will be able to view timely career management sessions and engage in text and video chats with employers looking to hire psychologists today. Just head to ww.sitecareers.com to learn more and register.

A recording of this presentation along with the slides and transcript will be emailed to everyone in two weeks. Should everything work out with the recording, we'll get that out to you in just a few hours, but if you're looking for slides or and did not download them from the handouts tab or the transcript, we'll email those out in two weeks. As soon as the webinar has ended, a short survey will appear on your screen. We hope you'll take a few minutes to complete the survey, give us feedback on how we did today and how we can improve. Be on the lookout for more Supercharge webinars in the months ahead. We thank you for your attention. We hope you have a great day.

**[01:00:55] [END OF AUDIO]**