

These commandments are at the heart of every TEDtalk.

- 1** Dream big. Strive to create the best talk you have ever given.
- 2** Show us the real you. Share your passions, your dreams and also your fears. Be vulnerable.
Speak of failure as well as success.
- 3** Make the complex plain. Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Tell stories. Be specific.
- 4** Connect with people's emotions. Make us laugh! Make us cry!
- 5** Don't flaunt your ego. Don't boast. It's the surest way to switch everyone off.
- 6** No selling from the stage! Unless we have specifically asked you to, do not talk about your company or organization. And don't even think about pitching your products or services or asking for funding from stage.
- 7** Feel free to comment on other speakers, to praise or to criticize. Controversy energizes! Enthusiastic endorsement is powerful!
- 8** If possible, don't read your talk. Notes are fine. But if the choice is between reading or rambling, then read!
- 9** You must end your talk on time. Doing otherwise is to steal time from the people that follow you. We won't allow it.
- 10** Rehearse your talk in front of a trusted friend for timing, for clarity, for impact.