



1. Thou Shalt Not Simply Trot Out thy Usual Shtick
2. Thou Shalt Dream a Great Dream, or Show Forth a Wondrous New Thing, Or Share Something Thou Hast Never Shared Before
3. Thou Shalt Reveal thy Curiosity and Thy Passion
4. Thou Shalt Tell a Story
5. Thou Shalt Freely Comment on the Utterances of Other Speakers for the Skae of Blessed Connection and Exquisite Controversy
6. Thou Shalt Not Flaunt thine Ego. Be Thou Vulnerable. Speak of thy Failure as well as thy Success.
7. Thou Shalt Not Sell from the Stage: Neither thy Company, thy Goods, thy Writings, nor thy Desperate need for Funding; Lest Thou be Cast Aside into Outer Darkness.
8. Thou Shalt Remember all the while: Laughter is Good.
9. Thou Shalt Not Read thy Speech.
10. Thou Shalt Not Steal the Time of Them that Follow Thee

### **The TED Commandments (in translation)**

1. **Thou Shalt Not Simply Trot Out thy Usual Shtick.** *You are an original – be an original! Don't bore us with the usuals - be yourself. Be the dynamic person you are!*
2. **Thou Shalt Dream a Great Dream, or Show Forth a Wondrous New Thing, Or Share Something Thou Hast Never Shared Before.** *Dream Big! Strive to create the best talk you have ever given. Reveal something never seen before. Do something the audience will remember forever. Share an idea that could change the world!*

3. **Thou Shalt Reveal thy Curiosity and Thy Passion.** *Show us the real you! Share your passions, your dreams... and also your fears. Be vulnerable. Speak of failure as well as success.*
4. **Thou Shalt Tell a Story:** *Engage the emotions of your audience. Make us laugh, make us cry. Let us connect with you in a very personal way.*
5. **Thou Shalt Freely Comment on the Utterances of Other Speakers for the Sake of Blessed Connection and Exquisite Controversy.** *Feel free to comment on other speakers, to praise or respectfully challenge. Force the speaker to defend their methodology, resources, and conclusions!*
6. **Thou Shalt Not Flaunt thine Ego. Be Thou Vulnerable. Speak of thy Failure as well as thy Success.** *Do not flaunt your ego, do not boast or be cocky. It is the surest way to switch everyone off.*
7. **Thou Shalt Make Plain the Complex.** *Make the complex plain. Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Show don't tell! Tell stories. Be specific.*
8. **Thou Shalt Remember all the while: Laughter is Good.** *Again, humor is a great way to make a point while simultaneously engaging your audience. Funny, personal, and true stories are gold.*
9. **Thou Shalt Not Read thy Speech.** *Notes are fine, but do not read your talk in its entirety.*
10. **Thou Shalt Not Steal the Time of Them that Follow Thee.** *You must end your talk on time. Doing otherwise is to steal time from the people that follow you. You will be cut short immediately if you go over your time.*