

Undersheriff Ted Freeman – Monmouth County Sheriff's Office

Ted is the executive undersheriff with the Monmouth County Sheriff's Office, Freehold, New Jersey. He heads the administrative section of the Sheriff's Office, coordinates and conducts the thirty-one community education outreach programs conducted by the Sheriff's Office, is responsible for the administration of the Monmouth County Police Academy and is currently serving as interim director. In addition, Ted is the administrator of the Civil Division of the Sheriff's Office and serves as the director of the Citizen Police Academy, Sheriff Youth Week and VISCOMP (Volunteers In Sheriff's COMMunity Programs.)

Ted has a BA degree in Education and an A.M.A. Certificate in Management from Monmouth College, a BA degree in Social Sciences - Law/Justice Specialization from Thomas Edison College, is a graduate of the FBI National Academy, 176th Session, and has a background in municipal, county and state law enforcement. He is a New Jersey certified teacher (K-12), police instructor/trainer and a nationally certified WMD instructor. Ted is a frequent presenter at state and national public safety conferences and is a frequent contributor to national public safety periodicals. Ted is a life member of the National Sheriffs' Association and presently serves on NSA's Court Security, Civil and Corrections Committee and the Education and Awards Committee.

Assistant Fire Chief (Sergeant – NJ Air National Guard) Ted Freeman, III

Ted began his public safety career in 1988 as a volunteer member of Goodwill Fire Company #2 in Spring Lake, NJ. Following school, Ted was employed by the Manasquan Police Department from 1992-1999. Ted then worked as an Investigator for the State of NJ until 2007, when he began working for the Ancora Fire Department where he continues to serve as Assistant Fire Chief. Ted has also served in the military currently service as an intelligence analyst with the NJ Air National Guard. Ted also serves as an instructor at the United States Air Force Expeditionary Center, and as an Anti-Terrorism instructor for the Air National Guard mobile training team. Ted has previously served as a lead instructor for the National Sheriffs' Association's Weapons of Mass Destruction and as an instructor and subject matter expert for the National Domestic Preparedness Coalition.

Education:

B.S. Human Services (Criminal Justice)

B.A. History

AAS Intelligence Studies and Technology

Current Certifications:

Firefighter 2

Fire Officer 1

Fire Instructor 2

Emergency Medical Technician

Hazardous Materials On-Scene Commander

NFPA Certified Fire Protection Specialist

Department of Defense Security Asset Protection Certification

Basic Life Support Instructor

USING “TED TALK TECHNIQUES” TO MAKE YOUR SPEECH CLEAR, CONCISE AND COMPELLING!

Presenters

Undersheriff Ted Freeman – Monmouth County Sheriff’s Office
Sgt. Ted Freeman, III, New Jersey Air National Guard

GOAL: Introduce the participants to the possibilities to enhance their presentation abilities by applying “TED Talk Techniques”, TED – (Technology – Education – Design) a paradigm for clear, concise speeches, used at Ted Talk events since 1994.

Performance Objectives:

Participants will be able to identify the 10 Commandments of a Ted Talk.

Participants will view video clips of actual Ted Talks and see how applying TED Talk Techniques can improve a presentation.

Participants will learn that you don’t have to apply ALL the techniques. Just applying SOME of the techniques can greatly enhance a presentation.

Participants will learn that a short speech using TED Talk Techniques can be much more effective than a longer speech without them.

Using TED Talk Techniques to Make Your Speech Clear, Concise and Compelling

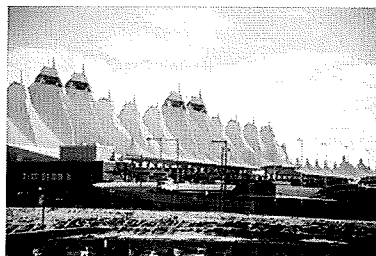


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Ted Freeman, III, Sergeant
New Jersey Air National Guard

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The journey continues Denver Airport

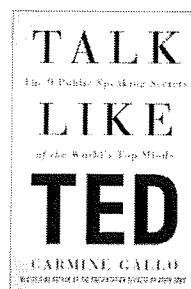


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Beginning of the Journey Newark Airport - 2015



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Sir Ken Robinson Ted Talk clip

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 June Cohen, Executive Producer, Ted Media
Tips for Successful Ted Talks


- Present new ideas or fresh take on old topic
- Make sure talk is worth spreading 
- Tell a story – take them on a journey 
- Don't get ahead of your audience 



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TED
IDEAS WORTH SPREADING

- 1994 – one time conference – blending speakers from Technology, Education and Design
- Grown into
 - Ted Talks Video Site
 - Ted Conversations
 - Ted X licensed local programs


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 Carmine Gallo
9 Tips to “Talk Like TED”




- Unleash the master within you 
- Master the art of storytelling 
- Have a conversation



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Carmine Gallo 9 Tips to Speak Like TED

- Teach something new 
- Deliver jaw-dropping moments 
- Lighten up 




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Bill Gates video excerpt

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Carmine Gallo 9 Tips to Speak Like TED


- Stick to the time limit 
- Paint a picture 
- Stay in your own lane 

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Ten Commandments of Ted Talks




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 **First Commandment**



- Thou shalt not simply trot out thy usual shtick


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 **Third Commandment**

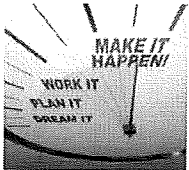

- Thou shalt reveal thy curiosity and passion

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 **Second Commandment**


- Thou shalt dream a great dream, show forth a wondrous new thing or share something never before shared

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 **Fourth Commandment**

- Thou shalt tell a story



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Stories



Personal Stories



Researched Stories

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Sixth Commandment

- Thou shalt not flaunt thine ego. Be thou vulnerable and speak of thy failures as well as successes



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Fifth Commandment

- Thou shalt freely comment on the utterances of other speakers for the sake of a blessed connection or exquisite controversy



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


Seventh Commandment


- Thou shalt not sell from the stage neither thy company, thy goods, thy writings nor thy desperate need for funding




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 **Eighth Commandment**

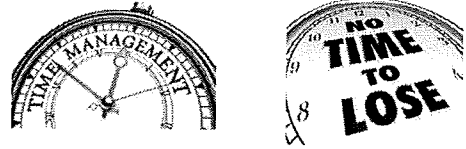
- Thou shalt remember all the while that laughter is good




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 **Tenth Commandment**


- Thou shalt not steal the time from them that follow me




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 **Ninth Commandment**

- Thou shalt not read thy speech



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 **Phil Waknell**
Making a great Ted Talk with SCORE

- Simple 
- Clear 
- Original 
- Relevant 
- Enjoyable 

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- Ted X Accelerators – April 11, 2015
- 30 speakers – 9 AM – 4:40 PM
- Presentations no longer than 18 minutes

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Examples of how our Sheriff's Office presentations have changed using TED Talk Techniques

- Distracted Driving Program
- ID Theft program
- Project Lifesaver
- Others




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- Lesson learned
 - Some speakers followed the rules – some did not
 - TED techniques will improve presentations
 - You don't have to apply ALL the techniques to improve your presentations




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Ted and Ted's TED Talk Tips

- You don't have to use all of the TED techniques to improve your talks 
- Limit your topic to one strong idea 
- Use personal stories, successes and failures 




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Ted and Ted's TED Talk Tips

- Have a conversation with the audience

- Edit ruthlessly and don't waste their time

- Practice, practice, practice!




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Ted and Ted's TED Talk Tips

- ***Making It Clear***
 - Edit Ruthlessly

 - Illustrate with Stories or Quotes

 - Stay focused on your **one** main point






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Ted and Ted's TED Talk Tips

- Never end with a question and answer session

- Have a great story or quote for your conclusion


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Ted and Ted's TED Talk Tips

- ***Making It Concise***
 - Edit Ruthlessly

 - Observe the Time Limit

 - Don't Tell ALL You Know

 - Stay Focused On Your One Main Point


Ted and Ted's TED Talk Tips

- ***Making It Compelling***

- Stories – Personal Experiences



- Jaw Dropping Moments

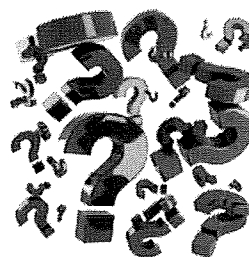


- Take Them On a Journey



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Questions before conclusion



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Short Ted Talk

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Closing story

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Using TED Talk Techniques to Make Your
Speech Clear, Concise and Compelling



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