WELCOME TO PCC #80

TEDTalks Night & Bonenkai 2010

December 14, 2010
Agenda

- Introductions – 3X3
- 2010: The Year in Review
- TEDTalks
- Wrap Up, Thanks & Announcements
- Open Networking
Anthony Blick

- Current: Business Development Executive
  - Hill & Knowlton Japan
    - [www.hillandknowlton.co.jp](http://www.hillandknowlton.co.jp)
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- Marketing, branding, and communications expert

- Corporate Training & Development
  - Leadership Communications

- Co-organizer of PCC since April 2009
Introductions

- 3X3 = 3 points / 3 minutes or less
  - Who are you?
  - What’s your job / business?
  - Why are you here?
    - Help?
    - Meet?
    - Learn?
2010: The Year in Review

- January - "Social media, beyond the hype" - Tips & Tricks for launching a product with zero-budget marketing (Poken)
  - Peter Van der Weeen

- February – Make Money Online Part II: “Online S.T.O.R.M.s" - Simple To Operate Revenue Machines"
  - James Allen

- March - "Escape the Rat Race" - Live the Life of Your Dreams
  - Brad Hall
2010: The Year in Review

- April – "The Power in Our Hands" - *Making the World a Better Place through Mobile Donations*
  - Nhat Vuong

- May – "Social Media Myths" - *Putting the Social back into Social Media*
  - Gil Chavez

- June – “Leadership Communication” - *Storytelling for Influence*
  - Robert Burnside
2010: The Year in Review

- **July** – “Sweet Sales" - *Small Changes that make Massive Sales*
  - Dr. David Sweet

- **August** – “Book Tsunami”
  - Aarif Meghani, Michael Todd, Gil Chavez, Michaela Chapman

- **September** – "Fitness for Success & Health" - *Classic solutions for the modern professional*
  - Jeff Libengood and Michael Schaal
2010: The Year In Review

- October – iPad: *Enabling New Profit and Productivity Opportunities*
  - Lem Fugitt

- November – "How to Hire a Rock Star"
  - Gary Bremermann and Andrew Silberman

- December (PCC #80) – TED Talks Night and PCC *Bonenkai*
  - Anthony Blick
TEDTalks

- Technology, Entertainment, Design
  - Business, Science, Global Issues
- “Ideas worth spreading”
- Global & Local Conferences
- TEDTalks - www.ted.com
Why TEDTalks for PCC?

- “These people are good!”
- Leadership communications
  - Facilitate discussion and thought
- [www.ted.com](http://www.ted.com) – Free resource
  - iTunes and downloads
  - Subtitles and translations
- TEDx Tokyo
TEDx Tokyo

- x= Independently organized TED event
- May 21, 2011
- www.tedxtokyo.com
TEDTalk 1

“8 Secrets of Success” by Richard St. John

7 years & 500+ Interviews
  □ Simple, Concise, and Applicable

What do you think are the “secrets of success”? 
TEDTalk 1: “The 8 Secrets of Success”

1. Passion
2. Work
3. Good
4. Focus
5. Push
6. Serve
7. Ideas
8. Persist
TEDTalk 2

- “How to Start a Movement” by Derek Sivers
  http://www.ted.com/talks/lang/eng/derek_sivers_how_to_start_a_movement.html

- How do movements really get started?
  - *The Tipping Point* – Malcolm Gladwell
  - Influencer marketing

- What does it take to start a movement/trend/fad?
- Who are the key players needed?
- Who is most important?
TEDTalk 2: “How to Start a Movement”

Summary:
- First follower is crucial
- Nurture first followers as equals
- Leadership is “over glorified”
- Can’t all be leaders
- Followers are key – show how to follow

What movements would you like to start?
TEDTalk 3

“And now, the real news” by Kirk Citron
http://www.ted.com/talks/kirk_citron_and_now_the_real_news.html

What were the top news stories of 2010?

Will any of these stories matter…

- In one year?
- In 10 years?
- In 100 years?
TEDTalk 3:
“And now, the real news”

“Long news”?  
- Robots in the body  
- Genetically modified crops  
- China sets the agenda  
- Self-directed scientist robot  
- 120,000 year old microbe  
- Water found on the moon*  

(*Kirk’s number one story for 2009)

What will be the top headlines of 2011? 2111?
TEDTalk 4

“Pete Alcorn on the world in 2200”
http://video.ted.com/talks/podcast/PeteAlcorn_2009_480.mp4

What is your vision of the world 200 years from now?
- Pessimistic or Optimistic?
- Why?
TEDTalk 4: “Pete Alcorn on the world in 2200”

Summary:
- “150 years from a new enlightenment”
- Global population will peak
- Declining population =
  - Land prices down
  - Wages up

Do you agree with his view?
What do you think the future holds?
TEDTalk 5

“Derek Sivers: Keep your goals to yourself”
http://www.ted.com/talks/derek_sivers_keep_your_goals_to_yourself.html

Why does he say this?
Do you agree?
TEDTalk 5: “Keep your goals to yourself”

Summary

- “Telling someone your goal makes it less likely to happen.”
- Goals require work
- “Social Reality”
  - Tricks your mind – less motivated
- What can we do?
  - Resist temptation
  - Say “say I need to…” (no satisfaction)

What do you need to do in 2011?
TEDTalks Links

Tonight’s TEDTalks

- [http://www.ted.com/talks/kirk_citron_and_now_the_real_news.html](http://www.ted.com/talks/kirk_citron_and_now_the_real_news.html)
- [http://www.ted.com/talks/pete_alcorn_s_vision_of_a_better_world.html](http://www.ted.com/talks/pete_alcorn_s_vision_of_a_better_world.html)
- [http://www.ted.com/talks/derek_sivers_keep_your_goals_to_yourself.html](http://www.ted.com/talks/derek_sivers_keep_your_goals_to_yourself.html)
Wrap Up

- Key ideas from tonight
- Thank you Traci & Pink Cow!
- Thank you everyone who presented and attended in 2010.
- Next: January 18, 2011
  - 2nd Tuesday of every month

Happy Holidays!