



SuperStar Communicator Podcast

Unlocking the Power of Ideas: Why the TEDx Format Inspires & Endures

Susan Heaton-Wright [00:00:10]:

Welcome back to the Superstar Communicator podcast. This is Susan Heaton Wright. Do you know, I'm absolutely buzzing because I've just found out that I've been shortlisted for the best TEDx speaker of the Year at the Speaker Awards and this is really prestigious. So I'm shortlisted alongside some absolutely incredible speakers. The honor is the fact that I'm alongside them, believe me, and I will be celebrating with all of them on 3rd July 2026. So if you are listening after this date, you might know whether or not I have been success. It feels incredibly surreal to have that red dot moment recognized beyond that day when I was speaking up at TEDx Northwich and all of those people who have already watched my talk. So if you are interested, what you need to do is to go into YouTube and type in Susan Heatonwright Tedxt Talk and you will find it.

Susan Heaton-Wright [00:01:29]:

But I will put the link in the notes for the for this podcast. It got me thinking about why the TEDx format is so magical, why it is so inspirational and influential. And here's an interesting thing, because when it was originally launched it was 18 minutes long and at the time most speeches were 45 minutes or even an hour long. So this really disrupted speaking into a shorter format. And now TEDx is really keen on even shorter talks. So mine was eight minutes long and that was seen as a positive. Within that, whether you're an entrepreneur, an activist, or just someone with a story, here are three reasons why TEDx Talk holds so much undeniable power. It might be that you have a story.

Susan Heaton-Wright [00:02:39]:

It might be that you have something that you would really like to share with other people so that it can make a difference. I know that there are occasionally people that are basically doing a pitch for their own business. I'm going to leave those aside. That's entirely up to them. That was certainly not my case. So first of all, the power of the single idea, the anti lecture. The concept is that most keynote speeches are still 45 minutes of broad industry advice. We still see that in conference format, although increasingly there are people being asked to do perhaps 30 minutes and 15 minutes of Q& A because that is seen as added value.

Susan Heaton-Wright [00:03:30]:

A TEDx talk forces you to distill your entire life's work, your passion or research into one singular, inescapable idea in under 18 minutes. Or if TedX is going even shorter, making it really concise and having real clarity. It can be brutal, but beautiful. The editing process, I had far more. I took things out as I rehearsed more and at first you think, oh, oh, oh. But in fact it worked in my favour, making it very concise and it forces you to have clarity. If you can't summarise your talk in one sentence, it. It's not a TEDx talk.



SuperStar Communicator Podcast

Susan Heaton-Wright [00:04:25]:

So I want you to think of one core thing that you could have in your specific TEDx talk. In mine, it was the Maestro effect. The fact that everyone has the ability to see talent or an ability in other person, and it really is our gift to share that with that person because it might be their blind spot. So secondly, the great equalizer, it strips away the credentials. I was on stage with a variety of people at different stages of their professional journey and that was brilliant because it didn't matter where we were on, on our particular journeys. What mattered was the message we had on the TEDx stage. Your job title, your net worth, your CV don't matter at all. The audience isn't there to buy a product, they're not there to buy a service.

Susan Heaton-Wright [00:05:34]:

They are there to receive the gift of an idea. The format strips away the traditional corporate pitch and leaves only raw, vulnerable and human connection. It requires you to step onto the stage not as an expert lecturing down, but as a peer sharing a discovery. It builds immediate trust with the audience because the format demands authenticity over slick salesmanship. And so what I want you to think of, if you are doing a TEDx talk, or even if you're doing a short talk in a conference or presenting, really think about that core message and be you when you are presenting. And the third thing is the infinite shelf life catalyst. A live speech happens only once and then it's gone. The thing about a TedXTalk is that it has a digital asset and it's distributed to a global media platform with millions of subscribers.

Susan Heaton-Wright [00:06:55]:

It acts as an evergreen catalyst that speaks for you while you sleep, so opens doors to global communities that you never knew existed. Guess what? Last week I was speaking over in Vienna and there were people coming up to me that I didn't know, but they had watched my TedX talk and it touched them, it impacted how they thought about things. How amazing that was. It requires you to. Oh, sorry. Being shortlisted for an Award in 2026 for a talk is proof of this. The talk didn't end when I stepped off the stage. It's just the day it's born.

Susan Heaton-Wright [00:07:48]:

It has a life of its own now and I want you to remember that, because if you are thinking about doing a TEDx talk, and I'd be happy to discuss it with you or coach you if you wanted. This is a remarkable experience. Being shortlisted for the speaker boards is a nod to the fact that ideas, when packaged with heart, precision and authenticity, have legs. If you haven't seen my talk yet, the link is in the show notes, so please check it out. Please leave a message, a comment or or you can go into YouTube and search Susan Heatonwright TEDx Talk. Let me know what your one big idea is if you were to stand on the red dot and wish me luck for the finals. Thank you very much for listening or watching.

[\[Watch TEDxNorthwich \]](#)



SuperStar Communicator Podcast

We create this podcast to empower others to speak and communicate with impact. We self fund. If you value our content, we would be so grateful if you could 'buy us a coffee'

<https://www.buymeacoffee.com/superstarcomms>



Why not grab our Ten Top Tips to Being a SuperStar Communicator [here](#)

Buy the SuperStar Communicator 30 Day Plan [here](#)

Find out more about Susan Heaton-Wright – our host:

<https://offers.superstarcommunicator.com/susan-heaton-wright>

Check out our SuperStar Communicator Store:

<https://offers.superstarcommunicator.com/superstar-communicator-store>

SuperStar Communicator deliver a range of speeches, masterclasses, facilitated workshops and coaching for emerging leaders. We focus on empowering emerging talent to speak and communicate with clarity, confidence and credibility. If you would like more details please email us at hello@superstarcommunicator.com or why not [book a call](#).

You can listen to all episodes of the SuperStar Communicator podcast and subscribe [here](#).