

# getAbstract partners TED Talks for video summaries

getAbstract has partnered with TED Talks to provide managers with two-page summaries of TED Videos. getAbstract is a global online media company which summarises influential management and leadership business books into ten-minute summaries.



"Most South African organisations are already familiar with the TED Talks series which brings together the world's most fascinating thinkers, leaders and doers by giving them a forum to make high-visibility, high-prestige presentations to selected live audiences on video. These are now available in getAbstract summaries," explains Jason Stanley, operations executive at LRMG, a performance agency representing getAbstract in South Africa.

## Examples of summaries

"TED summaries inspires great ideas that help improve your business and foster collaboration. Only the best and most influential of the talks are summarised like How Great Leaders Inspire Action by Simon Sinek, The The Puzzle of Motivation by Daniel Pink and How to Get Your Idea to Spread by Seth Godin to name just a few," Stanley says.

"The content is already well-known for spurring inspiration, creativity and innovation in organisations around the globe and now we can extend the TED knowledge base even further," he says.

Stanley believes the shorter format, which is much easier and quicker to consume, will spread the message even faster. The summaries provide a link to the original video, and then go on to outline the information in a condensed, easy-to-access format to provide readers with the most salient points of well-selected TED Talks.

## Use mobile device

"The presentations are then expertly summarised, with key messages bulleted so you can take away highlights. The short format and getAbstract's technology platforms further allow you to easily share TED's ideas with your community and team. You can also read TED summaries on your mobile device using your browser or via the free app, you can access the knowledge anywhere and anytime.

"This is the ideal solution for time-strapped executives who want to keep abreast of current trends and thought-leadership innovation that will spur inspiration and creativity in their organisation," Stanley concludes.

For more, visit: <https://www.bizcommunity.com>