

## The Anatomy of an Effective Presentation

In a room filled with people in formal attire, one man in a blue sweatshirt stood out. Walking towards the podium, this man created a bad first impression in many members of the audience with his nervous posture and inappropriate clothing. As many of the students began to wonder what they could learn from such a poor presentation, the speaker then cleared everything up. “You all must be wondering what you could possibly learn from me, and that is why this is exactly how you don’t want to start a presentation.”

On September 23, 2017, members of the 2017-2018 YLDP class and I met at Guaranga Hall and learnt valuable information about how to craft an effective presentation from Chuck Hinkle.

Our speaker, Chuck Hinkle aspires to change the stereotype that technical professionals have poor presentational skills, so he works as a presentational coach to accomplish this goal. After demonstrating his poor first impression, Mr. Hinkle redid his introduction with a more confident appearance and in formal attire. As Mr. Hinkle presented his vast knowledge about presentations such as the benefits of pictures over words, the riskiness of gestures, and many others, many of the students in the audience began to realize the numerous flaws in their own presentational skills that they had developed in their schools. Within the school system students are generally taught to present a PowerPoint rather than their topic while Mr. Hinkle educated us how a PowerPoint should simply complement what a person presents. By using the advice that he had provided, Mr. Hinkle was able to keep the numerous teenagers in the audience hooked to his presentation, a very tedious task, and was able to ensure that his main points were remembered by his audience.

With all this new knowledge about how to effectively present an idea, many of the fears that my peers and I once had about giving a presentation were now gone. By educating the members of YLDP, Chuck Hinkle improved the quality of the numerous presentations each one would give in their future.