

Chuck Hinkle's Priceless Presentation Pointers

By Bhaavya Rastogi

Chuck Hinkle, Shell's US expert in Business Intelligence and Data Visualization, spoke to a group of YLDP students and parents on September 22nd at the India House about presentation basics.

It was truly an eye-opening experience to be a part of the audience during Chuck Hinkle's intriguing lecture on the art of effective presentations. With the priceless experience of over thirty years, Mr. Hinkle went on to show, rather than just tell, about techniques to master the creation and delivery of a presentation.

Firstly, when preparing any sort of presentation, it is crucial to consider the amount of time you have to prepare, the purpose of your presentation, and the golden question, "What do you want your audience to remember?".

The most effective way to capture any audience's attention and hold it long enough to get your point across is to weave stories into your presentation. Emotions and a plot line are the easiest way to get your audience to understand and connect to what you are communicating.

The most unconventional piece of advice that Chuck Hinkle gave was the suggestion to write the ending of the speech first, in order to figure out the desired impact on the audience, and develop the presentation seamlessly around a main idea.

His emphasis on connecting visuals to words and emotions, along with many rhetorical tricks he exposed YLDP students to, helped drive home the idea that the main message should be crystal clear and continuous.

PowerPoint slides should have as few words as possible on the screen and images can often effectually replace bulleted points, as audience engagement through strong eye contact, for example, is the most important piece to the puzzle of an effective presentation.

Through the implementation of his own tips and tricks that can be easily learned and successfully applied by any individual, Chuck Hinkle helped to expose a young group of future entrepreneurs, engineers, and doctors to a real-life example of a quality presentation, and his influence is sure to be noticeable in the future presentations of every YLDP member.