

H M Atif Wafik is a man of many talents. Born to a Muslim family, raised in Iran for up to 10 years, and a proud citizen of Bangladesh. He is a highly educated individual, having received a Bachelor's degree from the University of Asia Pacific and a Master's degree from Pittsburgh State University in Kansas.

Atif Wafik is a versatile professional, who wears many hats - he is an author, academician, TV host, and an Edupreneur. Currently, he is an Assistant Professor at the University of Scholars and the Head of Brand & Communication. With a passion for teaching, he loves to impart knowledge and encourage learning among his students.

Atif Wafik has a wealth of experience in the field of communication, professional presentation, and public speaking. He has worked for many years in a multinational advertising company in Bangladesh and has also had the opportunity to work for one of the largest food companies in the United States. With his diverse background, he has written his 1st book, "Impress Your Audience," to help readers develop their presentation and public speaking skills.

As a popular TV host, Atif Wafik inspires audiences through his weekly inspirational show, "Live with a Purpose." This show is designed to encourage viewers to rethink and respond to life and work from a different lens. He is also a proud family man with a loving wife, Farhana Sharmin, and two children, Fareez and Aariz.

Atif Wafik is a true believer in the power of education and the sharing of knowledge. His favorite quote, "Teach to Learn, and Learn to Teach," summarizes his philosophy about life. With his exceptional skills, passion, and commitment, he continues to inspire and educate others to reach their full potential.



PROFESSIONAL PRESENTATION SKILLS

IMPRESS YOUR AUDIENCE

H M A T I F W A F I K

**You become
skilled and great
by wanting to be
skilled and great.**

**Your vision of where
or who want to be,
is the greatest asset
you have.**

Thank You

Writing and designing a book is harder than I thought and more rewarding than I could have imagined. It's been a journey; I learned a lot and still in learning, which has no endpoint, for sure.

I am very much inspired and learned the most from my mentor, Professor **Dr. Mark L Johnson**, Pittsburg State University, Kansas, United States of America. Many words of this book taken directly from him. I am grateful to have him in my learning tenure.

Thanks to my parents. Eternally grateful for the constant prayers and countless times, you gave the support during our hectic schedules, will not be forgotten. This book could not have been accomplished without the help of my kids, Fareez & Aariz – thank you for allowing me time away from you two for doing the research and write.

Last but not least, my deepest gratitude to my caring and loving wife, **Farhana**. Your continuous encouragement, when the times got rough, is much appreciated and duly noted. It was a great comfort and relief to know that you were willing to provide all possible management of our household activities while I was busy writing this one—my heartfelt thanks.

introduction

KISS – keep it simple stupid. In 1960, the US Navy introduced this principle, which became very popular in 1970. This KISS principle states that most things work best if they are kept simple rather than made complicated. Therefore, I believe simplicity is the best option to design anything, where unnecessary complexity should be avoided. Later, this principle came with many more variations like, "keep it simple, silly," "keep it short and simple," "keep it simple and straightforward," etc.

Perfect practice makes perfect, and not just practice makes perfect. It is essential to notice the improvement of presenting and speaking each time you present. Even more important to remember that doing something wrong again and again never makes you better, it will help you develop bad habits.

Impress Your Audience is designed to provide quick, most natural, straightforward, and clear tactics to become a great presenter and public speaker, which will suit you whether you're in a presentation or public speaking class or doing a course in your major or on the job. On the other note, have you ever asked these questions, "Why am I so afraid to present or speak in front of people? What does it take for me to overcome my fear and be a better presenter? How can I get a better response from my audience?" If you have, you need to know there is "**Hope.**" There are ways to overcome your fear and be not only an excellent presenter but a great one..

Impress Your Audience is written for those who hope they can do better with presenting. This book comes with all simple and straightforward tactics to help you make an outstanding presentation and help your audience to say. "Yes, I am on it."

Simplicity is the ultimate sophistication

- Leonardo Da Vinci

**DETERMINE
THE
PURPOSE OF
PRESENTATION**

**SKILL
ONE**



Why Presentations?

Silly question, but essential. If you are a student, you might answer, to get a good grade or fulfil a degree's requirement. If you are a service holder or business person, you would say, to present the proposal or introduce something new to your potential client or customer. You are right, but giving a presentation is not only what you can think or used to be. Apart from being used to with the above criteria of learning power-point, there are many more reasons, we do presentations every day, and we do it intentionally or unintentionally to make the purpose to happen, intuitively.



To Make People Laugh

We do presentations to make people laugh, obviously with a definite purpose. It is so tough to make someone happy. By doing performances, it is even tougher. Try to give people a genuine laugh, and you can put them at ease and made a quick connection. However, you're probably not a comedian, and that's not your job. Telling a joke that doesn't work, can result the wind out of your sails pretty quickly. Therefore, if you don't want to tell jokes, don't. You can still get people to think differently, feel differently, and do what you want them to do. By sharing something unusual, you can inspire them, and you can thrill them as well; you can move them and all without ever telling a joke. Remember, humour is the spice of life, a little here or there goes a long way. When an audience laugh, they settle in to enjoy themselves.

Therefore, unconditionally it is vital to make people laugh, and we do the presentations to make people do so.



To Teach

Education is the pillar of society. To gain knowledge is to free yourself from the chains of delusion and wishful thinking. It makes us see the world around us more coherent and complete. It creates a consensus that is crucial to our society and how it interacts and evolves. It is essential to survive and adapt. It is necessary if you want to do anything, and we do presentations to share such knowledge and teach how we can spread the bundle of experience around the world.

To teach someone something new, perhaps a skill that they did not possess or a perspective that allows them to see new connections is a real gift, both to you and the audience. You will feel rewarded because you made a difference, and they will perceive the gain in their understanding.



To Motivate

To motivate, we do presentations, which provides an opportunity to nurture and encourage the audience to appreciate and develop their natural abilities and special interests. This is how it might help to shape the audience's self-esteem and confidence, as well as helping to inspire their career aspirations and attitudes toward their individual goals.



To Inform

When you were listening to a lecture or speech where you didn't get it for the last time, it wasn't that you weren't interested, at least not at first. Perhaps the speaker used language and jargon that went above from your head. Soon you probably lost interest and sat there, attending the speech or lecture in body but certainly not in mind. You undoubtedly didn't learn much, and that's the reason you might want to avoid when you address your audience. Consider how you felt and then find ways to visually explain your topic, using definitions and examples, providing a case study that can lay a foundation on common ground to inform the message you desire to deliver with your audience and build on it.



To Entertain

Everybody likes to be entertained, and one way of entertaining is to have a great speech. Many of these types of presentations are done in personal settings. When you are considering to entertain your audience, they are meant to be entertained. To make the audience laugh and feel happy as well to make your presentation work, you have to give the audience what they are looking for - a good feeling. Sometimes you can accomplish this by telling jokes, but be careful, not everyone has the same humor. Especially these days, people get hurt easily. To make people feel good, you need to understand who is in the room and what makes them tick. You need to do your research here.



To Persuade

There are a lot of presentations that have the goal of persuasion. You will see the speakers, always want to convince the audience to understand or believe their stand on a particular topic, or simply, to buy a product or service. In politics, you will face this type of presentation a lot. The politician wants to convince the audience to vote for them which is also very popular in business now a days. Each sales presentation is about persuading potential clients, where you always want them to choose your product or service. A persuasive speech is working towards a solution where you present the problem, and then offer the audience the solution by giving your views and methods. Remember a compelling presentation provides evidence, logic, and also has emotion in it.



**THE KEY TO DELIVERING
A GREAT PRESENTATION
IS ACCURATELY DETERMINING
THE PURPOSE OF A PRESENTATION AND
MEETING THE NEEDS OF THE AUDIENCE.**