

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

A large, dark gray, stylized number '2' is centered in the background of the slide. It has a thick, rounded font style with a slight shadow effect.

**ASSESS
THE
AUDIENCE**

**SKILL
TWO**



Assess the Audience

Meeting the audience's needs and assessing them is much more critical than determining any presentation's purpose. It is always wise to research your audience before you are going into a presentation. The more you know about them, the better you can prepare for them. Just like you speak differently with your friends than you do with your mother, you'll want to change the way you talk accordingly to your listener for your presentation.

BEFORE

DURING

AFTER



When do We Assess?

We should assess our audience at three different times. Before we start the presentation, it is essential to know which audiences are sitting in front of you with what kind of expectations. It is obvious to understand their requirement before beginning the present, which helps the presenter to have a happy ending. During the performance, whether the listeners accept the messages or not is also essential to identify, so it is also necessary to assess the audience during the presentation. It would be challenging to get them back in track, if somehow the spectators misguided in the middle of any performance or presentation. During a presentation, you need to be a bit careful and necessary to ensure that the audience is doing or accepting fine. Once the performance is over, we need to assess them again to ensure the presentation they were through, was very much understandable and worth spending. Otherwise, the whole time they spent will be wasted.



What do We Assess?

Audience Expectation - When people become audience members in a speech situation, they bring expectations about the occasion, topic, and speaker. Violating audience expectations can harm the effectiveness of the speech. Imagine that a local politician is asked to speak at the memorial service for a beloved former mayor. The audience will expect the politician's speech to praise the life and career of the deceased. The audience would probably be offended, and the speaker would lose credibility, if the politician used the opportunity to discuss legislation. There are definitely some situations that may violate the audience's expectations would be an effective strategy. Presenters that make political statements at the Academy Awards do so precisely because the message's inconsistency with the occasion increases the proclamation's impact.



What do We Assess?

Level of Knowledge & Experience - Audience knowledge of a topic can vary widely on any given event; therefore, the presenter should determine what his audience already knows about the subject. It is wise not to either underestimate or overestimate the audience's knowledge of a topic. Think about a situation - If the presenter wants to discuss genetic engineering, but the listeners are not familiar with basic genetics, they will be unable to follow your speech and quickly lose interest. On the other hand, drastically underestimating the audience's knowledge may result in a condescending statement. It is always better to research to find out what the audience already knows about the topic. Giving a brief review of essential terms and concepts is almost always appropriate. It can sometimes be done by acknowledging the different audiences and the importance of 'putting everyone on the same page.' For example, even if the audience members were familiar with basic genetics, a brief review of key terms and concepts at the beginning of a speech refreshes memories without being patronizing.



What do We Assess?

Socioeconomic Background - The socioeconomic factors that determine health include: employment, education, and income. Socioeconomic refers to society related to economic factors. These factors relate to and influence one another. For example, your profession will dictate your salary. Your income level often correlates to your level of education, and your level of degree helps to dictate your employment. That is, someone with a Bachelor in Business Administration, a Masters in Medicine, and a PhD in Education is in a prime position to earn a significant income as a specialist Educator. Afterward, it allows them to pay for and usually leads to expectations upon that person's children to achieve a similar education level, employment, and income. These socioeconomic factors then influence health. To make an effective presentation; it is needed to understand your audience's socioeconomic background.

What do We Assess?

Demographics Background - The demographic factors of an audience include age, gender, religion, ethnic background, class, sexual orientation, occupation, education, group membership, and many other categories. Since these categories often recognize an individual's identities and experiences, as a wise presenter this is must to attend them all. For example, politicians usually pay a great deal of attention to demographic factors on the campaign trail. If a politician speaks in Dhaka, Bangladesh (the city with the largest youth), they will likely discuss the more relevant issues to people in that age range – Employment and Wages. As a presenters it is important to be careful about stereotyping an audience based on their demographic information where individuals are always more complicated than a simplistic identity category. For example, the youth certainly are more concerned with their employment and minimum wage issues beyond social security and Medicare. Using demographic factors to guide speech-making does not mean changing the speech's goal for every different audience. Rather it will be wiser to consider what pieces of information (or types of evidence) will be most important for members of different demographic groups.



What do We Assess?

Community Beliefs - Before making a presentation assessing the audience's community beliefs is a crucial step for having an effective communication. It includes shared values, attitudes, and perceptions which held by a particular group of people who are bound together by common interests, culture, or identity. Understanding these beliefs helps presenters tailor their message in a way that resonates with the audience and increases the likelihood of a successful presentation. Presenter can learn about the relevance and connection, cultural sensitivity, persuasiveness, overcoming barriers, building trust, and avoiding misinterpretations.



What do We Assess?

Lifestyle - Assessing the audience's lifestyle before making a presentation is another important aspect of effective communication. A person's lifestyle encompasses their daily habits, activities, interests, and choices. Understanding the lifestyle of your audience helps you tailor your presentation to be more relatable, engaging, and meaningful to them. It is very important to identify the audiences' needs and interests, to know the relevance and connection, for better timing and schedule, to avoid disconnection, and for cultural consideration.



What do We Assess?

Environment - The setting of a presentation influence a presenter to give a speech efficiently and effectively as well the audience's ability and desire to listen. Some of these factors are the set-up of the room (both size and sitting arrangement), time of day, temperature, external noises (construction, traffic), internal noises (babies crying, hacking coughs), and type of space (auditorium, classroom, open-air). Finding out ahead of time, the different factors going into the setting will allow a presenter to adapt their speech appropriately. Will there be a stage? Will there be a podium? Or What technology aids will be available? Or How are the seats arranged? Or What is the order of speakers?

While these issues may appear minor compared to the content of the speech and the make-up of the audience, this foreknowledge will soothe nerves, assist in developing eye contact, and moreover ensure a fruitful session. As a presenter, you need to consider the setting, and overall, the environment will affect audience attention and participation.



Photo Credit : Noah Buscher

**ACCURACY OF ASSESSMENT DETERMINES
THE SUCCESS OF YOUR PRESENTATION**