

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.

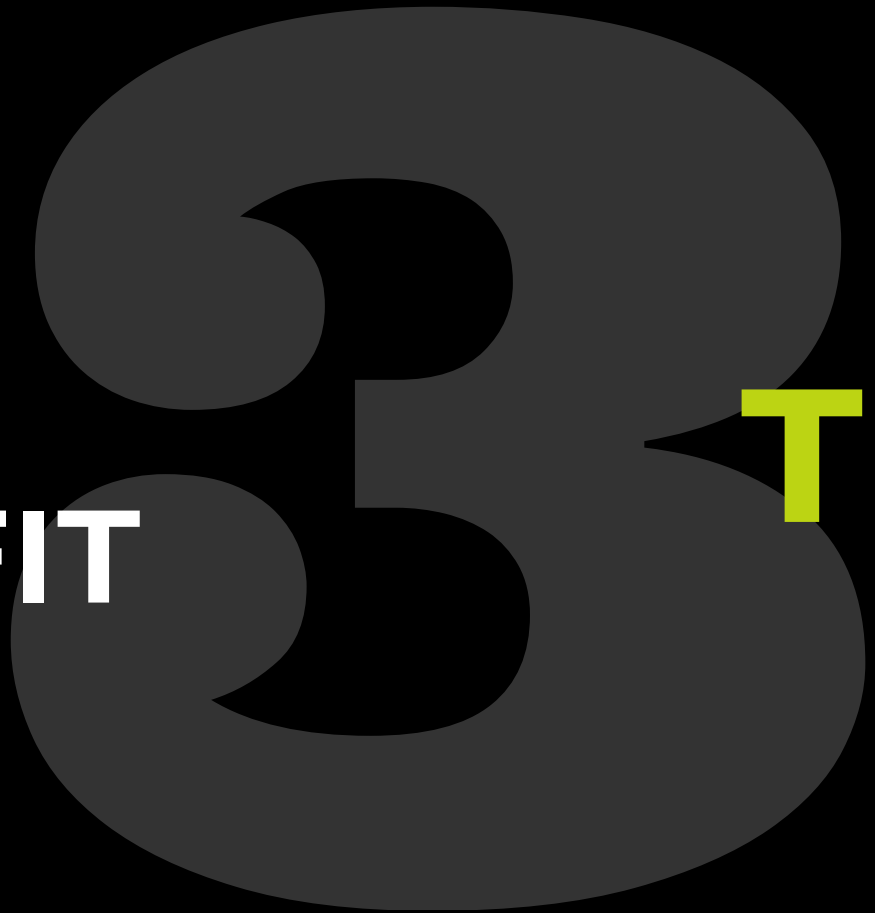
*Impress Your Audience* is designed to provide quick, most natural, straightforward, and clear tactics to become a great presenter and public speaker, which will suit you whether you're in a presentation or public speaking class or doing a course in your major or on the job. On the other note, have you 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**

**MAKE  
THE  
TOPIC FIT**



**SKILL  
THREE**



### **Make the Topic Fit**

If our purpose is to get a specific response from our audience, we must consider our topic. If we want to connect with our listeners, we need to make our topic interesting and useful. Our selection of an issue should reflect our regard for the audience. There is no universal list of excellent or wicked problems, but we have an ethical responsibility to select a topic worth listening to.



## **Who are Participants?**

Diversity is a crucial dimension of audience members and, therefore, audience analysis is essential before finalizing the topic for any presentation. While the term "diversity" is often used to refer to racial and ethnic minorities, it is necessary to realize that audiences can be diverse in many other ways. Being mindful of diversity means being respectful of all people and striving to avoid racism, ethnocentrism, sexism, ageism, elitism, and different assumptions. An exotic "ism" that is not often mentioned is Chronocentrism or the assumption that today's people are superior to people who lived in earlier eras. (Russell, J.1991).

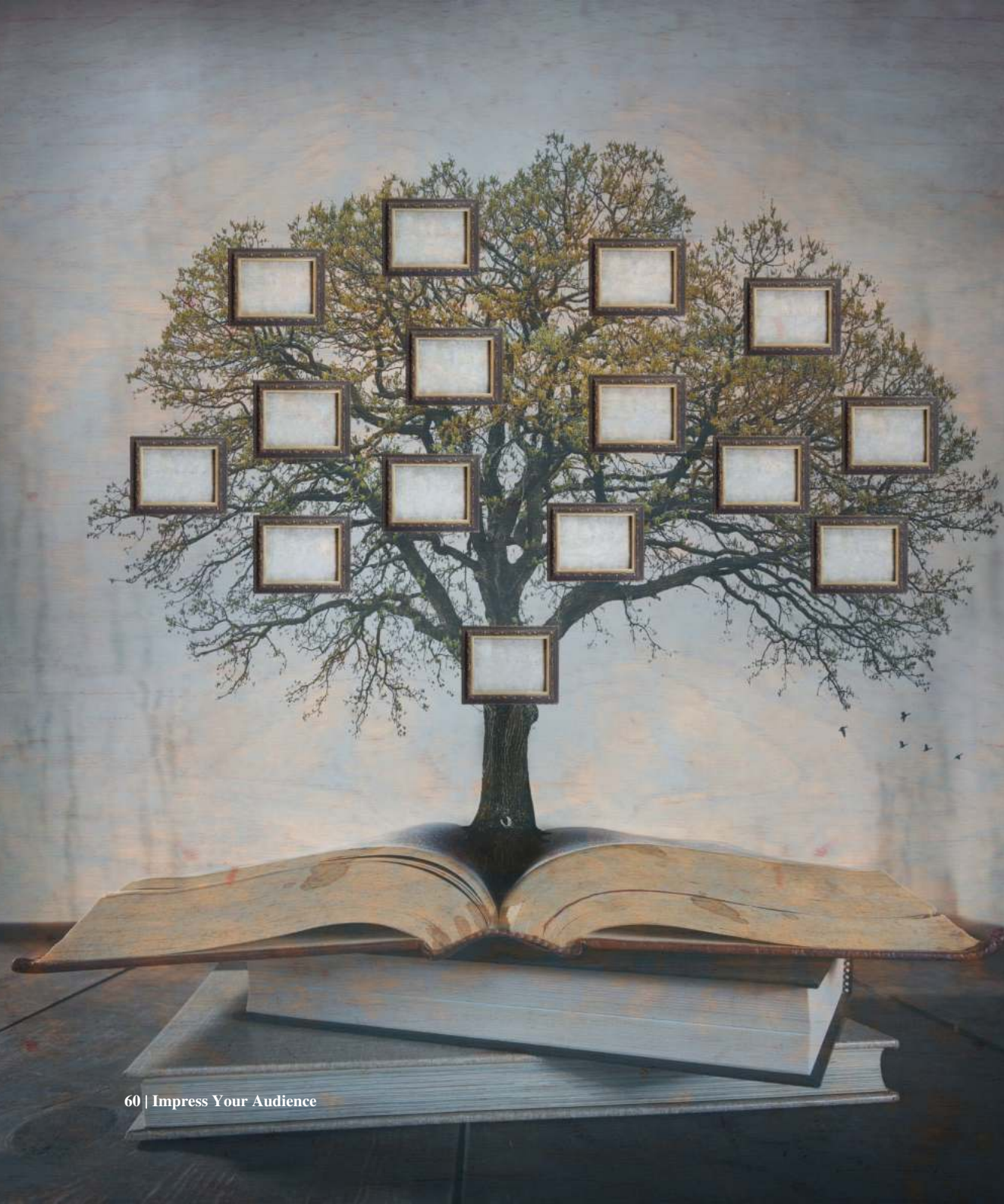




## **Who are Participants?**

**Age** – Age is just a number, as we all aware of it, but do not practice it all the time, or not applicable in every circumstance. Listeners could be of different ages, from a different generation, and might not be getting enough interest in every topic you present. So, to choose the subject, we have to consider the age of audience members.





## Who are Participants?

**Background** – To make a topic fit, background analysis is essential. As a presenter, if I don't have any idea of the audience members, from where they are coming or what kind of background they have, it could be a challenge for me to make them good listener. For example, being separated or recently divorced might not be ready to hear a successful marital life.



## Who are Participants?

**Interests** – You might not get enough interest to listen to medicine's negative impacts, if you belong to a doctor's family, or being a citizen of a well-developed and successful democrat country, you would never like to hear the benefits of migrating to a communist state. Interests of our audience members are vital points, we need to check before any presentation, and accordingly, we should act to have successful and fruitful results.





## Who are Participants?

**Hobby** – I love fishing but not hunting animals. I love reading but not writing. I love eating but not cooking. I love listening to music but not singing. I love laughing at jokes but not making. I love surfing but not sailing. I love watching movies but not researching it. We may be born with the same tastes but grown up with different as well with many different hobbies. To make the topic fit, it is important to consider the participant's hobbies before designing a presentation.



## **Participants Depth of Subject**

Before finalizing the topic, and prior to deliver the presentation - it would be great to research the audience's previous knowledge and experiences. Audience knowledge of a topic can vary widely on any given occasion; therefore, presenters should find out what their audience already knows.

We shouldn't overestimate the audience's knowledge of a topic. Not only the knowledge and skills need to be consider, also the years and types of experiences should be kept in mind.





## **Length of Presentation**

No surprise that shorter is better. Shorter is more focused and is more effective. In the end, audience members will have more time to ask questions, and there will be plenty of time for discussion. Research says the average attention span of an adult is 20 minutes in a single go. We should spend these 20 minutes to ensure that our talk must include any material that we want our audience to remember.



# INFORMATION

## **Type of Presentation**

**Informative** - The primary purpose of conducting informative presentations is to promote an idea or convey any information. This type of presentation is often used to provide people with information about a new concept or idea. For example, a presentation on "Coronavirus: what happens to people's lungs if they get Covid-19?" - will inform the listener only about the post effect of this deadly virus to anyone's lungs'.



## **Type of Presentation**

**Persuasive** – Persuasive presentation aims to influence a change in another person's belief, attitude, or behavior when they have some degree of free choice. A persuasive presentation would not only inform the audience members about the results of having Covid-19 but also try to get them to take specific and appropriate actions to save them from having attacked from this Coronavirus.

Informative presentations and persuasive presentations can be conducted in the form of a lecture, in the way of demonstration, discussion, or combining all of them.





## Type of Presentation

**Lecture - Lecture is a talk given to a group of people to teach them about a particular subject, often as part of a university or college course.**



## **Type of Presentation**

**Demonstration** - A demonstration is a type of presentation, where you present some material to others, where you show something or when someone is explaining something to someone on how it works.



## Type of Presentation

**Discussion** – This type of presentation is more engaging, where everyone gets the opportunity to share and exchange knowledge and information.





## Type of Presentation

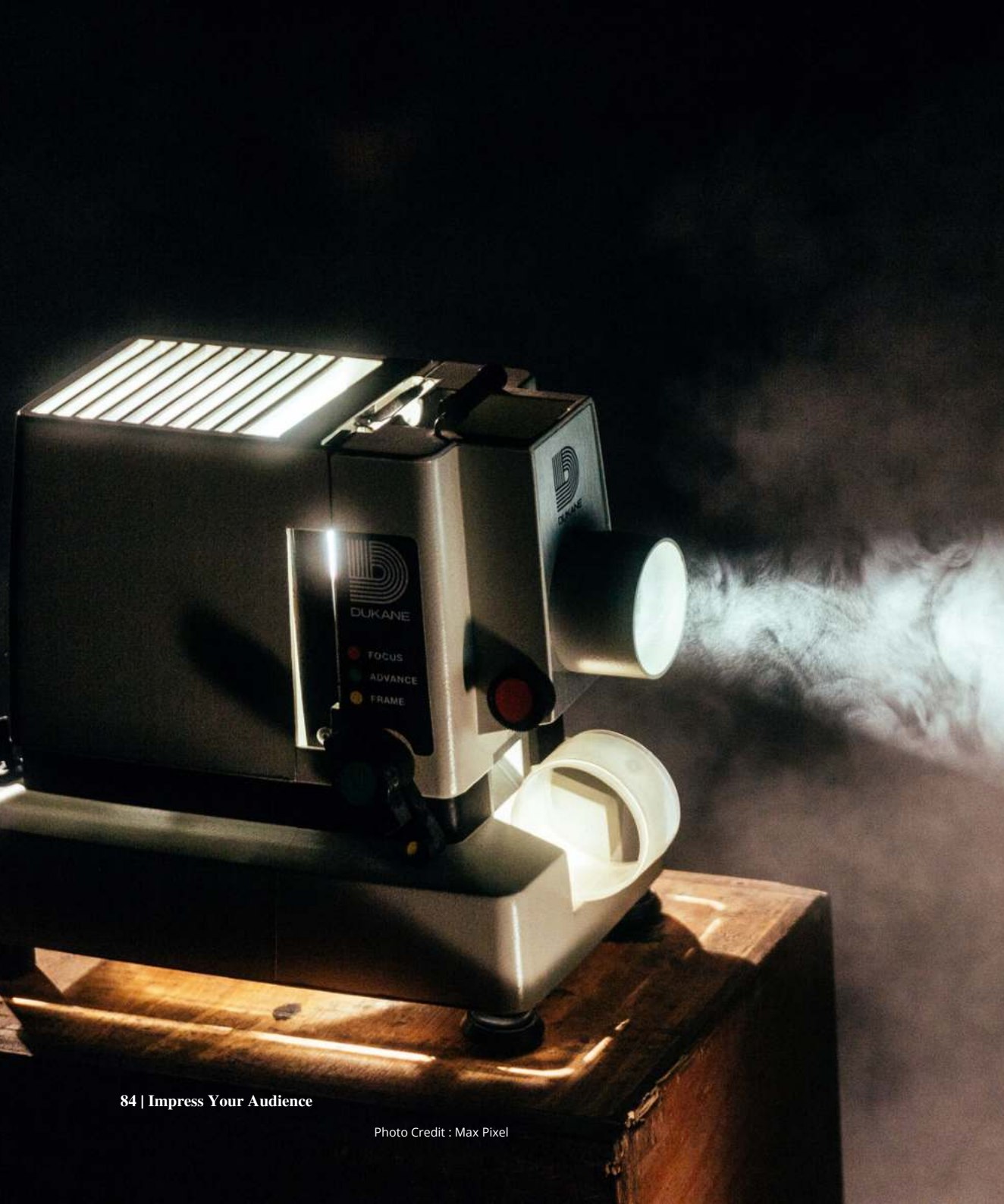
**Combination** – Nowadays, it seems very popular to use all the methods in any single presentation, and it results better than using only one or two ways.





## Type of Visuals

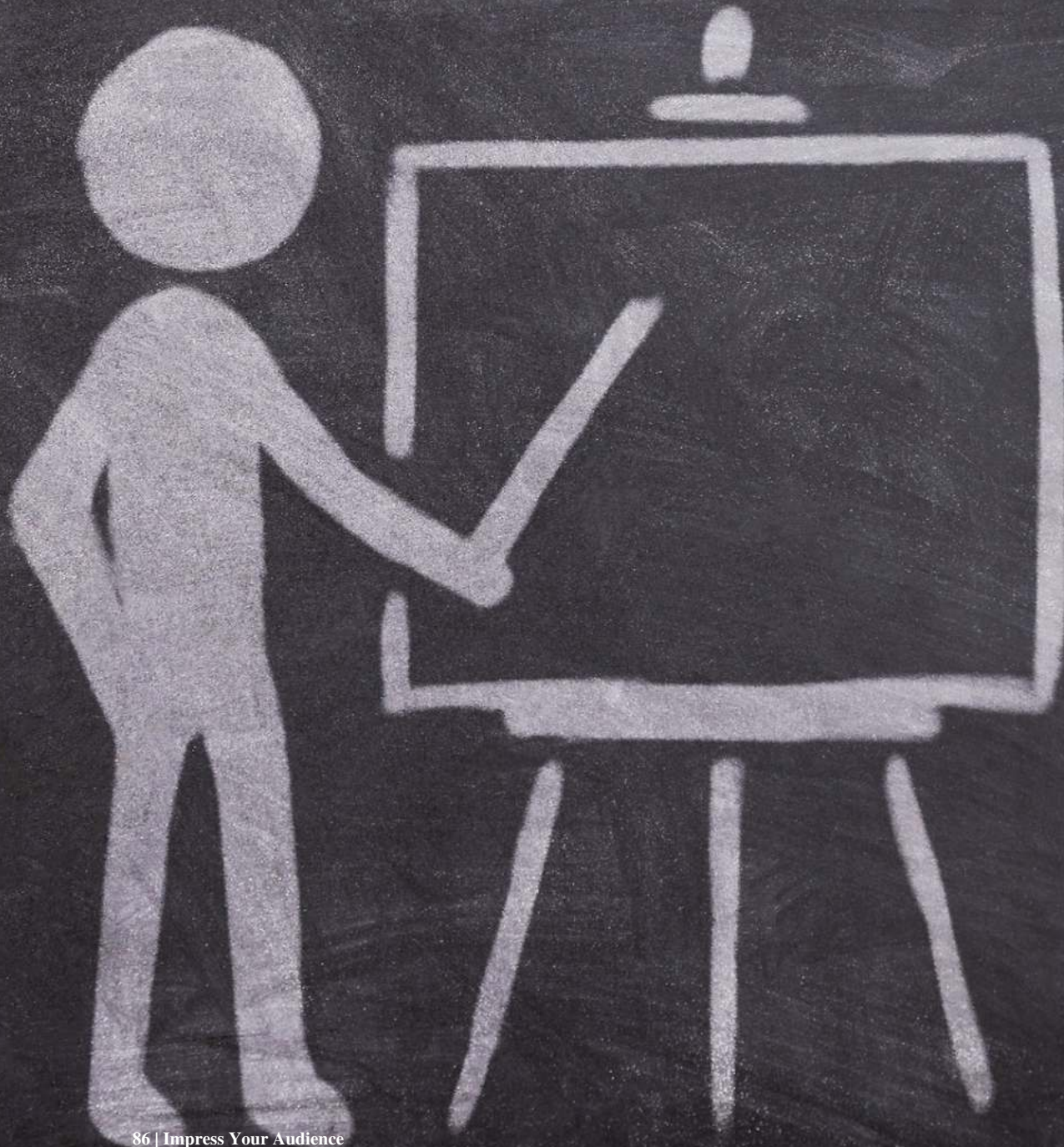
**PowerPoint-** Microsoft PowerPoint is still the most commonly used form of visual aid for any presentation. This type of visual aid can help you in any presentation, if you used well; however, handled poorly, it can have the opposite effect.



## Type of Visuals

**Overhead Projector (OHP)-** A handy tool found in most lecture and seminar rooms. The OHP projects and enlarges your slides onto a screen or wall without requiring the lights to be dimmed.





## Type of Visuals

**Whiteboard or Blackboard-** White or blackboards can be very useful to help explain the sequence of ideas or routines, particularly in the sciences. Use them to clarify your title or to record your key points as you introduce your presentation. However, once you have written something on the board, you will either have to leave it there or rub it off - both can be distracting to your audience. Check to make sure your audience has taken down a reference before rubbing it off. If you do need to write 'love,' check that your audience can read your writing, it is essential too.





### **Type of Visuals**

**Paper Handouts** - Handouts are incredibly useful. Use a handout if your information is too detailed to fit on a slide or want your audience to have a full record of your findings.



## Type of Visuals

**Flip Chart** - A flip chart is a large pad of paper on a stand. It is a handy and flexible way of recording information during your presentation. You can even use pre-prepared sheets for critical points.



## **Type of Visuals**

**Video** - Video gives you a chance to show stimulating visual information. Use video to bring movement, pictures, and sound into your presentation. Always make sure that the clip is directly relevant to your content. Tell your audience what to look for.



## Type of Visuals

**Artefacts or Props** - Sometimes it can be beneficial to use objects or props when making a presentation, for example, the safety routine on an airplane, when the steward shows you how to use the safety equipment. If you bring an artifact with you, make sure that the object can be seen and be prepared to pass it around a small group or move to different areas of a large room to help your audience view it in detail.





## Bag of Tricks

Every presentation should have a bag of tricks, where there might be some plan for audience engagement games, activities, problem-solving tools, or so may example to demonstrate. There are so many creative audience participation ideas out there. One of the most popular ones is by asking your audience to play a game. If you research your audience in advance, you should know the type of games that fit them. Few examples are given below:

If you're presenting in front of competitive individuals, then a "Bring Me This" game may excite them.

If you want to build teamwork, you can ask the audience to team up into different groups. You can then ask them to play a game to help them get to know their group members.

If you're presenting to an older crowd, you may not want them to engage in any activities, which let them physically involved. In that case, you have to plan accordingly, which will help them to enjoy the presentation. It is suggested that you try to think outside the box, and wiser to ask yourself if the activity you've got in mind, would it be helpful to achieve the desired results or not?



**MAKING THE TOPIC FIT,  
MAKES FOR A SATISFIED AUDIENCE**