

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

**REHEARSE
THE
PRESENTATION**

**SKILL
FOUR**



Rehearse the Presentation

Once you are done with your research and your PowerPoint development, it is time to rehearse it. The benefits of rehearsing your presentation are the building of your self-confidence. The ultimate goal of rehearsing is to find the errors, to make the adjustments, and the purpose of building self-confidence. The more comfortable you are with your presentation, the better your delivery will be.



Practice, Practice, and Practice

Fall in love with your practice and consider it for nothing in exchange of your path to greatness. Remember, practice is tangible, where motivation and inspiration are sometimes momentary, but practice, you can hold on to it. You can count on it. You can schedule it. You can plan it. You can commit to it. You can return to it anytime, as long as you believe in its power and its rewards. So, whatever your goals to present, your desirable skills to showcase your artistic aspirations and dreams of creativity - build a consistent unshakable practice.



Video Your Presentation

This is a nice idea and right too, to videotape your presentation. Most of us might not be comfortable hearing our voice, as well many of us do not like to see ourselves on video. However, watching self-video will be a great way to boost our confidence and practice our delivery.



Listen | Watch | Listen & Watch

It will serve a lot of purposes to record our own speeches. It will allow us to hear back our presentation, more precisely voices before it reaches to audience's. It would be easier for us to adjust the presentation's total length, analyze how long each section should take, and how many necessary adjustments need to be done. As we play back our speech, it will definitely help us to explain where we need to be more focused, where to put more emphasis on.



In Front of Full-Length Mirror

In addition to hearing our presentation, it is also important to see how others will see us. If we are going to use gestures during our presentation, we will notice how we will look at an audience.



During Shower Time

Practice with obstacles will make you more perfect. Another superb idea to practice our presentation could be during our shower time. If we can make it happen to speak against the waterfalls from above, we can do it anywhere, in front of any audience.



In Front of Our Parents

This idea came from direct feedback. Participants expressed their feelings that it is challenging to present in front of their parents. They always feel uncomfortable and shy to talk or present something in front of their family members. If someone can do that easily, then it wouldn't be hard to do anywhere. So, we can try this, and it should work.



In Front of Any Audience

Sometimes you may not find any suitable audience; you can practice presenting. You can go through in front of any audience, roaming around your house or backyard. Ensure you get some and arrange them accordingly to listen to you, and it doesn't matter whether they understand you. Trust me; it will be fun and fruitful.



**PRESENTATIONS ARE LIKE PLAYING PIANO,
YOU NEVER LEARN JUST WATCHING**