

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..

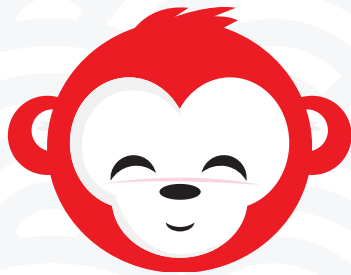
Impress Your Audience is written for those who hope they can do better with presenting. This book comes with all simple and straightforward tactics to help you make an outstanding presentation and help your audience to say. "Yes, I am on it."

Simplicity is the ultimate sophistication

- Leonardo Da Vinci

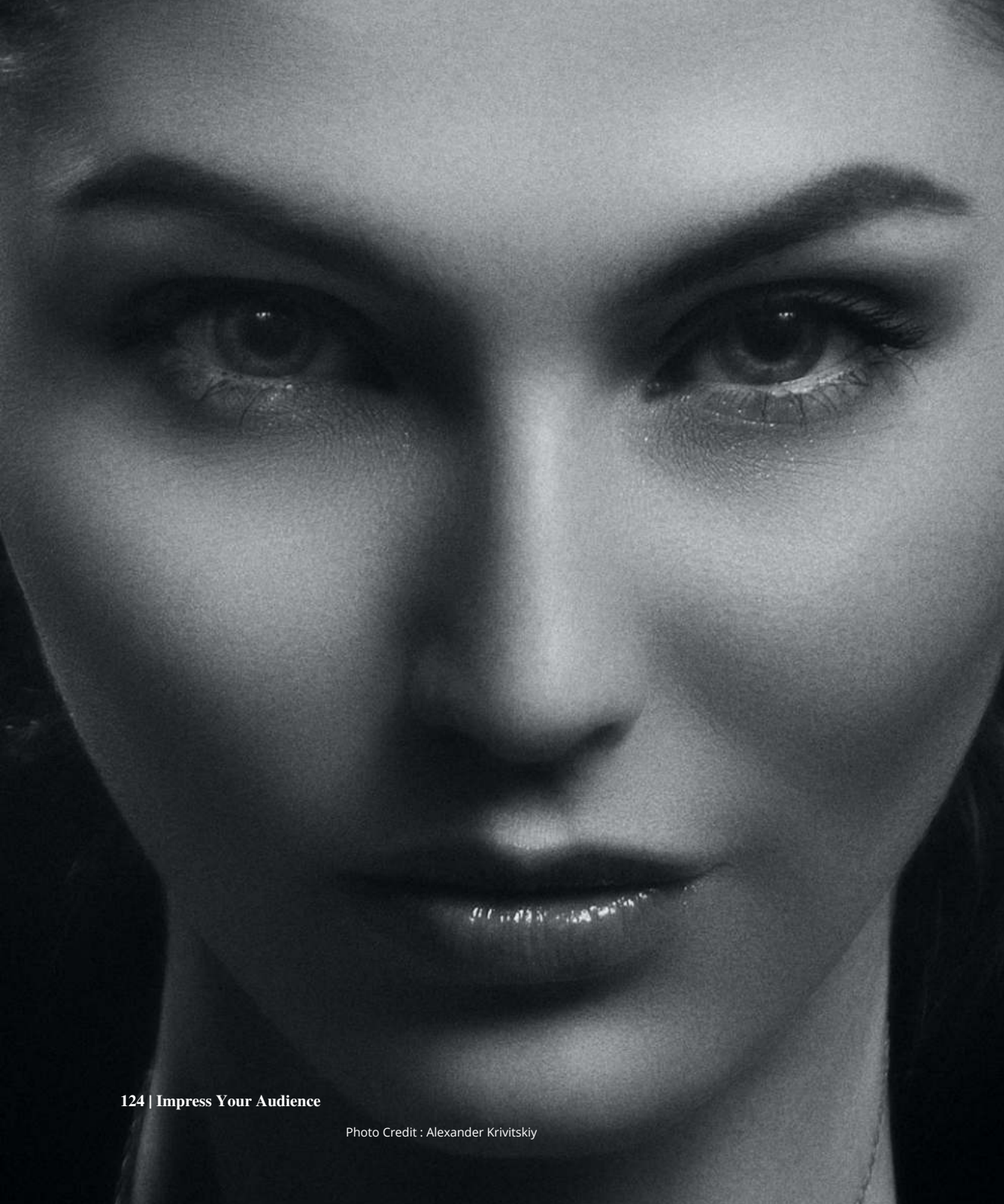
**USE
EFFECTIVE
BODY
LANGUAGE**

**SKILL
FIVE**



Use Effective Body Language

Body language is the process of communicating non verbally through body movements and gestures. Effective body language expresses interest, enthusiasm, and positive reactions by using different parts of the body. Research shows that 60% to 90% of communication is nonverbal, and it is important to communicate with your body. Mostly in every presentation, body language is considered the essential aspect of communication as it sends signals of a presenter's true feelings. To make sure you are conveying your thoughts and opinions on how you want, practice your body language so that your movements match your words.



Positioning Your Eyes

Keep your head towards the person with whom you are having a conversation. Eye to eye contact should be there, when you are talking to someone or someone is talking to you. There is no need to stare them down and remember to blink and look away occasionally. Good eye contact let others inform that you are interested in the conversation.



Using Your Ears

This is very obvious that you want to create a magic when you are presenting. Then learn to listen to your audience first. If you can be a good listener, it would be easy for you to become a good speaker. During the presentation, it is wise to use our ears to hear the audience's feedback and accordingly present, which will help to control and drive the presentation effectively and efficiently.



Move Your Hands

Talking with your hands is an easy way to incorporate gestures into any of your presentation or conversation, but it is also important to be careful to not to make it a dance party. Emphasizing words with your hands can lead you to be appeared for becoming more credible and assured.



Your Feet

Taking a stand doesn't mean you have to remain glued in place. You can walk. If you want to move your feet, then proceed for a reason. When your feet are well-spaced, you appear more confident and in control. You move more quickly and naturally, which will help you present fewer distractions for your audience.



Your Posture

Keep a relaxed posture, whether you are sitting or standing. Keep your back straight but not stiff, and let those shoulders relax. This will reinforce the idea that you feel comfortable with your surroundings.



Facial Expression

Think for a moment about how much a person can convey with just a facial expression. A smile can indicate approval or happiness, where a frown can signal disapproval or unhappiness. In some cases, our facial expressions may reveal our true feelings about a particular situation. Among so many, few famous examples of emotions expressed via facial expressions include Happiness, Sadness, Anger, Surprise, Disgust, Fear, Confusion, Excitement, Desire, and Contempt can practice improving our facial expressions.



Mannerism

Mannerism is your habit. The way you talk is an example of your characteristics. There are many habits we may have, which comes intuitively, and on which we may not have controls. So, we should be very careful about not practicing any of our unwanted habits to come out during a presentation - that definitely reflects our less confidence and little knowledge about the session.



Photo Credit : Phil

**YOUR BODY HELPS TELL THE STORY,
LET YOUR BODY HELP TELL THE STORY.**