

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
VOICE
CONTROL**



**SKILL
SIX**



Develop Voice Control

Continual presentation to a large or a small group of people, it is important to have an appealing tone of voice. It happens very often that the audience won't understand what they are listening about, and even sometimes they feel, why they are here? So, having the ability to control and improve the way we use our voice can be a useful and powerful skill to know.



Volume

Loudness vs Capacity – Let's say you have a presentation with 10 participants in a quiet, calm, and closed-door environment. You are delivering your speech with such a volume that you are pretending - speaking in front of thousands. Do you think that would be so effective? It can't be. It is essential to research before having a presentation that how loud you can go, or how to absorb your volume?



Pace

Fast vs Slow – Should we present too fast, or should we go too slow? The goal should be to speak at a conversational pace. The best way to maintain the combination of slow, fast, and medium speed, during any presentation - is to make the speech more comfortable. We can make the pace a bit faster to indicate passion, an urgency, any sort of excitement, and to showcase an emotion. On the other hand, the pace should be slower when we show any importance, sadness, confusion, the seriousness of a point, or the introduction of new ideas, which help the audience to grasp what you are saying or trying to make them understand.



Pitch

Excitement vs Emphasis - Pitch refers to how high or low our voice can be. As human beings we all have the capability to change our pitch across a range of large enough to engage an audience. Changing pitch is an excellent way to communicate enthusiasm which indicates where to emphasis. Like in general, our pitch goes up when we are discussing something exciting and it goes down slightly when we emphasize a severe or essential point. Lowering the pitch is also an effective way to signal the transitions between our speech sections or closing any of our statement, which may give you the signal of your audience to applaud or to show some expressions.



Articulation

Articulation refers to the clarity of sounds and words we produce. To articulate, we should speak words clearly, and speakers should strive to severe precise critical articulation results when we do not speak clearly. For example, when a person says "dint" instead of "didn't," "gonna" instead of "going to," "wanna" instead of "want to," it never sounds clear to the audience. Unawareness and laziness are two common challenges to articulation, where we have to be very careful.

Tongue Twister

Tongue twisters are a great way to practice and improve pronunciation and fluency. It can also help to improve accents by using alliteration, which is the repetition of one sound. There are some of the most popular English tongue twisters, given below. Say them as quickly as you can. If you can master them, you will be a much more confident speaker.

Peter Piper picked a peck of pickled peppers.
A peck of pickled peppers Peter Piper picked
If Peter Piper picked a peck of pickled peppers
Where's the peck of pickled peppers
Peter Piper picked?

Betty Botter bought some butter
But she said the butter's bitter
If I put it in my batter, it will make my batter bitter
But a bit of better butter will make my batter better
So what was better Betty Botter bought
a bit of better butter

Fuzzy Wuzzy was a bear. Fuzzy Wuzzy had no hair.
Fuzzy Wuzzy wasn't fuzzy, was he?



**VOCAL CONTROL MAKES THE STORY,
INTERESTING.**