

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***

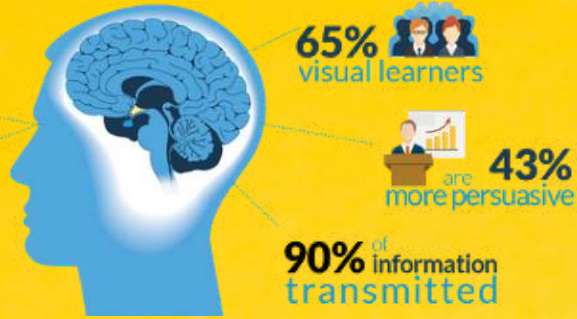
**- Leonardo Da Vinci**



**PRESENTING  
EFFECTIVELY**

**SKILL  
SEVEN**

visuals



Source: IBM Corporation, 1986. Visual Teaching Alliance; UAG

## 90% of Information Transmitted to Brain, Visually

We are now in the age of visual information, where visual content plays a vital role in every part of our life. Based on a research, 65% of the total population is visual learners. Research has also found that visible sticks in long-term memory transmit messages faster, we can get the sense of a visual scene in less than 1/10 of a second, 90% of information transmitted to the brain is visual. Visuals are processed 60,000 times faster in mind than any text. Hence, visuals motivate and make the audience active as learners and active learners retain more.

**Active Learners  
Retain More**



**A BIG  
QUESTION IS**





**Do your slides, put your audience to sleep?**



Photo Credit : Element5 Digital

**OR Get them going?**

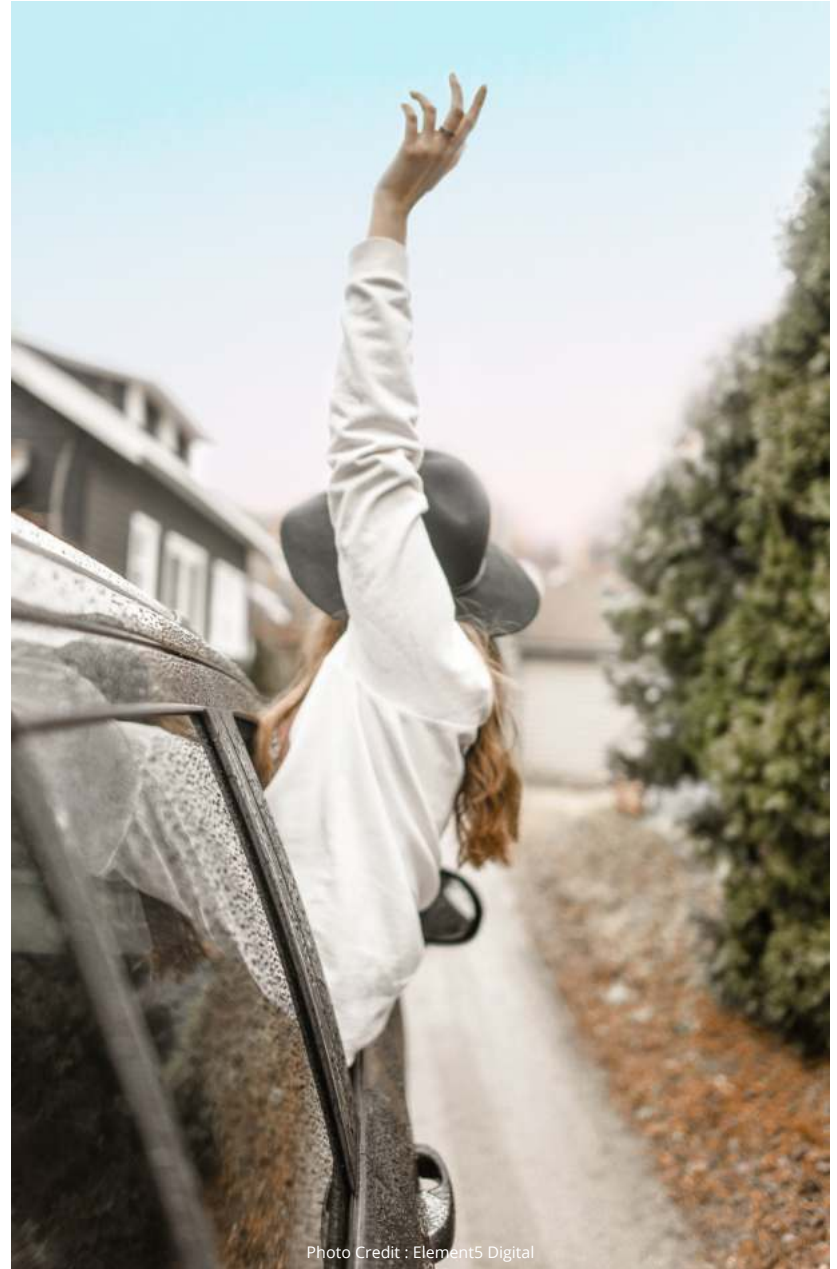


Photo Credit : Element5 Digital

**EASIEST & BEST WAY TO IMPROVE  
OUR POWER-POINT PRESENTATION IS TO**



**KEEP IT SIMPLE, STUPID.**

Photo Credit : Florian Klauer



### **Don't Clutter**

We shouldn't put anything and everything in one Slide. There should be different rooms for every information or pictures; we want to showcase.



### **Make it BIG Enough to See**

It is better to make the fonts **BIG** enough to see, which always depends on whether you want to emphasize your picture or information.



**Don't Try to Fit Everything in to One Slide**



### **Make each slide like a BILLBOARD**

As a presenter, our job is to make it easy for our audience to understand about what we are talking or presenting. When we see a billboard around us, we normally find it very much easy to understand the message or it is visually attractive. We should think for each of our slides like a piece of billboard, an attractive one, where the message will be clear and visually appealing.



## **Do not use Power Point as a Teleprompter**

A speech is a performance, like it or not. The whole idea of delivering an excellent presentation is not to let our audience to see, how comfortably we are presenting because teleprompter is like a machine programmed to talk. There is a big difference between a teleprompter and power-point presentation. If we are going to use a teleprompter, our audience doesn't see the text of our speech anywhere. They will not be focused and won't be able to receive anything. So, it is always a good idea, actually the best idea to avoid using PowerPoint as a teleprompter.



## Use a Touch of Color

Depending on the message, choosing the right colors will help our audience see what we want them to see and feel what we want them to feel. There is no better tactic than this in visual communication. So, let's get into this with a little more detail. Here we will have some ideas of five colors and how these colors can impact our audience's mood(s). Depending on our message, we can use these colors to swing the mood of our audience's interests towards our presentation. Let's drive into this.





### **Use a Touch of Color**

**Orange** – We can use orange to associate our content with enthusiasm, creativity, and encouragement. This Color is known as the go-to Color, which we can use when we want people to try something or accept something new. Above everything else, the color orange is strongly associated with happiness and energy. It's a "good-mood" color, which we may try in our presentations.



### **Use a Touch of Color**

**Red** - Red is a power color. It is a color that calls for attention, binds itself to energy because it is emotionally intense. When we interpret the color red, we could feel an elevated heart rate or an increase in appetite. Whenever we are designing our slides, we can use red to grab as much attention as possible.



### **Use a Touch of Color**

**Green** - Green is a little confusing but known as a soft color. It isn't merely as intense as the other colors listed here. Instead, green is associated with nature or healing, vibes like relaxation, freshness, growth, or harmony. To make the audience feel calm, and peaceful - we may use this color in our presentation slides.



## Use a Touch of Color

**Yellow** – This color is all about happiness and optimism. Remember the star sticker, we used to collect in our childhood, which may be our kids are getting from their school nowadays, or even the last time, when you shared a happy emoji – it was yellow. There's a reason why these things are yellow. This color also helps to categorize valuable points in our slides, and it stands out from the crowd. We can use yellow in our presentation to make each point stand out from the other.



### Use a Touch of Color

**Blue** – Blue is known as "silent assassin." This color entirely depends on one's mood, usually representing confidence, wisdom, intelligence, calm, and tranquility. The color of the skies and seas in our world is blue, and whenever we look at them, we always give ourselves a moment to take it all in.



### **Piece of Advice**

If you are excited to try choosing colors for your presentation, my best advice would be not to choose entirely just one color. Experiment a lot, and above all - have fun. The real value is only gained when you know how to use colors in different combinations, depending on your message, and more precisely on you.



**Don't Overuse Color**



**Try to not to use  
Multiple colors  
In single slide.**



## EXAMPLE

North Korea and Cuba are the only places you can't buy Coca-Cola.

No matter where you go, it's comforting to know you can always enjoy a Coca-Cola. Well, *almost* anywhere. While this fizzy drink is sold practically everywhere, it still hasn't (officially) made its way to North Korea or Cuba, according to the [BBC](#). That's because these countries are under long-term U.S. trade embargoes.

However, some folks say *you might be able* to snag a sip of the stuff if you try hard enough (although it'll typically be a *lot* more expensive than what you would pay in the states—and probably imported from a neighboring country such as Mexico or China).



North Korea and Cuba are the only places you can't buy Coca-Cola.

No matter where you go, it's comforting to know you can always enjoy a Coca-Cola. Well, *almost* anywhere. While this fizzy drink is sold practically everywhere, it still hasn't (officially) made its way to North Korea or Cuba, according to the [BBC](#). That's because these countries are under long-term U.S. trade embargoes.


However, some folks say *you might be able* to snag a sip of the stuff if you try hard enough (although it'll typically be a *lot* more expensive than what you would pay in the states—and probably imported from a neighboring country such as Mexico or China).



## EXAMPLE



No Coca-Cola in North Korea and Cuba





## EXAMPLE

Four babies are born every second.

Every second, we welcome four new babies into our overall population. Do a little math and you'll find out that means there are approximately 250 births each minute, 15,000 each hour, and 360,000 each day. In a full year, there are around 131.4 million babies born on Earth, according to the [Ecology Global Network](#).



Four babies are born every second.



Every second, we welcome four new babies into our overall population. Do a little math and you'll find out that means there are approximately 250 births each minute, 15,000 each hour, and 360,000 each day. In a full year, there are around 131.4 million babies born on Earth, according to the [Ecology Global Network](#).



## EXAMPLE

4 babies born in every 1 second.



4 babies born in every 1 second.



## EXAMPLE


The entire world's population could fit inside Los Angeles.

The world's total population is more than 7.5 billion. And obviously, that number sounds *huge*. However, it might feel a little more manageable once you learn that if every single one of those people stood shoulder-to-shoulder, they could all fit within the 500 square miles of Los Angeles, according to National Geographic.



The entire world's population could fit inside Los Angeles.

The world's total population is more than 7.5 billion. And obviously, that number sounds *huge*. However, it might feel a little more manageable once you learn that if every single one of those people stood shoulder-to-shoulder, they could all fit within the 500 square miles of Los Angeles, according to National Geographic.



## EXAMPLE

**7.5 Billion People**  
Can fit inside Los Angeles.



**7.5 billion people can fit inside Los Angeles.**



## EXAMPLE

More people visit France than any other country.

France is a beautiful country, filled to the brim with delicious wines, scrumptious cheese, and tons of romance. So it's no surprise that more people want to visit France than any other country in the world, according to the [United Nations World Tourism Organization](#).

In 2017, the European country welcomed 86.9 million people. Spain was the second-most popular destination with 81.8 million visitors, followed by the United States (76.9 million), China (60.7 million), and Italy (58.3 million). La vie est belle!



More people visit France than any other country.




France is a beautiful country, filled to the brim with delicious wines, scrumptious cheese, and tons of romance. So it's no surprise that more people want to visit France than any other country in the world, according to the [United Nations World Tourism Organization](#).

In 2017, the European country welcomed 86.9 million people. Spain was the second-most popular destination with 81.8 million visitors, followed by the United States (76.9 million), China (60.7 million), and Italy (58.3 million). La vie est belle!

## EXAMPLE

France  
*the most visited country.*



France  
– The most visited country.





Photo Credit : Drew Graham

**HELP YOUR AUDIENCE  
TO SEE THE MESSAGE**