

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

**INVOLVE
THE
AUDIENCE**



**SKILL
EIGHT**



Involve the Audience

It is never an easy process to make the audience listen attentively for any length of the presentation. If we don't involve the audience, there is a high chance that they will start to play with their phones, talk to the person sitting next, and eventually, they will lose track of what we are presenting. Once this happens and we start seeing that the audience would rather be somewhere else, it is evident that we will begin to feel anxious, making us speed up the presentation. It is one of the most important parts of knowing how we can involve the audience during our presentation.



Break the Ice

Audience members very often participate in any presentation with a completely different mood. To put everyone on the same level, energize them, and make them ready to hear your speech, a simple ice-breaker would be perfect. We can let our audience to do a simple exercise to reset their minds and refocus on our presentation. For example, we can ask them to stand up and introduce themselves to other participants or let them identify or guess two or three questions before the presentation, and they would like to address during or end of the presentation. By kicking off with an ice-breaker, we can give an idea to our audience that the entire presentation will be interactive and will highly require everyone's participation.



Tell Stories

Live stories keep everyone alive. To captivate the audience's attention, storytelling is the universal way. It is applicable for any audience, no matter where they are from and what they live for. When we start telling stories, the audience automatically tune in, and they always want to know, what will happen next, and this is how we can have the audience hanging on the edge of their seats, let them craving to hear the end of the story. The only important is to tell an exciting story.



Add Videos

You will be surprised to know that very few of the presenters use videos in their presentation, where there are more than 6 billion hours of video being watched every month on YouTube alone. Videos are a great tool when it comes to giving an engaging presentation. Videos can evoke emotions in an audience that could be otherwise quite exciting to elicit. Challenge is to find the right clip, once we have it, it will put our audience in the right mood and that eventually reinforces our story.



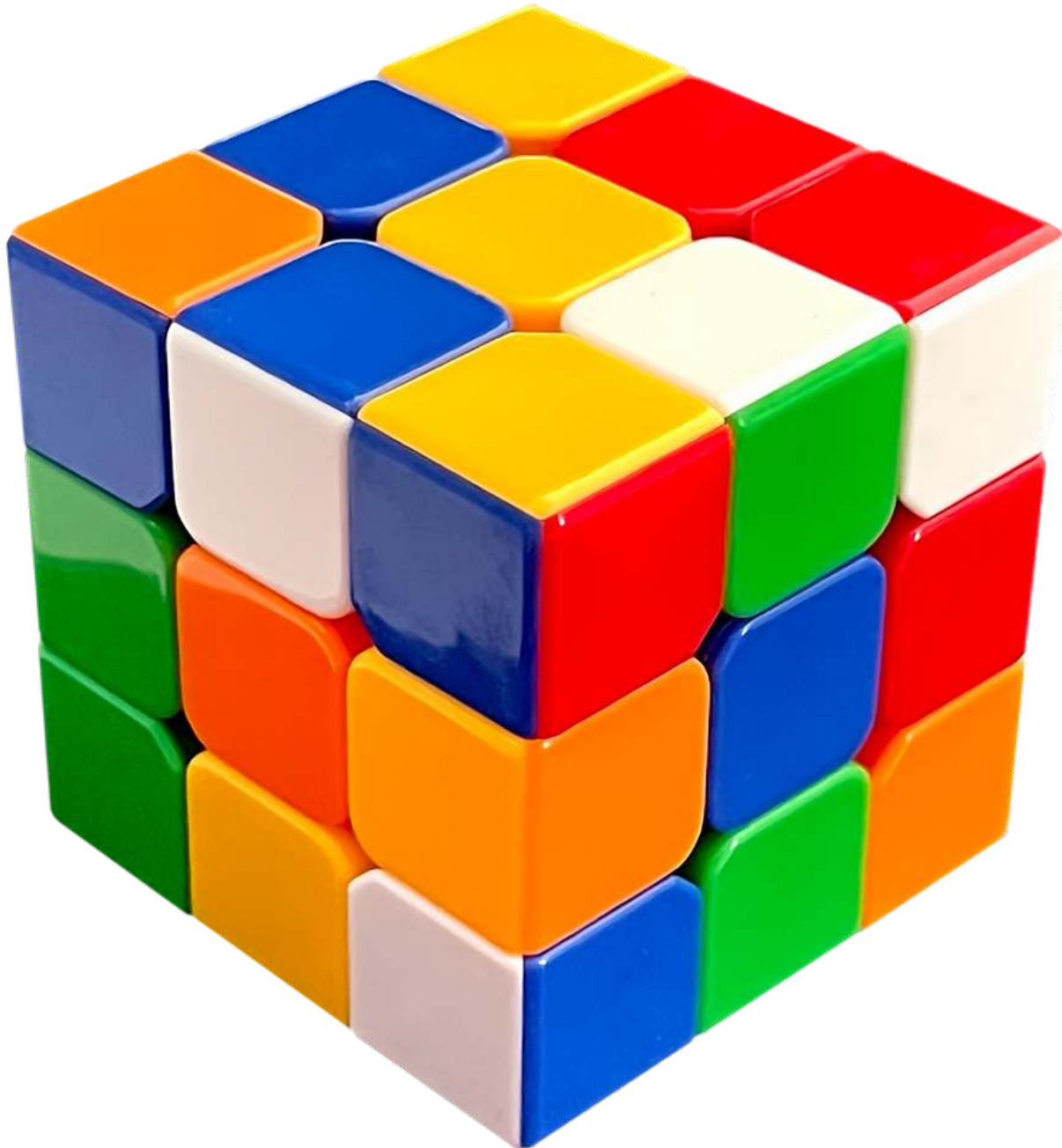
Discuss

Discussion increases interest, engagement, and help the audience to focus. When the speaker discusses with audience members, it becomes easy to understand the listeners' motive and helps the presenter get the depth of knowledge about the participants' topic. A good discussion always helps everyone to think deeply and to make proper connections.



Use Props

Props are sometimes a great way to demonstrate or help the audience receive your message; it would also be exciting and lively. We may try bringing props on the stage and showing the audience during the right point to visualize what we will describe verbally. For example, once in a TED talk, a Neuroscientist brought a real human brain on stage during her touching TED talk, to explain what happened to her when she had a brain stroke. She touched the audience with this demonstration and left the audience in complete wonder.



Solve Problems

Solving the problem of any given case or assignment could be another way to interact with the audience. It always helps the participants think about the presentation and the topics more deeply and encourages them to get into it. When the audience members get them involved in such activity, they became part of the presentation. The moment they get involved, they will start feeling to own it, and eventually that will help the audience to remember things mostly.



Use (appropriate) Humor

Some of the best speeches and presentations in the world feature plenty of humor. To become a great speaker, we can find some ways to use natural charisma, humor, and language to convey the message we want to deliver and to get the crowd excited about the topic. It is also essential to consider that we have to create relevant jokes or find a way to bring out the humor which has to be associated to the presentation subject and that will help our audience to get more engaged and more likely to remember the words from the presentation.



**CHANGE YOUR SLIDE PRESENTATIONS
FROM ORDINARY
TO EXTRAORDINARY**