

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."

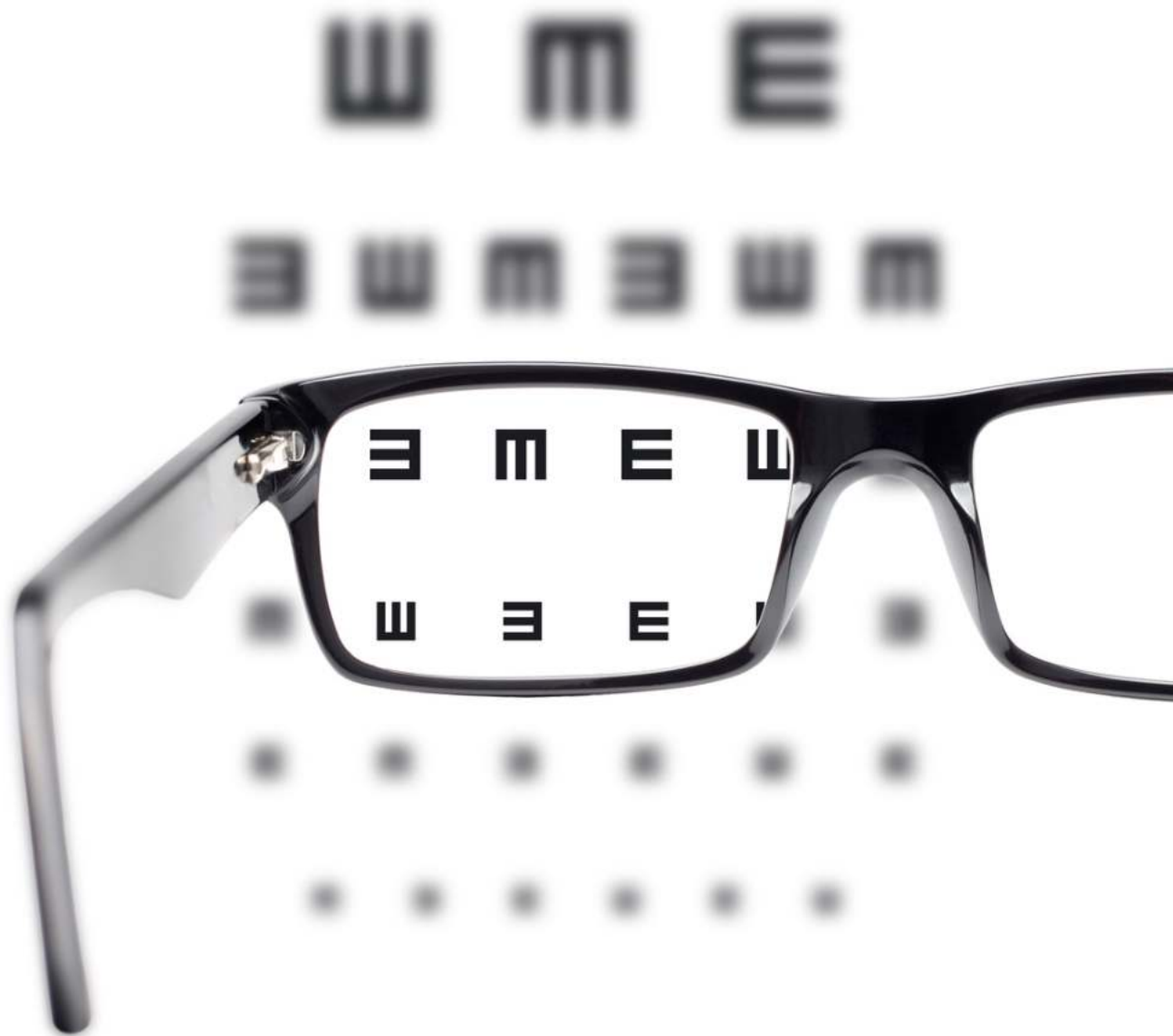
Simplicity is the ultimate sophistication

- Leonardo Da Vinci

**CHECK
FOR
UNDERSTANDING**



**SKILL
NINE**



Check for Understanding

Checking for the participant's understanding is an integral part of any presentations. Having several methods for determining what our listeners have taken away from the given presentation would be highly beneficial for both the audience members and the speaker.



Check for Understanding

Observe – By observing throughout the presentation, we can check or guess whether the participants are getting the message or not. We can also observe whether the audience is responding positively or not. Based on that we can change the direction of presentation as well as we can drive to a different direction.



Check for Understanding

Ask Questions (Open-Ended) – Once the presentation is over, we can start asking open-ended and straightforward questions like, "did you understand, what we just tried to deliver?" or "is there anyone still sleeping?" or "does anyone has any question?".



Check for Understanding

Ask Questions (Close-Ended) – Sometimes, it is needed to ask a close-ended question to get the exact answer from anyone specific, it occurs when we do not have plenty of time to run the Q/A session. For example, "what was the topic of today's presentation?" or "are you satisfied with the information, we have just pitched?"



Check for Understanding

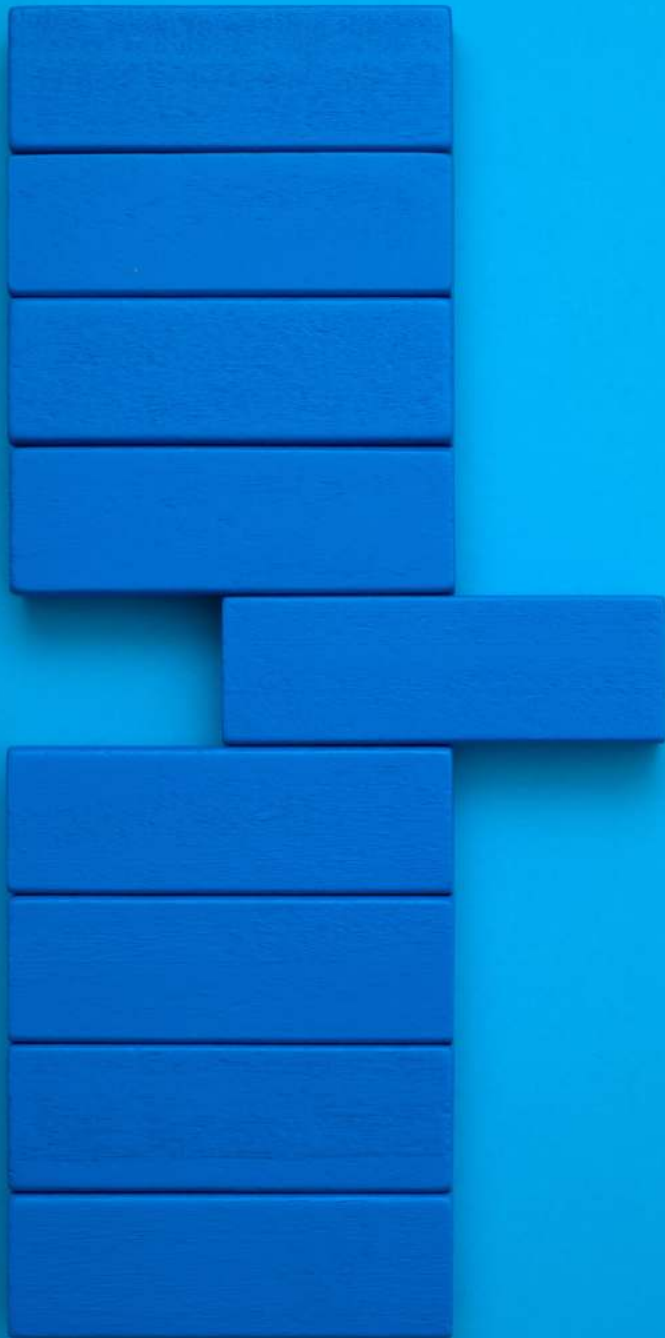
Hunting best Question – This is another way to check the participant's understanding. After completing the presentation, we may ask the listeners' to provide some best questions, and thus speaker will be able to hunt some good questions.

A close-up photograph of a typewriter's carriage and a sheet of paper. The word "KEYWORDS" is typed in a bold, black, serif font on the paper. The typewriter's metal carriage and a red fabric strip are visible in the foreground, partially obscuring the bottom of the paper.

KEYWORDS

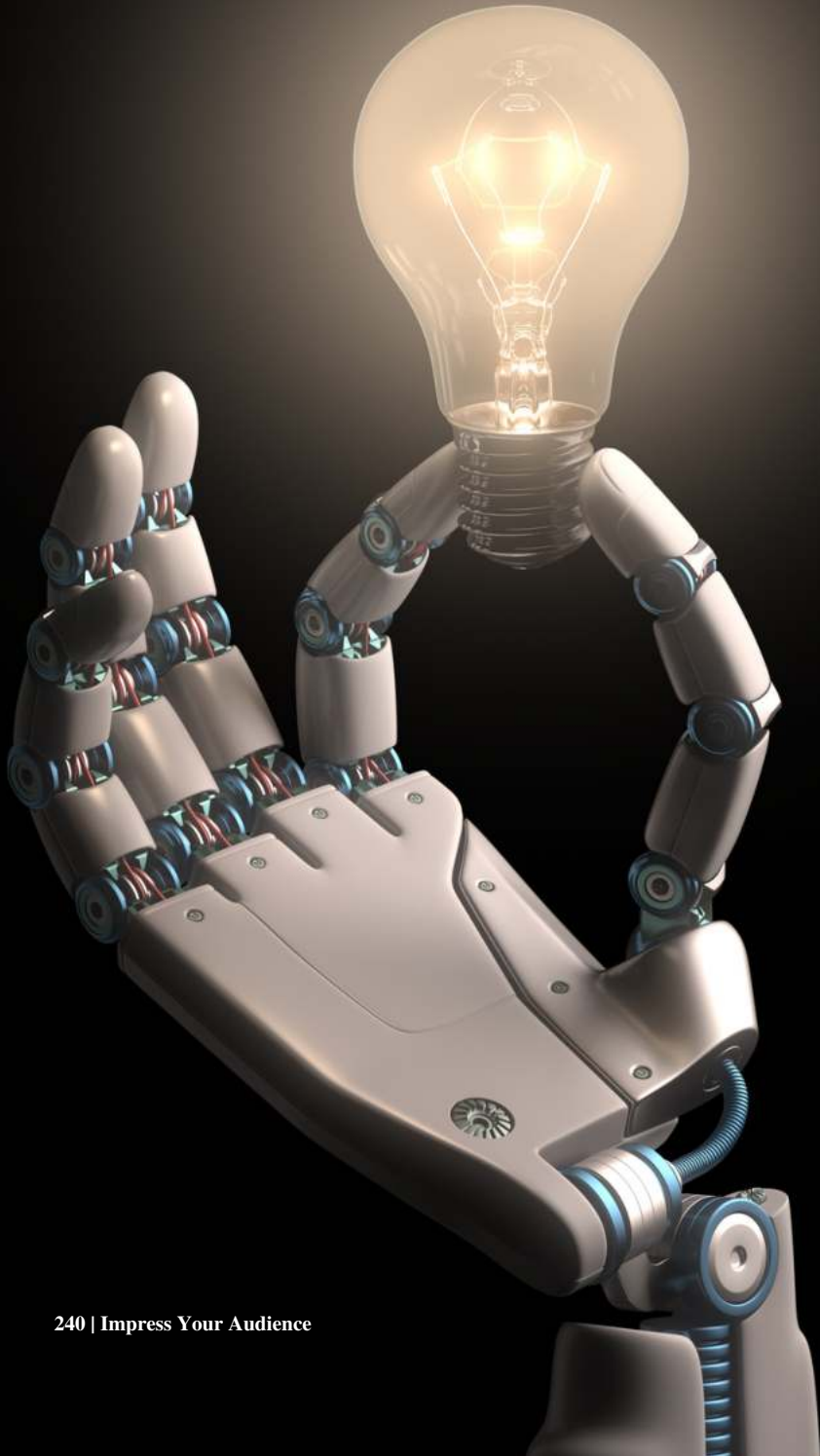
Check for Understanding

Keywords – We can also ask for 5 to 10 keywords, which they can remember after the presentation.



Check for Understanding

Fill the Gap – We can provide the participants with an incomplete summary of what we are presenting and ask them to complete it with a selection of predetermined vocabulary, where we can help them with few options.



Check for Understanding

Choose the Main Idea – Let's say we have plenty of time after the presentation, where we can utilize the time by presenting our class with a few statements from which they can choose the main idea - to justify their answers. We have to give them few options to make the whole idea a little easier for them - to identify the main idea.



Check for Understanding

Key Take-away – We may ask our participants to summarize their key takeaways from the presentation, or we can ask them - how they are going to apply to their own field of expertise from what they have just learned and experienced.



Check for Understanding

Know What Learn (KWL) – KWL is a method by which it is easy to understand, what the participants already know about the topic, what are they expecting from the presentation, and what they have learned. The way to conduct this method very easy. First you need to let them to write down what they already know about the subject and what are the expectation to lean from this presentation and finally once the presentation is over, then have them to write down what they have learned.



Check for Understanding

3 - 2 - 1 - This is a fun way to check the understanding level of any presentation. We can ask our participants to note - three things they have learned, two things they have found most interesting, and just one they still don't understand quite well.

**FAKE IT
TILL YOU
MAKE IT**

**SKILL
TEN**



Fake it “Till you make It”

Even if you are the best speaker in the world and you have done hundreds or thousands or millions of presentations, you can be still get stressed or nervous, or both of them which results to tend to speak faster very often. Consciously, take a deep breath and remind yourself to take it slow.

This is not so easy to go forward with confidence all the time, but if you act confident, you will start to feel more confident. Go slow with grace, try to speak, keep always smiling, be sad when required, and wear something beautiful - no matter how you feel internally, and thus you will appear confident to all the participants. So fake it "till you make it."



**ALWAYS WRAP UP WITH
LOVE**

FIRST
WE
FEEL
THEN
WE
FALL

James Joyce

"TEACH
TO LEARN,
LEARN
TO TEACH"

Atif Wafik



Well, now you have got to draw the line somewhere . . .

Text References

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O'Hair, D., Rubenstein, H., Stewart, R. (2015, 2012, 2010, 2007). *A speaker's guidebook*. 6th ed. Bedford/St. Martin's.

More concepts and words have taken from the followings:

- Speakwithpersuasion.com
- Businessstown.com
- Saylordotorg.github.io
- Comm.pitt.edu
- Le.ac.uk
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