**M5D1: Analyzing a Presentation**

I have selected a business presentation “Sell Value vs. Price”. Speaker way of speaking while delivering this presentation is very effective. His wording is supporting all the visuals elements in the presentation. He is using his hand gestures to make his audience understand his points. The way of presentation is more like a coaching. Moreover, Brian Tracy’s paralanguage is very effective as he is effectively combining verbal and nonverbal communication while delivering the presentation. The use of gestures, smirk, and pointing is making the verbal part of the presentation effective. This is continuously engaging an audience and they are not getting bored or feel the presentation monotonous. Accordingly, his nonverbal delivery is also effective. He is excellently using the pitch and tone in his message delivery. His speaking is not monotonous and his excitement with the material is representing his voice.

Similarly, his body language and facial expressions are adding to the meaning of the presentation. He has established eye contact with the audience and this is very comfortable eye contact. He is also smiling at some points that are showing his openness and warmth with the audience. On the other hand, he is sitting while delivering his presentation. This is keeping his body in a more relaxed position. However, his arms and opened hands are showing his reliability and honesty. Due to his sitting position, he is more using his hands and arms instead of walking and leaning. In addition, his use of visual aids is enhancing the overall effectiveness of his delivery. These are assisting in understanding the points that he is focusing on. These are a source of engaging audience. These are also supplementary in remembering the last discussed points. Likewise, at the end of the presentation, he is also arousing audience for the practice steps and using visual aid for this.

<https://www.youtube.com/watch?v=eu8dN4n_eV8>