

Royal Centre for Public Speaking




Clarity | Charisma | Precision



Equipping Entrepreneurs & Business Professionals
in the Art of Public Speaking



Introduction

One April evening in 2010, the 11th edition of the Ghana Music Awards was broadcasted LIVE. In addition to the display of brilliant musical performances and gorgeous fashion ensembles, award recipients, who by the way had sold millions of albums and become household names, were struggling with articulating their award acceptance speeches! One after the other, these icons were fumbling over their words and some had their hands (and voices) shaking more than the dancers on stage. Then came the *Defining Moment* and the dream for the Royal Centre for Public Speaking was conceived by our Founder, Samuel Jonathan. The primary objective of the Royal Centre for Public Speaking is to equip men and women with effective communication techniques, presentation mastery and exceptional public speaking skills. To date, we have received over 900 testimonials and 96% of clients have rated our coaching and training services as “Excellent”! Members of the Diplomatic Corps, distinguished Public Officials, Corporate Executives and Business Professionals from 13 countries have benefitted from our programmes countries  In July 2020, the Royal Centre for Public Speaking was awarded “**Best Executive Coaching Company of the Year**” and “**Leading Providers of Public Speaking Training of the Year**” at the African Excellence Awards!

Course Overview

From the showroom to the boardroom and from the classroom to the castle, public speaking has become an art which nobody can evade. It is also one of the subjects that was not a permanent aspect of the curriculum in school! The good news is that **Speaking and Beyond** is a wholesome learning experience for business professionals, entrepreneurs and corporate managers. The primary objective of the course is to enable the participants have practical understanding of the rudiments of public speaking; and utilise this art to improve the performance of their core functions and consequentially increase the generation of revenue.

Hall of Excellence

Below is a short-list of companies and organizations which we have collaborated with, consulted for or provided public speaking services and/or training for their member(s) of staff/management:

- United Nations
- Nigerian Television Authority
- Bank of Ghana
- Nigerian Ports Authority
- Barclays Bank
- A C Nielsen
- UNICEF
- Ashanti Gold
- Stanbic Bank
- Ernst & Young
- Chamber of Mines
- Amadeus
- SHARP Japan
- Esoko
- Star Assurance
- Chartered Institute of Marketing Ghana
- OLAM Ghana
- Export Devpt. & Investment Fund
- Silverbird Lifestyle
- Busy Internet
- University of Ghana
- Charter House
- Ghana Commercial Bank
- Global Entrepreneurship Week

- British Army
- Johns Hopkins University, USA
- The Conservative Party, UK
- KPMG
- Global Media Alliance
- BAYER
- ATS Namibia
- Ghanaian Armed Forces
- ROCHE Pharmaceuticals
- SC Johnson
- Societe Generale Bank
- Delta Airlines
- European Union Delegation to Ghana
- Ghana Judicial Service
- PUBLICIS West Africa
- Cadbury
- British International School
- Government of Ghana
- GT Bank
- Ghana Broadcasting Corporation
- Bank of Africa
- Women’s World Bank Ghana
- Ghana National Chamber of Commerce & Industry

Congratulations!

African Excellence Awards



Royal Centre
for
Public Speaking

Best Executive
Coaching
Company
2020
(WEST AFRICA)

Leading Providers
of Public Speaking
Training
2020
(WEST AFRICA)

13
COUNTRIES

1,000
TESTIMONIALS

98%
★★★★★

Speaking and Beyond

In today's competitive marketplace, despite the increase in use of Information Technology, 99% of our daily transactions involve the art of speaking. Yet, less than 1% of our business community, has gone through professional coaching in public speaking! Authored, designed and developed by our President & Lead Facilitator, Samuel Jonathan, **Speaking and Beyond** is the first public speaking course, in the world, to be accompanied by a Lifetime Guarantee! This enriching and intensive course empowers participants with tips, techniques and skills on how to connect with the audience and communicate effectively. We are proud to disclose that, since 2011, 98% of the course attendees have rated this course as "Excellent".

Modus Operandi

With ten (10) or less participants, the course duration is three (3) consecutive days. With more than 12 participants, the course duration is four (4) days. In the event of a large contingent, the course can be conducted in batches. **Efficacy is of utmost importance to us!** All the sessions are conducted LIVE (in-person) with a hands-on approach and coaching style. Bearing in mind that the secret to public speaking is in the "Doing", presentation trials, speech workouts and role-plays are incorporated so as to foster an interactive and engaging learning atmosphere. Furthermore, audio-visual tutorials and video clips are utilised to facilitate comprehension. Your dedicated Coach, Samuel Jonathan, is an Executive Mentor, Master Public Speaking Trainer and Presentation Mastery Coach. He has delivered over 6,000 presentations and received 3200+ testimonials. He is the author of "Becoming A Public Speaker", "The Public Speaker's Pocket Guide" and the first-ever audio-coaching programme on public speaking (authored in Africa), "Speaking and Beyond". He has truly earned the trust of many leaders. *Your Coach's detailed profile can be viewed on the sixth page.*



Course Modules and Areas of Focus

Speaking and Beyond involves **three (3) compulsory modules and one (1) elective** i.e. four modules in total.

The Art of Public Speaking

This introductory module will help with understanding exactly what public speaking is all about and what it takes to become an exceptional Speaker. Bearing in mind that Public Speaking is an art, and art is the expression of self, a significant component of this module shall be dedicated to assisting the participants understand their personality type and personality traits; especially how it relates to stage-fright (nervousness) and what it takes to present their best when on stage or on-air. During this session, the Coach assists you in writing your Speaking Legacy. Many have found this module very empowering, especially when it comes to overcoming stage-fright and speech anxiety. It is a priceless learning experience.



Effective Communication Skills

Bearing in mind roles and positions of the participants, the focus of this programme goes beyond being eloquent. Being an effective Communicator is more valuable. Understanding what needs to be communicated and how it ought to be conveyed, is a priceless attribute of every Leader. This module will focus on the **verbal** (what to say, choice of words, vocabulary), **vocal** (pace, pitch, volume, inflection) and **visual** aspects of your presentation (gesture, facial expression, posture, body language); as well as determining the appropriate speaking distance. Whether you are giving the keynote address at a conference or engaging a prospective client, this module laser beams on communicating effectively. One of the distinct attributes of this module is understanding that Every Word Matters (E.W.M). A Communicator takes responsibility for a) the comprehension of the audience; and b) each word he or she utters. Therefore, saying "Ummmhhh" or "Errrrhhh" and other idle words, becomes abolished and eradicated by the conclusion of this module. The same applies to utterances such as "all protocol observed", "plans are in the pipeline", etc.



An Introduction to Presentation Mastery®

This is one of the most exciting modules. Sadly, it is a level of skilfulness which many seldom attain. Essentially, it focuses on excellence in delivery. The previous module covered the Techniques of Communication. This module focuses more on the Dynamics. Being dynamic captivates and sustains the attention of your audience and keeps them engaged ... even when they cannot see you (such as when on Radio or when people are listening to you from an “Overflow Room”). Topics to be covered shall include Preparing Your Speech (or discussion points), Courting Your Audience (breaking the ice), How to Author Suitable Illustrations, Developing Memorable One-Liners and Audience Engagement. Regardless of whether one’s audience is in a boardroom or ballroom, Presentation Mastery® will equip you with how to prepare for Q&A segments, interact with the press/media, address questions with finesse and handle objections with grace.



Brand Mastery® (Elective Module)

Since 2011, we have been observing the ability of business professionals and entrepreneurs to give impromptu presentations about their companies and brands. Less than 9% were able to give a seamless delivery. Many claimed they did not know ahead of time. By the way, the average length of time many of these individuals have been with their companies is twelve (12) years. Brand Mastery focuses on combining exceptional knowledge of one’s brand (or company) and articulate such with clarity and charisma. This module will equip the Course Participants on how to effectively utilise the 3 V’s (of Communication) to articulate the V 3 (of their brand) i.e. Vision, Value, *VIM*. By the completion of this module, each of them will be able to give a flawless presentation about their company, organization or brand. Even if they had no prior sales experience, they will be able to “Sell” their brand and become a priceless Brand Ambassador.



Presentation Slide Etiquette (Elective Module)

Studies repeatedly confirm that the visual component of one’s presentation, makes the most impact on the audience. People remember 10% of what they hear but 50% of what they see! Many companies have presentation slide templates that members of staff are compelled to use. However, from choosing inappropriate font types to having too much content per slide, many business presentations (involving presentation slides) tend to be disengaging rather than engaging. With the aid of Microsoft PowerPoint, this module will help the participants optimise the use of presentation slides. They will learn simple techniques on how to make the best of visual aids. Attendees will learn how to maintain a healthy balance in eye contact between the audience and the visual aids. More importantly, the course participants shall learn globally endorsed practice i.e. the “Do’s and Don’ts” of projector slides and how to seamlessly transition from one slide to the other.

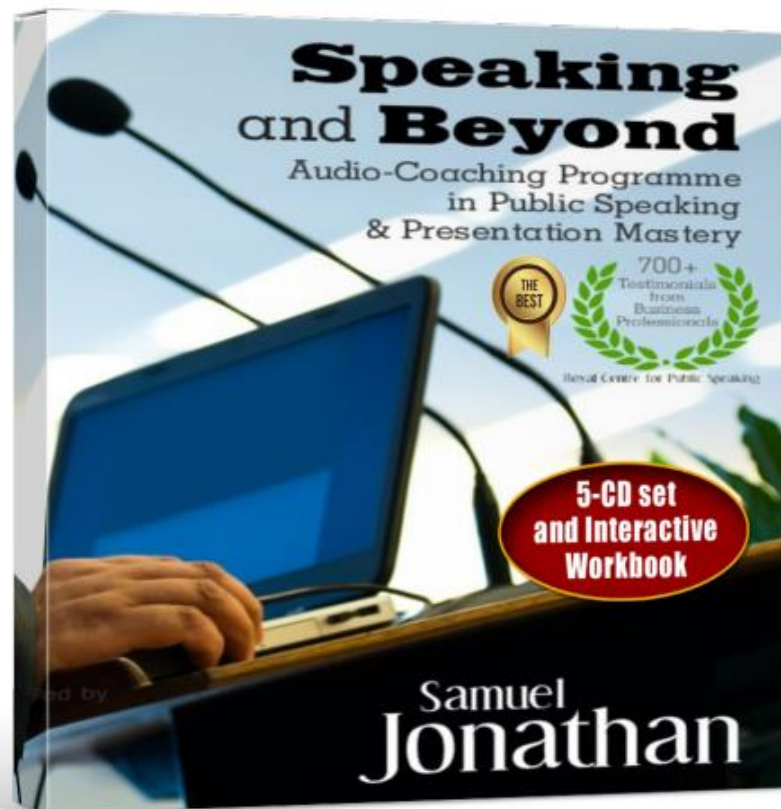
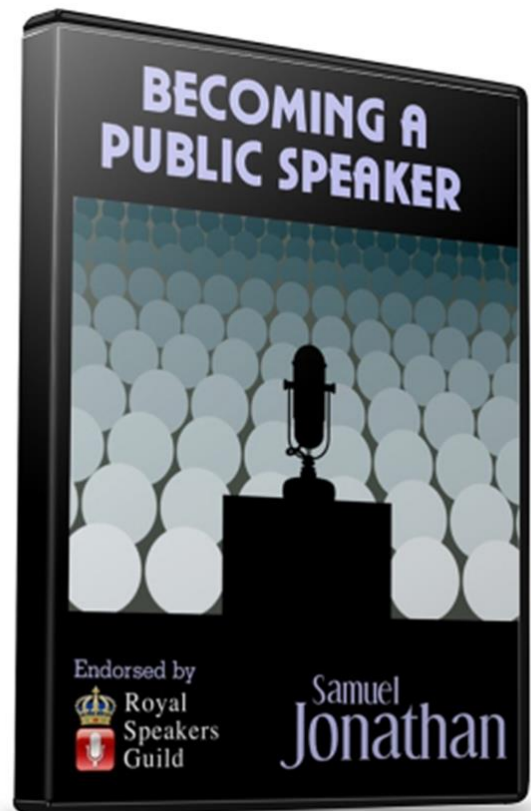
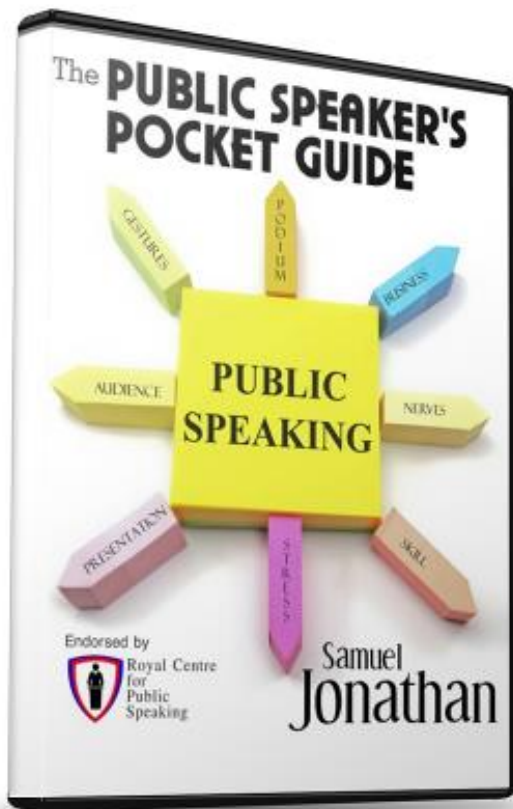


We have come to the realization that the courses and programmes you run provide us with more value for money compared to the courses we send our staff for abroad – *Millicent Narh, Deputy Governor, Bank of Ghana*

The standing ovation accorded Samuel Jonathan is a strong credence to his pedigree as a world-class Facilitator. He’s phenomenal! – *Wole Coker, Zonal Director, Africa’s largest TV Network – NTA Lagos*



To obtain more testimonials and learn more about what others have said about us, please visit our online office:
www.RoyalCentreForPublicSpeaking.com



Facilitator's Profile

Starting from his inspiring name to his aspiring legacy, everything about this gentleman is unique. Samuel Jonathan is an Author, Executive Mentor and Public Speaking Coach. From Fortune 500 companies in North America to the Ghana Club 100 in West Africa, Pastor Jonathan has served as an Expert Facilitator and Trusted Adviser. Many have described him as Africa's leading Public Speaking Trainer. It is no surprise that companies and institutions in other countries and of global repute, such as John Hopkins University (USA), the United Nations, Britain's ruling party (The Conservatives), Barclays, KPMG and The British Council, have enjoyed his coaching legacy. From Ghana's largest media empire (Multimedia Group) to Africa's largest TV Network – NTA (Nigeria), broadcasters, presenters and On-Air Personalities have benefitted immensely from his signature coaching style! He has authored 286 audio-books, courses and training materials. Samuel Jonathan authored the first audio-coaching programme in Africa, "Speaking and Beyond". Some of his best-selling titles include "Public Speaker's Pocket Guide", "Becoming a Public Speaker", "Anointing to Speak and Grace of Eloquence", "Challenging Your Excuses" and many more. As a result of his unparalleled commitment to providing exceptional value, Samuel pioneered the legendary "Lifetime Guarantee" for public speaking coaching. His signature coaching style has earned him over 3,200 testimonials. 98.5% of his audiences and clients have rated his empowering and coaching style as "Excellent". Above all the awards, applauses and accolades, Samuel Jonathan is blissfully married to his wife, Lynda, and blessed with amazing children.



Below is a **short list** of companies and organizations from which individuals, managers and executives have attended training/coaching programmes conducted by Mr. Jonathan



Lifetime Guarantee

The Royal Centre for Public Speaking is the first public speaking training company (in the world) to give a lifetime guarantee! This priceless value-adding dimension started with our flagship course Speaking and Beyond in 2011. Today, all of our Master Classes and Executive Coaching programmes are accompanied by our legendary Lifetime Guarantee. Upon successful completion of our flagship course, Master Class or Executive Coaching (1-on-1) programme, the Lifetime Guarantee allows you to attend future editions of our group courses at no cost ... **for as long as the individual works for your company!** This is important because Public Speaking is predominantly an Art. Unlike Mathematics or Science, where you can memorise the formula and automatically get the right answer, the Arts require frequent and consistent practise and coaching. The Royal Centre for Public Speaking wants to ensure that, for the rest of their career lives with your company, your staff (and Managers) are always “In-Shape” public speaking-wise. Hence, the Lifetime Guarantee. We are proud to offer it to you for this course.

Financials and Costing

The course fee is Two Million and Five Hundred Thousand Naira. The aforementioned fee requires payment-in-full no later than fourteen (14) calendar days prior to the commencement of the programme. Ultimately, the scheduling of your coaching sessions is confirmed by full payment being received. An invoice is available upon request.

The course fee includes the following:

- LIVE Hands-on Tuition/Training
- Preparation, Design and Delivery
- In-house/On-site facilitation
- Course Materials
- Interactive Audio-Coaching Programme (*for continuous development after the course*)
- Video Resources (*to take home*)
- Certificate of Completion

Lifetime Guarantee i.e. FREE Admission to all future group courses in Ghana, Nigeria and England

Bank Name: Access Bank plc Nigeria
Account Name: Royal Citadel for Public Speaking
Account Number: 0706547885
Branch: Herbert Macaulay Way, Sabo, Yaba, Lagos

You shall be solely and entirely responsible for the following:

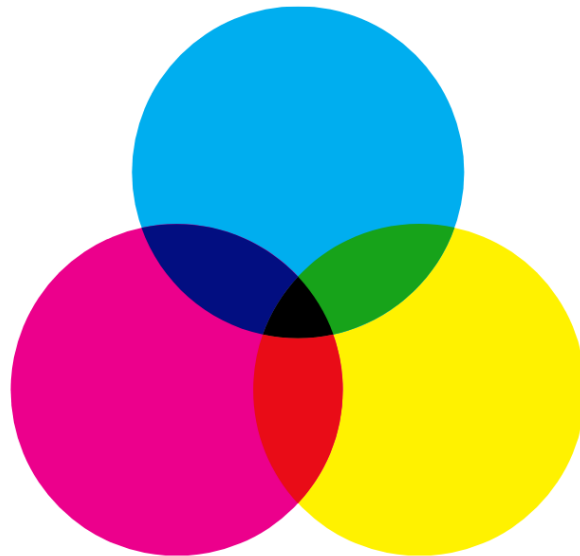
- Suitable and conducive venue for the training programme
- Participants’ catering, refreshments, etc.

Conclusion

The value offered by this iconic learning experience far exceeds the cost. Whether it is at the AGM, boardroom, industry-wide event or in front of a prospect, each time a member of staff or management steps forward to speak, they are speaking on behalf of your brand. This means, at that particular occasion, that individual is your *Brand Ambassador*. The ability to articulate one’s ideas, insight and illustrations with clarity, charisma and precision is priceless and peerless! We hope you will find this programme to be of immense value to your team and your brand. In the words of our President & Lead Facilitator, Samuel Jonathan, “The relationships we build, determine the harvest we yield”. We hope this will inspire the commencement of a mutually beneficial relationship.



OUR ULTIMATE GOAL IS TO ENABLE YOU
ESTABLISH AN ENVIABLE SPEAKING LEGACY



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Training
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