

# Royal Centre for Public Speaking



Clarity | Charisma | Precision



## PUBLIC SPEAKING FOR PUPILS



Royal Centre  
for  
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 2,700 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



## Course Overview

Many adults did not go through any training in communication and presentation skills when they were children. Unfortunately, many of us grew up mumbling and fumbling our way through presentations, job interviews, etc. and eventually affected us as adults in our personal and professional lives. The good news is your children do not have to repeat your mistakes or duplicate your errors. Children also learn quicker than adults! From debating to presenting their homework and from building their confidence to making presentations of group assignments with their colleagues, every child will **unavoidably** have to maintain eye-contact with the audience and keep them engaged. Sadly, public speaking is a subject that is not part of the curriculum in many schools! Considering the magnitude of public speaking involved in the future of every child, it is essential we prepare and equip them with this life skill called “Public Speaking”. Public Speaking for Pupils is a hands-on coaching programme that introduces the participant to the rudiments of public speaking and basic presentation skills. This coaching programme comes with our **Lifetime Guarantee** and means that the participant gains FREE admission to every Group Course (opened to the public) organised by the Royal Centre for Public Speaking anywhere in the world! This priceless benefit ensures that, for the rest of their lives, your child(ren) will never have to pay to sharpen the communication skills, presentation techniques and perfect the art of public speaking.

## Hall of Excellence

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

- British Army
- Johns Hopkins University, USA
- KPMG
- British International School
- Global Media Alliance
- ATS Namibia
- ROCHE Pharmaceuticals
- SC Johnson
- Societe Generale Bank
- Delta Airlines
- Ghana Judicial Service
- PUBLICIS West Africa
- Cadbury
- GT Bank

- United Nations
- The Conservative Party UK
- East Airport International School
- Bank of Ghana
- Barclays
- UK Government
- A C Nielsen
- University of Ghana
- UNICEF
- BAYER
- Stanbic Bank
- Ernst & Young (EY)
- Chamber of Mines
- Amadeus
- SHARP Japan

# Congratulations!

## African Excellence Awards

mea  
Markets  
2020



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%**  
★★★★★



## Modus Operandi

Public Speaking for Pupils can be conducted at school, church or the privacy of your home. The course can be conducted as a group i.e. Group Course or 1-on-1 basis at home i.e. Private Coaching. Whether the course is conducted as a group or 1-on-1 coaching, your Dedicated Coach brings the service to you rather than you dealing with traffic or worrying about logistics. With private coaching, the learning experience can be more effective because **a)** the entire attention of the coach is devoted to your child; and **b)** the programme is entirely customised to the pace of learning approach that works best for your child. However, the eagerness to learn and appetite to participate (especially among children) is easily fostered when a child is part of a group or in a team. The course involves six (6) sessions, spread over four (4) weeks. If necessary, the scheduling of sessions can be modified to shorten the course duration. With our Lifetime Guarantee, your child receives FREE Admission to all of our future group courses for the rest of their lives! As your child grows, he or she can attend the age-appropriate programmes we have (at no additional cost) as a form of continuous development. The scheduling of the sessions is subject to your availability i.e. your child and that of the Coach. **All the sessions are conducted LIVE in-person with a hands-on approach. In order to keep your child engaged, 75% of the curriculum is practical. Furthermore, 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. Additionally, 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, received 3,000+ testimonials and conducted Public Speaking coaching for British International School, University of Ghana and Johns Hopkins University (USA). Pastor Samuel is the Course Designer & Lead Facilitator for Public Speaking for Pupils, Public Speaking for Teens and Presentation Mastery for Today’s Teacher. 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 is just three pages away.*

## Course Modules and Areas of Focus

Public Speaking for Pupils involves three (3) enriching modules.

### The Art of Public Speaking

- Gaining practical understanding of Public Speaking
- Establishing the participant’s Personality Type and assisting the child understand how their personality traits and attributes influence stage-fright
- Assessing the challenges participant faces when standing on stage, in front of the class or a group of people
- Simple tips on overcoming stage-fright and the nervousness that comes with facing an audience
- 3 steps every child can practise daily



### Effective Communication Skills

- Introduce the 3 V’s of Communication (verbal, vocal, visual) and understand how they relate with each other when making a presentation

#### Verbal

- Understanding the Power of Words when speaking
- Practical understanding of how one’s choice of words can impact one’s audience
- What to say and words/phrases to avoid when giving a speech
- Eliminating expressions and words that do not exist e.g. “Ummmmhhhh” or “Errrrrrr”
- Simple steps for expanding one’s vocabulary

## Vocal

- Components of vocal delivery
- Identifying the effect/outcome when volume, pitch and pace are modified
- Exercises on varying one's volume, pitch and pace (please note that this is not the same as changing one's accent)
- Speech workout sessions for perfecting the various techniques of vocal delivery

## Visual

- Practical insight and illustrative understanding of the visual components of public speaking
- Body Language
- Eye Contact
- Facial Expressions
- Posture
- Gesture
- Audience Distance

## An Introduction to Presentation Mastery

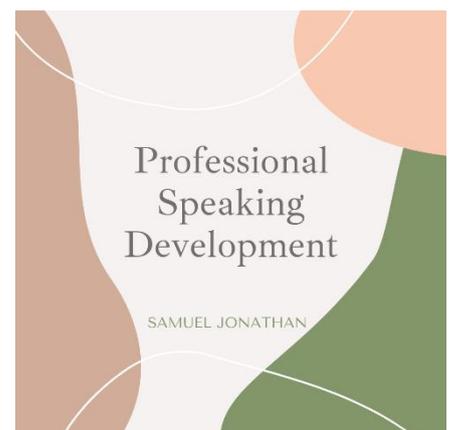
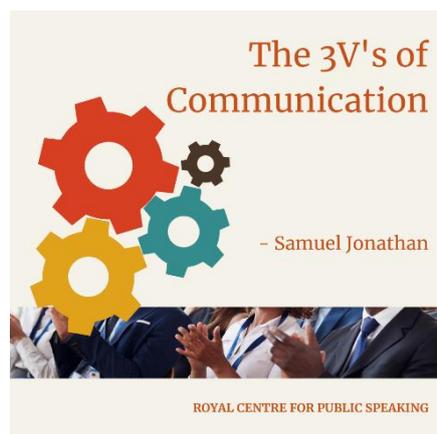
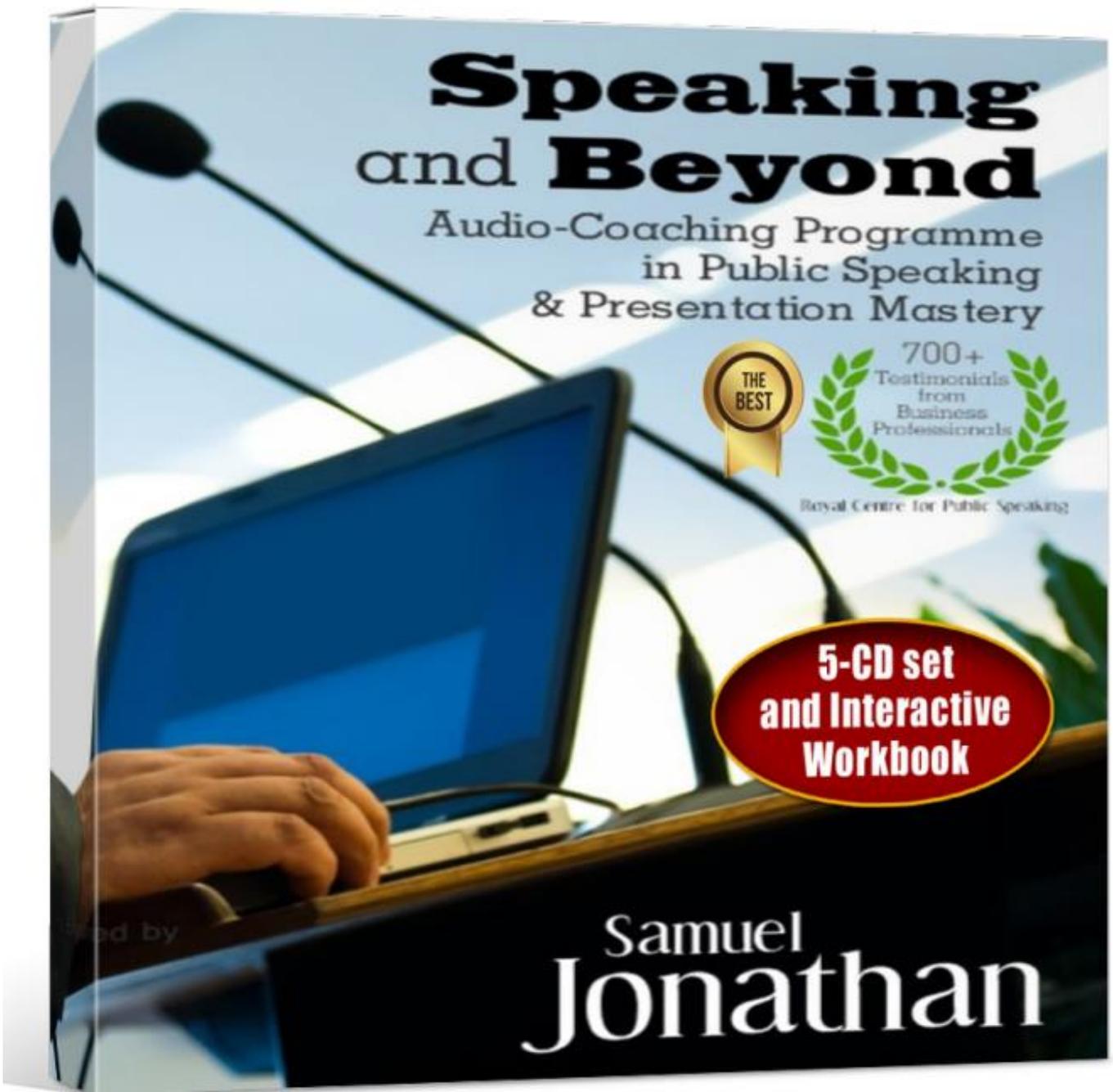
- Fundamentals for Speech Preparation
- Having precise understanding of what needs to be communicated
- Whether it is a group presentation in the classroom or giving an address at a youth gathering, Prize-Giving Day or school event, simple steps on establishing the best presentation approach
- Tips on how to build an effective and whole some presentation
- How to start your presentation – greeting, introduction of self, introduction of topic, etc.
- How to “Break the Ice” with your audience and seize the moment within the first 12 seconds
- Maintaining eye-contact with your audience while reading your speech
- How to transition from one aspect of your presentation to another
- Whether they are classmates, older children or parents attending a PTA meeting or Prize-Giving Day, keeping the audience engaged while you speak
- Even distribution of eye-contact (so you are not focusing on one aspect of the audience)
- How to conclude your presentation (and not just say “Thank You” abruptly)
- Inviting questions from the audience
- Answering questions from the audience
- How to address questions for which you do not have answers
- The Rudiments of Extemporaneous Speeches

## 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, we now offer our legendary Lifetime Guarantee on Public Speaking for Pupils and Public Speaking for Teens! Upon successful completion of this programme, the Lifetime Guarantee

allows you to attend future editions of any of our group courses, anywhere in the world at no cost! 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. As your child continues to grow, the Royal Centre for Public Speaking wants to ensure that, for the rest of your child's life, your child is always “In-Shape” public speaking-wise. Hence, the Lifetime Guarantee. We are proud to offer it to you for this course.





## Lead 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 Johns Hopkins University (USA), British International School, University of Ghana, 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. Samuel loves children. Even as Senior Pastor, you are more likely to find him in the Youth Church! He has authored 286 audiobooks, 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. Pastor Samuel is the Course Designer & Lead Facilitator of Public Speaking for Pupils, Public Speaking for Teens and Presentation Mastery for Today's Teacher. 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 3,000 testimonials. 94% of his clients have rated his empowering and coaching style as "Excellent". Above all the awards, applauds and accolades, Samuel blessed with children who are a *Living Testimony* of Isaiah 54:13.



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



## Financials and Costing

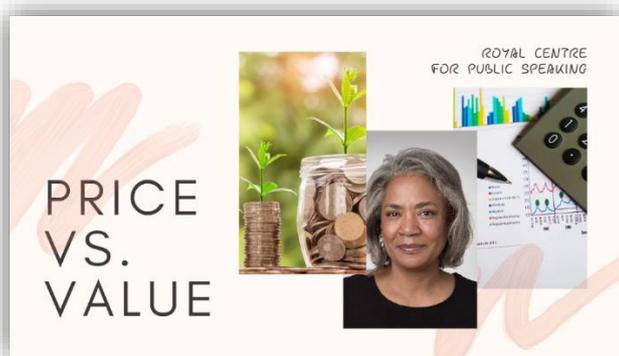
The course fee is Two Million and Five Hundred Thousand Naira (NGN2.5m) and payment-in-full is required no later than ten (10) business days prior to the commencement of the programme. Ultimately, the scheduling of the coaching programme can only be confirmed by paying in full. Due to the customised nature of this programme and unsurpassed commitment by the Coach, all payments are final and non-refundable.

The course fee includes the following:

- LIVE Hands-on Tuition/Training
- Preparation, Design and Delivery
- In-house/On-site facilitation
- Course Materials
- Speech Workouts
- Video Tutorials
- Presentation Trials
- All role-plays and in-class exercises
- Review and Assessment of all take-home assignments
- Interactive Audio-Coaching Programme (*for continuous development after the course*)
- Video Resources (*to take home*)
- Certificate of Completion
- Assistance with preparation for future presentations (*as part of the lifetime support and mentoring*)
- 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** Suitable venue for the coaching sessions and your refreshments



*At the Royal Centre for Public Speaking, we place people above profit. For this reason, we strive to ensure that the value we offer exceeds the price you pay!*

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*

The feedback and raving reviews I received as the Senior Pastor and what the church members said about the new preaching style of our Associate Pastors is simply phenomenal. Our congregation want us to maintain it! We are really glad we took this course – *Rev. Narterh, Calvary Baptist Church*

This was brilliant. My expectations were met and exceeded! We continually harvest multiples of what we invested in taking the course. Even our clients marvel at the presentation mastery demonstrated by our Team! – *Andrew Ackah, Chief Executive Officer, Dentsu Aegis*