


# Royal Centre for Public Speaking



Clarity | Charisma | Precision



## 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

Considering the magnitude of public speaking involved in the role of any leader and the significance of presentation mastery in the discharge of our daily duties, the Royal Centre for Public Speaking has designed a bespoke coaching programme; The Centurion. This One-on-One coaching programme comes with our **Lifetime Guarantee** and is ideally intended for Decision Makers, Opinion Leaders, Senior Managers, Corporate Executives, Public Officials, Leaders of Industry and those who understand that it is nearly impossible to get a second chance to rectify the first impression. Ultimately, this enriched learning experience has the primary focus of enabling you to communicate with clarity, charisma and precision.

## 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 Joint Team
- The Conservative Party UK
- Bank of Ghana
- Nigerian Ports Authority
- Barclays Bank
- A C Nielsen
- UNICEF
- Ashanti Gold
- Stanbic Bank
- Ernst & Young
- Chamber of Mines
- Amadeus
- SHARP Japan
- Nigerian Television Authority
- Star Assurance
- Chartered Institute of Marketing Ghana
- OLAM
- 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
- KPMG
- Global Media Alliance
- 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
- Musicians Union of Ghana
- GT Bank
- Ghana Broadcasting Corporation
- ZoomLion
- Bank of Africa
- Women’s World Bank Ghana
- Ghana National Chamber of Commerce & Industry

# 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%**  
★★★★★

## The Centurion Course in Public Speaking

Public Speaking has become an art which nobody can evade or shy away from. For leaders, public speaking is a skill we utilise both “On and Off” duty! From vision casting to addressing our constituents and from giving a keynote address at a conference to speaking extemporaneously at a social function, we must connect with our audiences and communicate effectively. The Centurion Course in Public Speaking will enable the participant experience an advanced perfection of the rudiments of public speaking. Similarly, this transformational learning experience shall help them attain the enviable level of presentation mastery.

### Modus Operandi

The Centurion ensures privacy and convenience. Rather than you dealing with traffic or travel to get to us, your Dedicated Coach brings the service to you (office, residence, home-office, etc). More importantly, **the learning experience is more effective (than group courses)** because **a)** the entire attention of the coach is devoted to you; and **b)** the programme is entirely customised to how you utilise your public speaking skills in your professional and personal life. The course involves ten (10) sessions spread over 14 days. In some cases, for logistical purposes, the sessions may be spread over a shorter period without compromising the curriculum or efficacy. All in all, we always work towards your convenience and the availability of your dedicated Coach. Upon completion of the programme, you receive FREE Admission to **all** of our future group courses in any city or country! Additionally, **you receive lifetime support and mentoring in Public Speaking.** All 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 2,300+ 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”. *Your Coach’s detailed profile on the penultimate page.*

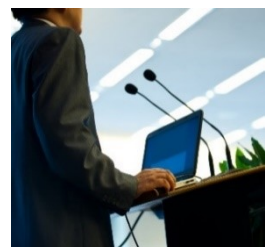


### Course Modules and Areas of Focus

The Centurion involves four (4) broad and enriching modules. “Art of Public Speaking” and “Effective Communication Skills” are compulsory and pivotal components. The third module, “Presentation Mastery”, runs simultaneously as it has a priceless relevance to the first two modules. **The entire programme is completely personalised to suit where you are and where you desire to be.**

#### The Art of Public Speaking

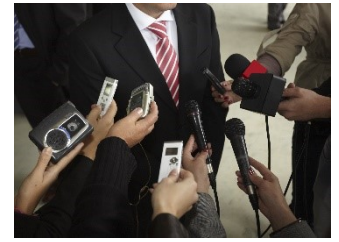
This introductory module will help with understanding exactly what public speaking is all about and what it takes to become an exceptional Speaker. Bearing in mind that Public Speaking is an art, and art is the expression of self, a significant component of this module shall be dedicated to assisting the participant 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 your position and role, 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 an audience of world leaders, 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 what the audience hears! Therefore, the saying of “Ummmhhh” 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. ... Clarity, Charisma and Precision



## 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
- Maintaining Audience Engagement
- Concluding with Charisma

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.

## International Public Speaking Etiquette

It is common knowledge that the world has become a global village. However, many business leaders, public officials and organisation heads, seldom prepare to address global audiences or interact with people of other cultures. In fact, public figures have been known to give speeches at the other end of the world, only to use a very offensive gesture during the presentation! You can imagine the costly consequence. International Public Speaking Etiquette is a valuable module which introduces you to the “Do’s & Don’ts” of public speaking. Global standards, norms and guidelines for addressing your audience will be shared in addition to the internationally accepted method of spelling.



**I have always been labelled an "Extrovert". However, I couldn't understand why I always felt nervous and stressed whenever I had to address an audience ...**

**until I took a course at the Royal Centre for Public Speaking!**



Royal Centre  
for  
Public Speaking



@speakandconnect



**Public Speaking used to be my worst nightmare**  
**Not anymore!**



Royal Centre  
for  
Public Speaking





## 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 Masters Course and Executive Coaching programmes are accompanied by our legendary Lifetime Guarantee. Upon successful completion of The Centurion, the Lifetime Guarantee allows you to attend future editions of any of 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. The Royal Centre for Public Speaking wants to ensure that, for the rest of your professional and personal life, you 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 Five Thousand Pounds Sterling (£5,000) and payment-in-full is required no later than fifteen (15) calendar 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. Payment can be made safely and securely via our website. In the event you need assistance with mode of payment such as currency exchange, etc. our personnel will gladly assist and guide you regarding various payment platforms and alternate payment solutions.

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
- Assistance with preparation for future presentations (*as part of the lifetime support and mentoring*)
- Lifetime Guarantee i.e. FREE Admission to all our future group courses in any city or country



**You shall be solely and entirely responsible for the following:**

- Suitable and conducive venue for the coaching sessions
- Your catering, refreshments, etc.

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*

## 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. Greater to him than any other accolade is his calling as an appointed Spokesperson for God. 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! In 2010, he founded the Royal Centre for Public Speaking. During his stellar career, corporate executives, business professionals, senior government officials and broadcasters have benefitted immensely from his signature coaching style. To date, he has received well over 1,000 testimonials from 13 countries! In 2020, he was recognised as the "Executive Coach of the Year" and "Leading Provider of Public Speaking Training" at the African Excellence Awards. Typical of Pastor Jonathan, he insisted the awards be in the company's name and not his. Samuel has authored and designed the curriculum of over 32 speciality courses in Public Speaking and Presentation Mastery. In addition to enjoying a varied career in radio, TV, acting and voice artistry, he is also an author of books, audiobooks and resources for development. Some of his popular titles include Speaking and Beyond, The Public Speaker's Pocket Guide, Public Speaking for Beginners, Overcoming Stage-Fright and the Fear of Public Speaking, The Anointing to Speak and Grace of Eloquence, Challenging Your Excuses and many more. **Above all the awards, applauses and accolades**, Samuel Jonathan is blissfully married to the love of his life, Lynda, and they are blessed with children.

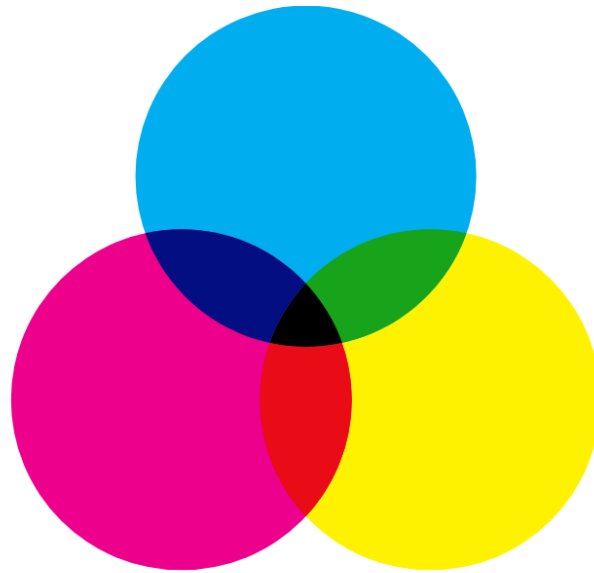


Below is a **short list** of companies and organizations from which individuals, managers and executives have attended training/coaching programmes conducted by Samuel Jonathan





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



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for  
Public Speaking

CLARITY CHARISMA PRECISION

