

Royal Centre for Public Speaking



Clarity | Charisma | Precision

**Public Speaking for Pastors,
Church Leaders and Ministers**



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, 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 peculiar times that we are in, today’s Pastor, Priest, Church Leader or Minister of the Gospel must be able to go “beyond” the pulpit and connect with audiences in the marketplace, corporate world and online. None of the aforementioned can be accomplished without public speaking skills. Authored, designed and conducted by Pastor Samuel Jonathan, “Public Speaking for Pastors” is a bespoke hands-on coaching programme for Pastors, Church Leaders, Ministers and students of theology at seminaries and Bible colleges. Unlike Homiletics, this course goes beyond the participant's Theology or the art of preaching. This learning experience focuses more on **effectiveness** in delivery. Acts 14 verse 1 records that Paul and Barnabas spoke so effectively that a great number of people believed. A Preacher may be efficient in preaching (and theology) but not be effective in delivery. Moreover, **boldness** was significantly instrumental in the efficacy of the ministry of the Apostles (Acts 4:13 and Acts 14:3). Some are “called” and ordained but lack the boldness to articulate The Gospel. Thus, in addition to having an enriched understanding of the rudiments of Public Speaking, "Public Speaking for Pastors" equips participants with the confidence and techniques for giving convincing presentations; and optimising the efficacy of their message.

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	British Army	Charter House
Bank of Ghana	Johns Hopkins University, USA	Cadbury
Nigerian Ports Authority	KPMG	Ghana Judicial Service
Barclays Bank	Global Media Alliance	PUBLICIS West Africa
A C Nielsen	ATS Namibia	British International School
UNICEF	Stanbic Bank	Global Entrepreneurship Week
Ashanti Gold	Ghanaian Armed Forces	Government of Ghana
Stanbic Bank	ROCHE Pharmaceuticals	GT Bank
Ernst & Young	SC Johnson	Ghana Broadcasting Corporation
Chamber of Mines	Société Générale Bank	Bank of Africa
Amadeus	Delta Airlines	Women’s World Bank Ghana
SHARP Japan	European Union Delegation to Ghana	National Chamber of Commerce & Industry
Nigerian Television Authority	National Chamber of Commerce & Industry	Export Development & Investment Fund
Star Assurance	Chartered Institute of Marketing	Silverbird Lifestyle
University of Ghana	OLAM	Busy Internet

Congratulations!

African Excellence Awards

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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%
★★★★★

Public Speaking for Pastors

Public Speaking has become an art which nobody can evade or shy away from. For Church Leaders and Ministers of the Gospel, public speaking is a skill we utilise both “On and Off” duty! From vision casting to addressing the congregation 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. This course will enable the participants 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

“Public Speaking for Pastors” is NOT a sprint. The average course participant is 35 years old which means they have been speaking for a minimum of 306,000 hours! Therefore, a quick workshop cannot yield transformational results in how that person speaks. The course consists of twelve 2-hour classes of intensive coaching over a 6-month period. For logistical or scheduling purposes, the scheduling can be modified e.g. 6 consecutive days of 4 hours each. All sessions are conducted LIVE in-person. However, in some instances (especially as we cope with travel restrictions and regional lockdowns), some classes may be conducted LIVE online. Ultimately, this this course is an action-oriented learning experience and we will do what it takes to ensure that the hands-on coaching delivery is not compromised. Bearing in mind that the secret to success in public speaking can be found in the “Doing”, the curriculum is 75% practical and 25% theory. Presentation trials, speech workouts and role-plays are incorporated 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 award-winning Public Speaking Coach of global pedigree. He has delivered over 6,000 presentations and received over 3,000 testimonials. *His detailed profile is just three pages away.*



Course Modules and Areas of Focus

Public Speaking for Pastors involves five modules. Based on the participants’ strengths, capabilities and their assessment by the Coach, more time is devoted to the areas in which they need to develop. More importantly, with coaching being our focus and not training, the entire curriculum and the classes shall be adapted to the progress made by the participants. We will not race through the modules just to complete the course. Competence (with tangible evidence) shall be given utmost priority over completion.

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 you understand your personality type and personality traits; especially how it relates to stage-fright (nervousness). Significant focus will be placed on the personal parameters that are essential for presenting the best of you when on stage or on-air. 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 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.



Perfecting the Art of Story Telling

Our Lord Jesus remains the best Storyteller of all times. Nearly 80% of his message consisted of stories and parables! Visitors to your church and your congregation may not remember all the biblical references you mentioned during your sermon. They may not even remember the topic! However, the story you narrated will forever rhyme in their ears and chime in their hearts. Now, they can share the story with others and comfortably fulfil their quota of The Great Commission. This segment of the course will help you perfect this skill and incorporate it into your next sermon.



Professional Speaking Development

According to Samuel Jonathan, whatever you do not develop cannot grow! Upon completion of this life-enriching experience, it is important you continue to grow. This concluding module will introduce you to the top 3 daily habits of world-class speakers. These simple daily habits will enable you perfect the art of public speaking. During this session, the Coach will assist you in writing your Speaking Legacy. All in all, the ultimate objective of this module is to ensure your continuous superlative performance in all aspects of public speaking.



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!



@speakandconnect   

Public Speaking used to be my worst nightmare
Not anymore!



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. He is the Founder of the Royal Centre for Public Speaking. 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, Delta Airlines, Barclays, KPMG and The British Council, have enjoyed his coaching legacy. In 2012, he authored "Public Speaking for Pastors", a certified course for Pastors and Ministers of The Gospel. Later in 2018, based on Acts 4 verse 13, Pastor Samuel authored "CAMP 4:13", a hands-on group coaching course in Public Speaking, intended to build the confidence of Christians and equip them with the boldness to "step forward". Pastor Jonathan is devoting a significant aspect of his legacy to *Christian Coaching in Public Speaking*. From Ghana's largest media empire (Multimedia Group) to Africa's largest TV Network – NTA, broadcasters, presenters and On-Air Personalities have benefitted immensely from his signature coaching style! 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", "Anointing to Speak and Grace of Eloquence", "Challenging Your Excuses" and many more. 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. **Above all the awards, applauds 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 Mr. Jonathan

