

Royal Centre for Public Speaking



Clarity | Charisma | Precision

**SPEAKING
CLINIC**

for Broadcasters


**ON
AIR**



Royal Centre
for
Public Speaking

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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

Gone are the days when Radio or TV was a monopoly. The “marketplace” is highly competitive, and more players continue to flood the industry. Therefore, today’s viewer and listener have a wide variety to choose from! One of the priceless attributes that distinguishes one station from the other is the ability of its anchors, presenters and broadcasters to articulate themselves with clarity, charisma and precision. **The Speaking Clinic for Broadcasters** introduces the participants to the rudiments of attaining presentation mastery both in the studio and on the field.

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
- Ghana Broadcasting Corporation
- Barclays Bank
- A C Nielsen
- UNICEF
- Treasure FM Port Harcourt
- 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

- British Army
- Johns Hopkins University, USA
- The Conservative Party, UK
- KPMG
- Global Media Alliance
- BAYER
- ATS Namibia
- Joy FM Accra
- Pyramid FM Kano
- 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
- Bank of Africa
- 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%
★★★★★

Modus Operandi

As requested, the duration shall be one (1) day (no more than 8 hours). The number participants shall not exceed twenty (20). Bearing in mind that the secret to success in Public Speaking and Presentation Mastery is in the "Doing", the curriculum for this Clinic shall be 75% practical and 25% theory. It shall be conducted LIVE (in-person) with a hands-on approach and coaching style. This includes:



- Presentation Trials
- Speech Workouts
- Role-plays
- Video Tutorials
- Group Exercises
- Extemporaneous Delivery



Areas of Focus

- Tweaking Your Preparation Routine
- Daily Habits of World-Class Broadcasters
- Eradication of redundant expressions and words that do not exist such as "Errrrhhh" and "Ummmhhh"
- Replacement of common and predictable phrases used by Presenters & Anchors
- Enhancing Your Vocal Delivery (Pitch, Pace, Volume, Inflection)
- Posture, Gesture and Facial Expression
- Securing and Maintaining Audience Engagement
- Essentials for Giving Convincing Presentations
- Perfecting the Art of Asking Questions (during interviews, press conferences and Q&A segments)



Financials and Costing

The fee for this 1-day clinic is One Million and Two Hundred Thousand Naira (NGN1.2m). Payment-in-full is required no later than five (5) business days prior to the commencement of the programme. Ultimately, the scheduling of the course sessions is confirmed by full payment being received. An invoice is available upon request.

The course fee includes the following:

- LIVE Hands-on Group Coaching for 20 people
- Preparation, Design and Delivery
- In-house/On-site facilitation
- Course Materials
- Group and Individual Exercises
- Video Tutorials, Speech Workouts and Presentation Trials

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.



Facilitator's Profile

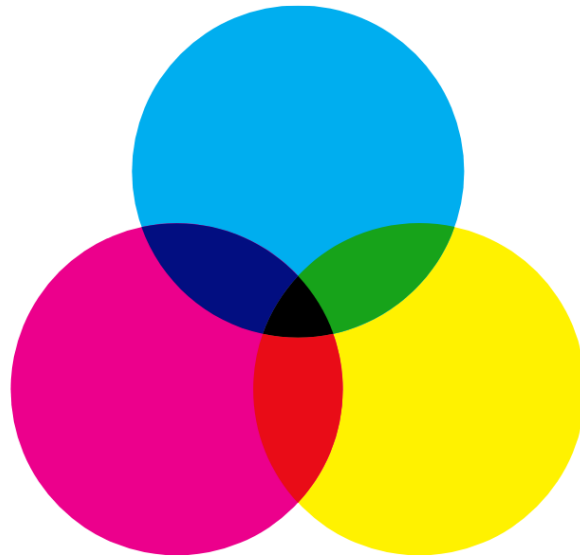
Starting from his inspiring name to his aspiring legacy, everything about this gentleman is unique. Samuel Jonathan is an Author, Executive Mentor and Public Speaking Coach. From Fortune 500 companies in North America to the Ghana Club 100 in West Africa, Pastor Jonathan has served as an Expert Facilitator 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, applauds 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 Samuel Jonathan



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



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for
Public Speaking

Best
Executive Coaching
Company
2020

Leading Providers
of Public Speaking
Training
2020

CLARITY CHARISMA PRECISION

13
COUNTRIES

1,000
TESTIMONIALS

98%
★★★★★