


# 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 

## 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 90 days. In some cases, for logistical purposes, the sessions may be spread over a shorter period. 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 London, Lagos, Accra, Abuja, Birmingham, Port Harcourt or future courses we organise in your 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”. He has truly earned the trust of many leaders. *Your Coach’s detailed profile on the penultimate page.*



### Course Modules and Areas of Focus

The Centurion involves five (5) 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 other modules are considered as “Electives”. Depending on your application of public speaking skills and the type of presentations you do, Your Coach/Trainer will assist you on the selection during your first session. **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 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.



## Global Corporate Manners and International Business Etiquette

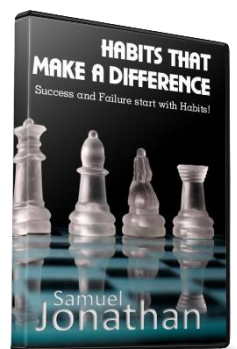
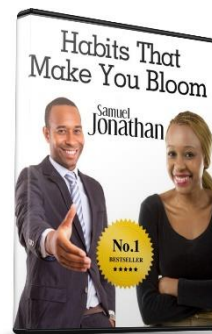
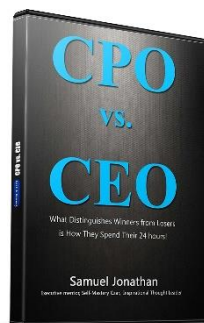
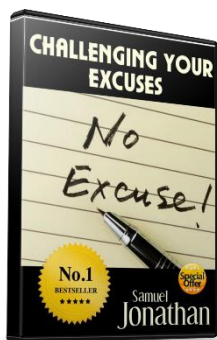
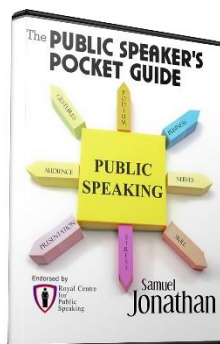
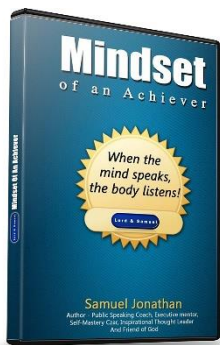
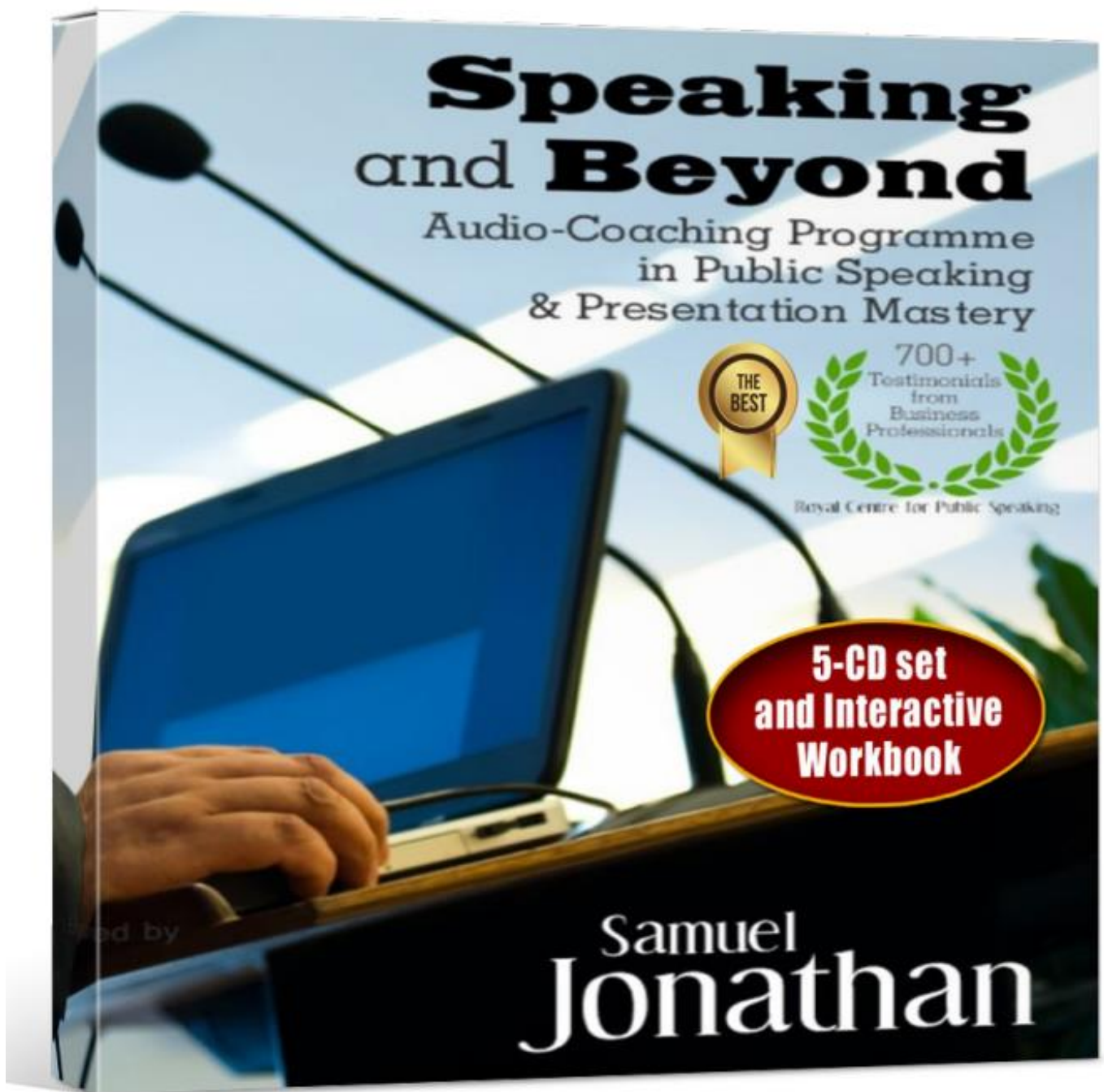
It is common knowledge that the world has become a global village. However, many leaders, public officials and Heads of State seldom prepare to interact with people of other cultures. In fact, public figures have been known to give speeches at the other end of the world, only to use a very offensive gesture during the presentation! You can imagine the costly consequence. From greetings and exchange of pleasantries to manners and the exchange of business cards, Global Corporate Manners and International Business Etiquette is a valuable course which introduces you to other parts of the world. By the end of this course, you shall be comfortable addressing a global audience (even at home) and representing your country and/or company abroad. Equally important, this module teaches you the globally accepted method of spelling.



## Presentation Slide Etiquette

It is not uncommon for the Head of a governmental establishment or institution to have a team or designated individual assist with the design of presentation slides. However, it is common for Senior Public Officials struggle or completely shy away from using them. They would rather just say it. Whereas, people remember 10% of what they hear but 50% of what they see! Using Microsoft PowerPoint, this module will help the participants optimise the use of presentation slides. More importantly, the course attendees 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.





## 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 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 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
- 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 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. Nartherh, 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! 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 2,300 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 the love of his life, Lynda, and they are blessed with children.

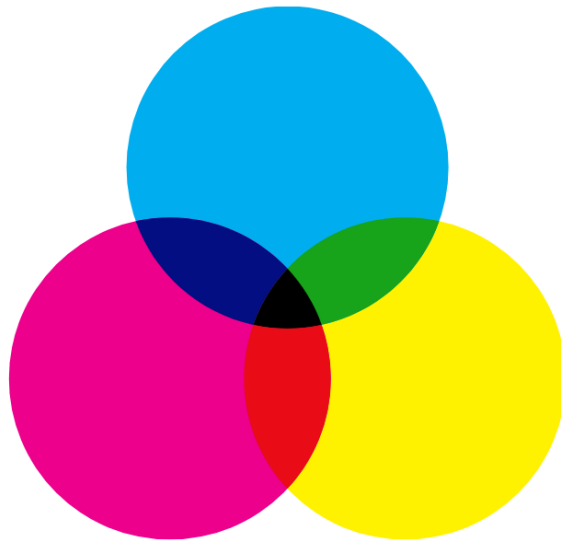


Below is a **short list** of companies and organizations from which individuals, managers and executives have attended training/coaching programmes conducted by Samuel Jonathan





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



Royal Centre  
for  
Public Speaking

CLARITY CHARISMA PRECISION

