



Leader in Innovative Leadership and
Communications for Organizational Development

Public Speaking and Leadership Solutions Limited

2024



CONCEPT: Public Speaking Training

Background: Globally, there is a growing recognition about the importance of public speaking skills which has long been an oversight in the curriculums of most training institutions. Professionals of diverse background have traditionally relied on communications skills they learn and model from their peers and tutors yet they are required to communicate to diverse audiences in their day-to-day work. A vast majority of employees are presented with a lack of proficient communication skills, with a vast proportion struggling with glossophobia (extreme fear of public speaking) when tasked to address different forums despite the fact that most institutions rely heavily on the oral communication skills of their employees to execute works ranging from conducting trainings, sensitizing the general public, presenting professional reports to stakeholders, presenting papers at conferences, among others. A credible communications mentorship program can go a long way in equipping diverse personnel with essential public communication skills.

About Public Speaking and Leadership Solutions Ltd: A communications company christened ‘Public Speaking and Leadership Solutions Ltd (PSLS)’ was launched and legally registered in Uganda in 2015 to offer a course in public speaking and leadership, grounded in a public health theory of Supportive Psychotherapy. Before course introduction, PSLS Ltd established a collaboration with two American Communications and Leadership institutions (ZenSpeak Public Speaking School and Leader Development Institute) to ensure that the trainings offered conform to accredited international standards. PSLS Ltd has since course inception registered significant success in building communications and leadership skills of thousands of professionals within and beyond Uganda.

The management of PSLS Ltd would like to explore this partnership which will allow collaborative trainings in the area of professional communications and presentation skills (Public Speaking).

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Specifically, such partnership will serve the following objectives;

1. Partnership objectives

- i. Train personnel the art of public speaking to impact proficiency in communications both internally and externally.
- ii. To steer communication skills of employees preparing them to successfully meet the objectives of the institutions.

2. PSLS's role in this partnership

- a) Lead the role of a technical trainer of diverse personnel whilst using their institutions' training facilities.
- b) Develop and update the training curriculum to stay abreast with the ever-evolving communications and leadership industries.

3. The institutions' proposed role in this partnership

- a) Announce and schedule trainings with the staff whilst working collaboratively with PSLS Ltd.
- b) Designate training facilities such as venue, stationary, printing, whenever trainings have been planned.

4. Important notes about this training

- a) Given the practical nature of the training, only 15 (Fifteen) trainees can be taken on per training.
- b) The training takes 5 half days to complete (five sessions/modules).

5. Cost of the training

Each cohort of trainees will be charged Fifteen Million (12,000,000) Uganda Shillings only.

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6. About the founder of PSLS



Associate Professor Denis Akankunda Bwesigye, is member of faculty for Global Health at EUCLID University. He earned his doctor of public health (Dr.PH) degree in Health Policy Management from the School of Public Health, State University of New York at Albany. He also holds a Master's Degree in Population and Reproductive Health Research from Mahidol University, Thailand. He works with Makerere University

School of Public Health as a Post-Doctoral Researcher.

Professor Bwesigye underwent a public speaking course at Zenspeak School in Manhattan, New York. Professor Bwesigye envisaged a need to replicate a similar course in Uganda in particular, to allow his compatriots an opportunity to receive coaching and advance in their careers.

Professor Bwesigye offers both in-person and online courses that span, leadership and management; professional communications/public speaking, leadership and development.

Since course inception in Uganda, over one thousand (1000) professionals have been trained. He runs the course in joint partnership with ZenSpeak School, New York and Leader Development Institute based in Massachusetts, USA who equally co-sign the certificates.

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