



# Jonathan Benda

Communication Coach

Jonathan is a highly experienced and popular speaker and communication coach. He has helped senior executives for over twenty years communicate a wide variety of corporate messages; from company reports and crisis management to M&A.

He worked for ten years in Financial PR, helping major international companies such as EMI and Bass with their communications.

He originally trained and performed as an actor and entertainer on stage and screen. In 2000 he founded the performing arts company TheTalent Store, enabling artists and speakers to perform live at events in The UK, Europe and the Middle East.

Jonathan believes that, with the right training, each of us has the ability to speak confidently in public. His principal technique is to identify the individual skills in each client and to develop these skills as the basis for becoming a natural communicator, so that they can communicate with maximum impact and influence.