

# Leadership communication is not a soft skill. It is a business asset.

Samantha J. Best is an Executive Presence & Leadership Communication Advisor headquartered in Trinidad & Tobago, working with leadership teams and senior professionals across the Caribbean and internationally. The work translates twenty-four years of high-pressure national broadcast experience into structured development for leaders whose visibility has outpaced their preparation.

## THE METHODOLOGY

### SIGNAL A proprietary six-dimension framework

Each dimension is scored against an explicit five-level standard. Baselines are observable. Progress is measurable. Engagements end with a documented shift, not a feeling.

- S** Steadiness  
Composure that holds when conditions change.
- I** Intentionality  
Every choice made on purpose. Pace, pause, word, gesture.
- G** Gravity  
Authority that doesn't ask permission to occupy the room.
- N** Narrative  
Message discipline under compression.
- A** Adaptability  
Reading the room in real time without losing the line.
- L** Landing  
What gets received, retained, and acted on after.

## ENGAGEMENT FORMATS

### 01

#### HALF-DAY OR FULL-DAY

#### Leadership Team Intensive

Structured group session aligned to a specific business context. Groups of 4 to 16 leaders. In-person, virtual, or hybrid.

### 02

#### TARGETED DEVELOPMENT

#### Executive Presence Workshop

Focused small-group development for leaders in high-visibility roles. Senior level. Typically 4 to 6 hours.

### 03

#### EVENT SPECIFIC

#### High-Stakes Preparation

Preparation around one moment that matters. Board presentation, media appearance, investor briefing, keynote. One-on-one or 2 to 3 leaders.

## A SELECTION OF ORGANISATIONS WHO HAVE ENGAGED SAMANTHA

TTUTC · Yara · CGCL · Tobago House of Assembly · CariCRIS · UNODC · UDeCOTT · SM Jaleel · Guardian Life · AMCHAM TT · Renaissance Energy · TSTT · NEL · UTC · Weatherford · HRMATT · ACS · Embassy of Colombia · Embassy of Panama

OUTCOMES

# What changes when leadership signal becomes consistent.

## Consistent leadership signal

Leaders communicate with the same authority whether the room is supportive or hostile.

## Aligned team messaging

The leadership team communicates consistently regardless of who is in the room.

## Authority in unscripted moments

Leaders hold their position when challenged or under time pressure.

## Reduced reputational risk

Fewer moments where delivery undermines the organisation's credibility in public.

## Stronger stakeholder trust

Investors, boards, media, and internal audiences receive leadership with more confidence.

## Behavioural shift that lasts

Structural change in how leaders communicate, observable in the weeks and months after.

DELIVERY & STANDARDS

- In-person across Trinidad & Tobago and the Caribbean
- Virtual internationally via Google Meet
- Engagement-based pricing, scoped per engagement
- Confidentiality maintained. No recording without consent
- Senior-level delivery, every engagement

THE ADVISOR

Twenty-four years in national broadcast. Anchoring prime-time newscasts for CCN TV6 and CNMG. Serving as Head of News at SCORCH Radio. Hosting on radio at GML and STAR 947. Working with the Office of the Prime Minister. Featured in the Trinidad Guardian and Express. Past engagements include the AMCHAM T&T/IDB Women in Leadership Mentorship Programme and leaders across TTUTC, Yara, CGCL, the Tobago House of Assembly, and CariCRIS, among others. Held the room for UNODC, UDeCOTT, SM Jaleel, Guardian Life, Renaissance Energy, TSTT, the Embassy of Colombia, and the Embassy of Panama, among others. Host of Sip & Speak, the international leadership podcast.

ENGAGE

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LEGAL ENTITY

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*Presence isn't volume. It's the clarity that holds, especially when the room gets loud.*