

2 Minutes with Lynn Baker

LYNN BAKER has a varied background that spans corporate companies and entrepreneurship, giving her a unique understanding of the complexities of both worlds.

Having started out as a Sales Rep in Cape Town, she quickly rose to the rank of Head of International Corporate Sales for a global company in London. Subsequently, she sold luxury property in the Caribbean, started a highly successful Speakers Bureau in Johannesburg and more recently, completed a 10 year contract with the Tsogo Sun Group to manage Montecasino Corporate Events.

In addition to her many years of business experience, Lynn continued to invest in her knowledge. In 2006 she attended the Disney Institute - 'Quality Customer Service' programme at Disneyworld, Florida.

Thereafter, she attended an extensive training programme with Professor Ron Arden from San Diego, the guru of Speaker coaches worldwide. More recently, Lynn qualified as a 'Certified World Class Speaking Coach' from World Class Speakers USA and an Image Consultant from Colourworks International.

In 2010 Lynn returned to her passion of Public Speaking and started Eloquence Group, a company that specialises in coaching executives in the art of dynamic Public Speaking. It was while she was training executives in Public Speaking that she became interested in Executive Presence, a term used to describe the x-factor in business. After 5 years of researching the fascinating concept of Executive Presence, Lynn has developed an Executive Presence model that illustrates what makes up this elusive concept and assists professionals to develop it.

Lynn spends much of her time delivering speeches at conferences and corporate events on Customer Experience, Executive Presence, impression management and developing powerful personal brands.

Lynn also Coaches many of South Africa's top Management and CEO's on increasing Executive Presence and delivering dynamic business presentations. Lynn is also currently the Programme Director of the Henley Business School – Executive Speaker Programme.

During her fast paced and fascinating conference presentations, Lynn delivers valuable content that can be used immediately after the presentation, as well as dynamic video footage to illustrate key points.

KEYNOTE SPEECHES & CONFERENCE PRESENTATIONS

#CXGENERATION

Beyond Customer Service to Customer Experience

EXECUTIVE PRESENCE

Developing the X-Factor in Business

THE POLISHED PROFESSIONAL

Presenting a Professional Image

SPEAKING OF SPEAKING

Dynamic Presentation Delivery Skills

