

LB LYNN BAKER

EXECUTIVE PRESENCE & PUBLIC SPEAKING TESTIMONIALS



Lynn Baker was contracted to run 4 Executive Presence & Public Speaker Programmes for Old Mutual Foundation Executive Teams in Johannesburg and Cape Town.

Lynn is amazing learning facilitator. She has an incredible ability to engage her audience and to observe each and every participant in the learning session and give practical advice and commentary.

She translates the art of impactful speaking into practical steps in a way that each person can apply into their personal speaking style

Millicent Maroga
Head of Old Mutual Foundation



OLDMUTUAL

MILLICENT MAROGA
HEAD – OLD MUTUAL FOUNDATION

Henley Business School

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LB LYNN BAKER



Henley
Business School

24 October 2017

To whom it may concern

Re: Lynn Baker

We at Henley have enjoyed a professional and productive work relationship with Lynn over the last 2.5 years and hope that it continues into the future. Lynn brings an unusual combination of, *inter alia*, professionalism, authenticity and humour into her work at Henley and beyond. She is programme directing a programme run collaboratively with USB and it has been an absolute hit. The delegates have loved the experiential nature of the programme and the high calibre of faculty/speakers. Lynn quickly endeared herself to the candidates who were in awe of her track record and obvious achievements, but soon realised that she has an abundance mindset and is very willing to upskill others and give of her time and expertise.

Lynn really embodies her Executive Presence topic. She is most adept at imparting knowledge in this critical leadership arena but also walks the talk.

We are the richer for having had Lynn on our adjunct teaching staff and thank her for her passion and understanding of adult learning.

Kind regards,

A handwritten signature in black ink, appearing to read "Buckley".

Linda Buckley
Executive Education Director

Lynn Baker has worked with our Executive Team for 5 years, coaching them on the design and delivery of our interim and final year-end results to investors.

The work she has done with us has been and continues to be invaluable. She is a highly skilled speaker herself and her advice and practical guidance make a meaningful difference in ensuring that our presentations are on point and delivered with professionalism and presence.

Compliments of Lynn's coaching, Emira won the Top Investors Presentation in South Africa in 2018.

I highly recommend Lynn in the role of Executive Speaker Coach.

Geoff Jennett
CEO Emira Property Fund



GEOFF JENNETT
CEO – EMIRA PROPERTY FUND

I found Lynn's advice on my keynote invaluable!. She was able to look at it with the eyes of my future audience and give me really constructive ideas about how to make it better, to engage their minds and hearts and souls.

She was able to become part of my design process and really got under the skin of the content. And throughout she was encouraging, positive and brought wonderful energy to our discussions.

I will definitely get her input occasionally going forward as I develop new material.

DR BRIAN ARMSTRONG – EX CEO TELKOM

TESTIMONIAL

– DR BRIAN ARMSTRONG (ex CEO TELKOM BUSINESS)



Lynn Baker took me on as one of her trainees under her Executive Presence & Public Speaking Coaching programme. I have had public speaking engagements over the years, but I felt that I needed to do undergo professional executive coaching in order to 'up my game' and crystallise on the delivery of business presentations and keynote addresses.

Being an executive in a multinational corporate world, I needed someone who would understand the dynamics of such an environment, as well as have the candid experience of having successfully coached similar individuals. Lynn and her executive presence and speaking programme embodies all these attributes.

I am greatly indebted to Lynn for taking the time to equip me and I am already seeing the impact of her coaching from the positive feedback I get from speaking engagements I have had subsequently. The quality of coaching I received from Lynn exceeded my expectations and was of an international standard. I would recommend Lynn any day.

Lynn you are more than a 'star', you make 'stars'.

Dr Rutendo Hwindingwi (PhD)

DR RUTENDO HWINDINGWI

Associate Director Deloitte & Touché South Africa
(Former Divisional Director Sage Africa)



“I could not have created my keynote without Lynn’s expert advice, guidance and coaching.

DANNY K -

**Professional Singer & Entertainer -
August 2016**

TESTIMONIAL – DANNY K

International singer, celebrity and businessman



BROUGHT TO YOU BY
USB
UNIQUE SPEAKER BUREAU

DANNY K
30th Annual ITS Integrator User Group Conference

“An amazing presentation and performance was thoroughly enjoyed by our delegates - with comments such as WOW! Awesome! Unforgettable and Inspirational to name just a few expressions of delight. ”
- *Ann Jack, ITSIUG EXCO
and Administration Team, Adapt IT*

LB LYNN BAKER

Dear Lynn,

When I came to you with my original speech, it was merely the story of my horrific experience of being jailed in Zimbabwe for 10 years for a crime I did not commit.

After your sound advice and professional coaching, it is now a powerful, flowing and gripping keynote speech that skillfully shares the horrendous encounter of my ordeal and expertly highlights the deep life-lessons that I learned from it. Over and above that, I want to thank you for the emotional and striking visuals that you selected for my slides.

Your insight and vision of what this keynote could be, is nothing but remarkable. I can never thank you enough for the contribution you have made to the incredible dream I'm now living as a Professional International Speaker.

My gratitude is immeasurable. Thank you, Lynn, with all my heart.

Rusty Labuschagne - Professional Speaker -
November 2016

TESTIMONIAL – RUSTY LABUSCHAGNE

INTERNATIONAL SPEAKER & AUTHOR

RUSTY LABUSCHAGNE
**BEATING
CHAINS**

beatingchains.com



Lynn Baker is a unique individual. Not only does she coach speakers, she is a speaker herself and a highly-respected businesswoman.

Her humility, kindness and the ability to identify talent is a cut above the rest!

With her brilliant expertise as an executive presence and public speaking coach,, I would like to thank her for working with me and enabling me to become a successful international speaker.

I am forever grateful to this wonderfully talented human being, Lynn Baker

Dean Murinik

International Speaker – Tsunami Survivor

TESTIMONIAL – DEAN MURANIK

INTERNATIONAL SPEAKER & BUSINESSMAN



The poster features a portrait of Dean Murinik, a man with a receding hairline, smiling, wearing a dark suit jacket over a light blue shirt. The background is a teal gradient with a subtle wave pattern. At the top left is a logo with a Star of David and the text 'Southern Sinai' and 'English Hebrew inspired' and 'מסורת עברית מודרנית'. The title 'SURVIVING THE TSUNAMI' is in large, bold, blue, 3D-style letters. Below the title is a paragraph of text. To the right of the portrait is another paragraph of text. At the bottom right is a box with event details. At the bottom left of the portrait is a slogan.

Southern Sinai
English Hebrew inspired
מסורת עברית מודרנית

SURVIVING THE TSUNAMI

DEAN MURINIK invites you to join him on a journey through pain, adversity and subsequent discovery of inner strength leading to the triumph of the human spirit. His powerful message teaches the lesson of how enduring life's hardship with humility and positivity, can ultimately lead to a fulfilling life.

Dean has survived a tsunami which has left him with Life Lessons to share.

His message is equally relevant to today's turbulent business environment where survival is key.

Dean has personally delivered talks internationally and nearer home to the Lions Super Rugby Team.

Don't miss this amazing talk!

DATE: 10 AUGUST 2017
TIME: 7.30PM
VENUE: YOUTH CENTRE
DONATION: R50

I have been very fortunate to be a student and a client of Lynn Baker. I attended the Henley Business School - Professional Speaker's Course of which was excellently executed by Lynn Baker as Programme Director.

The incredible aspect about being a student in Lynn's class is that each student feels like Lynn is dedicated to their success personally. Lynn took a huge amount of time to watch the speakers, and to give constructive and valuable guidance. Taking an depth interest in our talks and our personal stories which hugely impacted me. Lynn's warm and professional manner was consistent in every single session that I attended.

Following the wonderful experience of being one of Lynn's students, I was also a client when I requested Lynn's assistance in creating a talk for me which I plan to use on a global platform.

Once again, I experienced Lynn's 100% dedication to the success of my task. Lynn embraced the brief with passion and commitment. I met with Lynn shortly thereafter whereby she took me through detailed steps and extracts of what my talk could offer audiences all over the world inspiring them to reach their goals and ultimately cross their own personal finish lines.

I will always be grateful to Lynn Baker for her lessons and guidance in giving me confidence to step onto a stage anywhere in the world. And, I will be grateful to her for crafting and mastering my next talk, BEYOND the LIMIT.

Lynn is a true asset to people who sit before her to listen to her, and Lynn is a true asset to ones who are led and taught by her, lucky me!

TESTIMONIAL – LEE DEN HOND

WHAT HAPPENS WHEN YOU SAY

YES

**Altitude, attitude and a greater purpose.
How to live a 100% life**

LEE DEN HOND

'Lee's life is an inspirational one that proves the power of the human mind. I'm glad to have played a part in her journey'

– LEWIS PUGH, Endurance swimmer and UN Patron of Oceans

It was my absolute pleasure to train under the supervision of Lynn Baker – Executive Speaking Coach from Eloquence Public Speaking, who helped me put together and polish my keynote presentation.

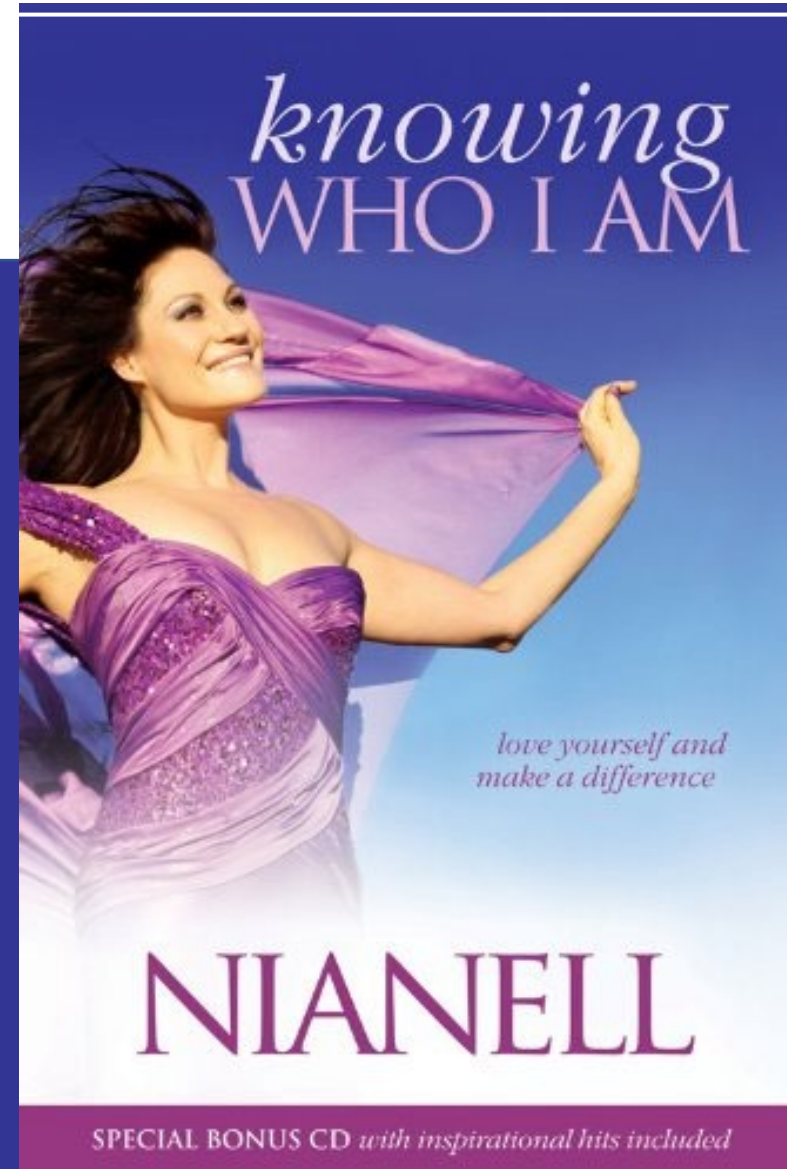
Lynn went out of her way to help prepare me for events and I am so thankful for her help and guidance. I would recommend her services to anyone needing help with public speaking and putting together power presentations.

Lynn is also a very inspiring and knowledgeable business person and I learned a lot more from her than I initially thought I would in terms of getting my message across clearly, engaging the audience and marketing my keynote speeches.

I wish Lynn the best of luck for the future and I know that whatever Lynn puts her mind to will be success. This is someone you want on your team.

NIANELL - INTERNATIONALLY
RECOGNISED SINGER, SPEAKER,
TRAINER

TESTIMONIAL – NIANELL – INTERNATIONAL SINGER



On behalf of our guests, the members and executive of the Johannesburg Chapter of the Professional Speakers Association of South Africa, I am extending our appreciation for contributing your time and expertise to our meeting last night.

Your energy and professional presentation style fully engaged the audience and the subject matter of “Taking Your Speaking Career to a Higher Level” was most relevant and helpful. Feedback received was overwhelmingly positive.

Thank you Lynn – you are always a pleasure to work with. It was an honour to share the stage with you.

Gavin Novis
President of the PSASA
Johannesburg Chapter 2017 - 2019



PROFESSIONAL SPEAKERS ASSOCIATION OF SOUTH AFRICA

MOST INFLUENTIAL WOMEN ARTICLE - LYNN BAKER



The *Premier League* of Africa's Professional Speakers

Lynn Baker is a Certified World Class Speaking Coach for Unique Speaker Bureau (USB). She is a Professional Speaker who has worked for large corporates both locally and internationally, with a specific focus on Sales, Marketing and Customer Experience.

The art of attracting blue chip corporate's most influential women to excitedly spend their invaluable time at a conference is rare. The most experienced marketing professionals know that not only do you have to offer them an exceptional speaker, the speaker themselves have to own the type of influence that those women will admire and respect.

However, it is really only the most exceptional marketers who are able to pair the right speaker with the right event and enjoy seeing those speakers charging the atmosphere of a room with electric energy.

How do they do it? Little known and seemingly counter-intuitive, these exceptional marketers seldom book key note speakers and programme directors based on their biographies and "celebrity" status alone. They also don't rely on the conference venue and surroundings – they recognise that these are secondary to the powerful delivery of a meaningful and inspiring message delivered by a consummate communicator.

Professional marketers choose keynote speakers, MCs and programme directors (facilitators) based on recommendations from professional agents, who can substantiate their qualifications, experience and ability to deliver original content in a dynamic manner. This is followed by a speaker briefing meeting, where the specific

goals and objectives of the event are identified and the speaker has the opportunity to tailor their content to meet the client's needs.

This secret is shared by Lynn Baker, a certified World Class Speaking Coach, Executive Presence Consultant and Professional Speaker who is Programme Director for the Executive Speaker Programme presented by Unique Speaker Bureau (USB), in collaboration with the Henley Business School.

THE STAR – BUSINESS DAY ARTICLE LYNN BAKER

16

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TUESDAY JUNE 6 2017 The Star



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Conquer your public speaking jitters

Giving a speech can be nerve-racking for many people. Veteran speaker and coach Lynn Baker shares some presentation tips with Helen Grange

YOU KNOW the subject backwards, but when asked to speak about it in public, you break into a cold sweat. Is this you?

Public speaking anxiety is common, and it's becoming even more prevalent today because we spend less of our time in public, practicing our social skills and more time online by ourselves. The problem is that if your work requires you to make presentations to management or staff, your anxiety can interfere with your plans for promotion. Ironically, it's often overachievers who fear public speaking the most. This is because they're hyper-aware of the importance of presentation skills in climbing the corporate ladder, so they worry excessively about not doing it well enough to impress the boss.

Enter Lynn Baker, a seasoned public speaker and speaking coach who has recently published a useful manual titled *Speaking of Speaking*, in which she walks us through a speech from preparation to delivery. The most important thing to know is that the powerpoint presentation, accompanied by rattling off information, no longer cuts it. "A few years ago, the average person had an attention span of three to five minutes. Today the average attention span is reportedly nine seconds," says Baker.

"If you want to grab attention, you have to be clever and engaging from the start."

"A few years ago the average person had an attention span of three to five minutes. Today it's reportedly nine seconds"

"Today's audiences are no longer wired for traditional modes of presentation or outdated formats of communication," Baker says. "We live in a time when visual narratives consistently break out into headlines, so people think for a more natural transition in which information is distributed in a clear, concise and elegant style."

This means you need to engage as you would in conversation rather than talk at your audience. "A presentation should be visually stimulating, content-rich and delivered with a performance that engages an audience in a virtual conversation."

"And it needs to deliver focused and valuable content that the audience can use immediately after the presentation."

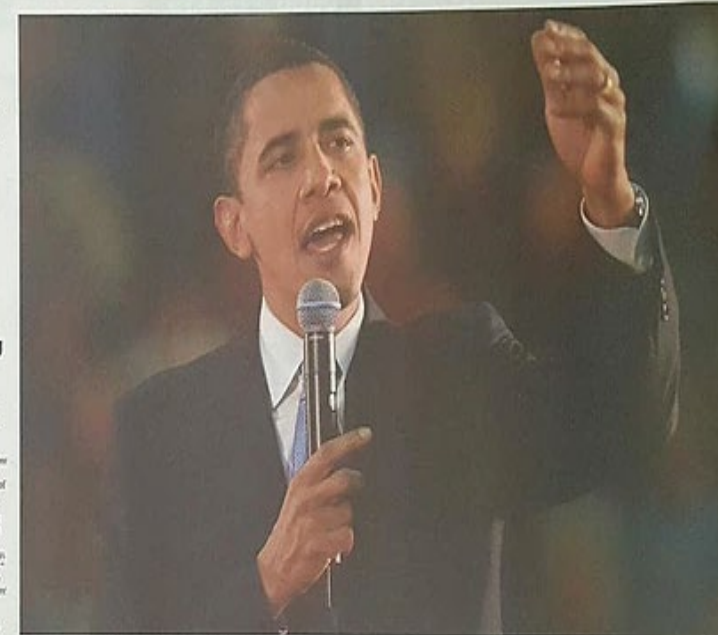
How do you get this right? Preparation is key. "Begin with the end in mind," Baker says.

"Write the objective of the speech in a sentence of 10 words or less. This should clearly and specifically identify what the audience should learn, remember or do."

Next, find out who is attending and how much they know about the subject, then deliver only information that is new or relevant. "Try to use one exciting or original idea that they haven't seen or heard before."

Human beings remember best when information is shared in three segments – opening, body and close. "Open with a bang. Do something completely different to open the presentation," Baker says. "Play energetic music, run a dynamic video, make a powerful quote or ask a bold question, just do something that the audience would not be expecting. This not only grabs audience's attention, but clearly distinguishes you from other speakers on the programme and makes you memorable," says Baker.

After that, introduce yourself and establish your credibility before going into the body of the speech, which should be where your key points are.



Barack Obama is regarded as one of the greatest speakers of all time.

PICTURE: POND



Speaking coach, Lynn Baker

PICTURE: SUPRE

"If you use humour, use self-deprecating humour. Never pick on audience members as it is disrespectful and unprofessional"

"I recommend that the content be consolidated in three key points. A keynote speech can have anywhere between three to six key points."

The close is a summary of the key points, before ending on a high note by providing a "solution" or "plan of action."

The way you're dressed is critical. Recent research has found that people will judge you within the first 30 seconds of meeting you. And in this short space of time, the only thing they have to judge you on is your personal appearance.

"Whether we like it or not, a large part of our credibility as speakers is determined by the way we dress," Baker says.

You might have done all the above but there are some things not of the speaker's mindset. For example, people might be talking during your speech. Baker offers a

strategy to deal with this too. "If the attention of the audience is distracted by people talking, use the power of silence to regain attention and control. This technique requires you to stop speaking, take a solid stance and look directly at those members of the audience who are talking and remain silent for as long as it takes."

We've all witnessed speakers who think they're funny but they're actually not, so humour has to be approached carefully.

"If you use humour, it's best to use self-deprecating humour. Never pick on members of the audience, as it is disrespectful and unprofessional," says Baker.

The ultimate intention of a speaker should be to build a relationship, a rapport, with the audience, so this is conducive to valuable learning, says Baker.

"A technique for building rapport is having the courage to be honest and show a bit of vulnerability. Although the more self of standing up in front of an audience takes the presenter an expert in their field, audiences today prefer a speaker who they can relate to, so be sure to be authentic."

Above all, try to make the message fun, says Baker.

"Speaking of Speaking is ready for download online. For more information, visit www.speakingofspeaking.co.za



Lynn Baker's tips

- Design an engaging "big bang opening" to grab audience attention immediately.
- Move away from the lectern. Use the stage to your advantage, strategically move from one side to the other to engage the whole audience.
- Include anecdotes, analogies, stories and quotes to reinforce messages and keep it interesting.
- Ask reflective questions.
- Make bold statements that include facts and figures.
- Make eye contact with as many members of the audience as possible.
- Throw in a bit of humour, but not at any "punchy" moment to others who make them laugh.
- Avoid using industry jargon and technical words, keep it simple and speak with conviction.
- Always do a technical dry run to ensure everything goes smoothly before you start.

TOP 12 Successful Women Entrepreneurs in South Africa 2019

[Home](#) » [Financial News](#) » [Top 12 Successful Women Entrepreneurs in South Africa](#)



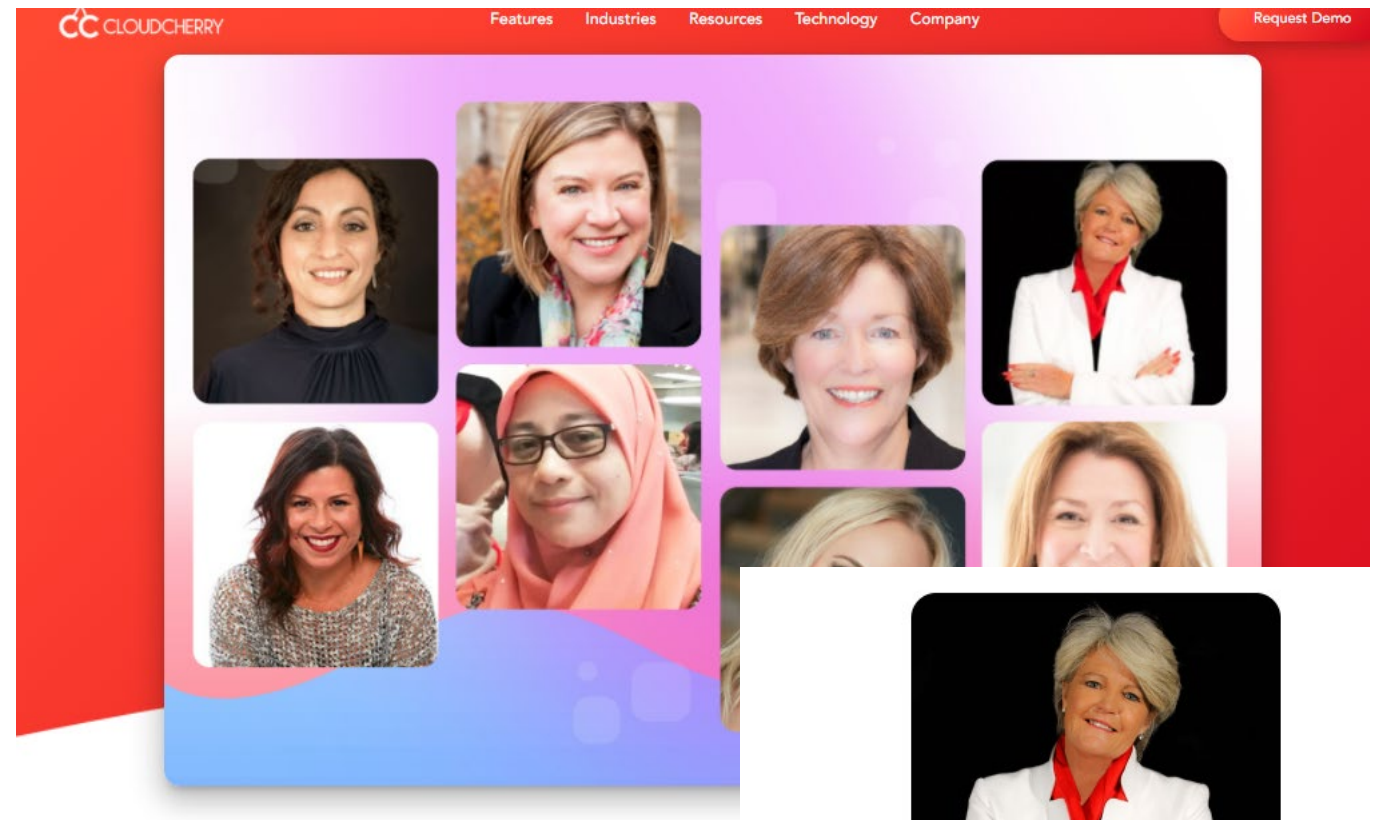
. Lynn Baker



Soon after establishing the company [Customer Experience Academy South Africa](#) (CX Academy), Lynn enrolled for the Disney Quality Service Course to implement new strategies and approaches to their business. Her company is working to improve the customer experience for top brands like **Uber**, **Airbnb** to **Flourish Baker's** company has done a tremendous job setting the yardstick for customer experience.

"Where do you and I start to create a better customer experience strategy? We need to shift our thinking and challenge our mindsets. More importantly, we need to recognize that this is happening in a completely new landscape," explains Baker.

TOP WOMEN CXO's - Global 2019 (Customer Experience Officers)



Top women CXOs



Lynn Baker

She is the CEO of Customer Experience Connexion, a recognized international speaker on Customer Experience and Partner of the Customer Experience Game for South Africa. In 2006, Lynn attended the Disney Institute Quality Service Course in Florida, USA and has subsequently attended a Customer Experience Masterclass in Dubai, qualified as a Customer Journey Mapping Facilitator and achieved 'Customer Experience Specialist (CXS)' certification through CX University.

In November 2018, Lynn was a Judge at the Customer Experience International Awards in Amsterdam, where she Judged on CX Strategy Design and Implementation from global companies. In January 2019, Lynn was also a Judge at the 'Gulf Customer Experience Awards' in Dubai, where she Judged in the 'Employee Experience' and 'CX in Retail' categories.

Over and above speaking around the world on Customer Experience, Lynn consults to businesses both large and small on designing and implementing CX Strategies.



INTERNATIONAL CUSTOMER EXPERIENCE AWARDS JUDGE

2018 – Amsterdam, Netherlands

2019 – Dubai, United Arab Emirates

2020 - Virtual

2021 - Dubai, United Arab Emirates



VIDEO TESTIMONIALS



HENLEY BUSINESS SCHOOL/ USB SPEAKER ACADEMY EXECUTIVE SPEAKER PROGRAMME – LYNN BAKER VIDEO TESTIMONIALS



<https://www.youtube.com/watch?v=5h-Hib4svZQ>



<https://www.youtube.com/watch?v=8sO1x8xO60U>

IN THE MEDIA



HENLEY BUSINESS SCHOOL - #ASKANEXPERT INTERVIEW WITH LYNN BAKER – EXECUTIVE PRESENCE



<https://www.henleysa.ac.za/lynn-baker-executive-presence-and-public-speaking/>

LET'S CONNECT....

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