



LYNN BAKER

Professional Speaker & Executive Speaker Coach

R A T E C A R D 2 0 1 8

LYNN BAKER – KEYNOTE SPEECHES for conferences & corporate events (1 x hour)

TITLE	DESCRIPTION	DURATION	# DELEGATES	RATES
KEYNOTE TITLES	LYNN BAKER one hour keynote speeches for conferences and corporate events are fast paced, visual stimulating and designed to inspire audiences to change their thinking about how they are contributing to the customer experience and brand promises made by your business.			R28,000 + Vat
“CUSTOMER EXPERIENCE – MOMENTS OF MAGIC!”	Using examples of successful companies such as Disney, Amazon, Absolut Vodka, BMW and many others, Lynn illustrates what these companies are doing in their quest to create competitive differentiation by driving a better customer experience and why they are succeeding. Audience members leave with a heightened awareness of how much more they need to be doing if they are to win the war for market share, remain relevant and retain customers.	1 x hour	N/A	Fees exclude travel, accommodation & technical equipment. Road travel charged @ R4/km
CUSTOMER EXPERIENCE BY DESIGN	Two keynote speeches are available:- Keynote # 1 ‘Customer Experience – Moments of Magic! (For all levels of audiences) Keynote # 2 ‘Customer Experience By Design’ - (For Management level audiences)			Alternatively..... R34,000 + Vat
CUSTOMER JOURNEY MAPPING INTERACTIVE WORKSHOPS	**** Consider adding on a “Customer Journey Mapping’ interactive workshop after the keynote speech to achieve maximum impact! (Interactive workshops can run from 2 – 4 hours) 1 x hour Keynote Speech + 3 hour interactive Customer Journey Mapping workshop for R34,000 +			1 x hour Keynote Speech + 3 x hour interactive Customer Journey Mapping

EXECUTIVE SPEAKER COACHING

COACHING	DESCRIPTION	DURATION	# DELEGATES	RATES
EXECUTIVE 1on1 SPEAKER COACHING	<p>EXECUTIVE 1on1 PUBLIC SPEAKING COACHING is run over one day from 09h00 – 16h00, however for busy Executives these can be split into 2 x 3 hour sessions. The first session covers Planning a Professional Presentation & the second session covers Public Speaking Delivery Skills.</p> <p>Clients have the option of doing one or both of the sessions list below:-</p> <p>Session # 1 Planning & Preparing a Professional Presentation framework and structure During this session, the Coach shares a simple framework to design presentations that are focused and that drive results. Clients are requested to bring presentations they have done in the past or are about to do in the future and these are used as the working content, to ensure that the training is as realistic as possible.</p> <p>Session # 2 Public Speaking & Business Presentation Delivery Skills During this session, the client delivers the presentation created in the morning session and this is filmed and played back for immediate feedback and coaching. Alternatively, clients can use this as a 'Dry Run' session for forthcoming presentations.</p> <p>*****Please note fees exclude the hire of a Boardroom or training room</p> <p>**Additional hours for presentation creation & design 'off-site' charged at R1000.00 + Vat per hour (In Jhb) ** Professional Presentation Design available, quoted on client requirements</p>	2 X 3 hour sessions	1	<p>R22,000 + Vat Incl 6 hours training</p> <p>R2500 + Vat / hour thereafter.</p> <p>Fee excludes venue, catering, technical, travel & accommodation</p> <p>Road travel outside the Sandton, Jhb area is charged at R4/km</p>

GROUP PRESENTATION SKILLS WORKSHOP – ONE DAY

COACHING	DESCRIPTION	DURATION	# DELEGATES	RATES
ONE DAY GROUP PRESENTATION WORKSHOP	FULL DAY GROUP BUSINESS PRESENTATION SKILLS WORKSHOP	1 x Day 09h00 – 16h00	6	R28,000 + Vat
	<p>Morning - Planning the Structure of a Professional Presentation</p> <p>Creating the structure and framework of a professional presentation, making it easier for the speaker to deliver and interesting for the audience to receive. Over a working lunch, the Coach works with the delegates on their current presentations and assists them on the structure & focus.</p> <p>Afternoon Public Speaking Delivery Skills Coaching</p> <p>Public speaking delivery skills looks at eye contact, movements & gestures, engaging the audience and pausing to create effect. During this session, delegates deliver a presentation, which is filmed and played back for immediate feedback and coaching</p>			

SALES PRESENTATION MAKEOVER & TRAINING – ONE DAY

COACHING	DESCRIPTION	DURATION	# DELEGATES	RATES
ONE DAY GROUP SALES PRESENTATION WORKSHOP	DEVELOPING PERSUASIVE SALES PRESENTATIONS	1 x Day 09h00 – 16h00	6	R28,000 + Vat
	<p>Morning Session - Plan, prepare and create dynamic sales presentation framework</p> <p>Delegates are provided with a simple framework on which to create a focused sales presentation that drives results.</p> <p>Lunch Session - Working lunch looking at how the current Sales Presentation can be improved</p> <p>Afternoon Session - Includes an overview of practical presentation delivery skills, followed by a practical intervention when delegates deliver their sales presentations, which are filmed and played back for immediate feedback and coaching</p>			

CUSTOMER JOURNEY MAPPING WORKSHOP – HALF DAY

EVENT	DESCRIPTION	DURATION	#DELEGATES	RATES
½ DAY CUSTOMER JOURNEY MAPPING WORKSHOP	<p>THE CUSTOMER JOURNEY MAPPING workshop opens with a one hour keynote speech on ‘Moving Beyond Customer Service to Driving Customer Experience’ by Lynn Baker. The presentation is designed to shift the thinking of the audience that merely delivering customer service is no longer enough, companies and their staff need to take a 3 dimensional view of their customers and constantly strive to deliver a fully engaged customer experiences from the moment a customer considers using your products or services.</p> <p>This is followed by a ‘Customer Journey Mapping’ workshop where delegates get out of the head space of being a business / product / service provider to walking in the shoes of their customers. Delegates identify all the key touch points that customers experience while doing business with them and are encouraged to consider improvements that will increase sales and drive better customer retention.</p> <p>The delegates leave with a specific list of improvements, as well as a task list of who will champion the motivation to management about the improvements and the subsequent implementation.</p>	½ x Day 08h30 – 13h00	50	R20,000 + Vat Fee excludes venue, catering, technical, travel & accommodation

CUSTOMER JOURNEY MAPPING WORKSHOP – FULL DAY

COACHING	DESCRIPTION	DURATION	# DELEGATES	RATES
1 DAY CUSTOMER JOURNEY MAPPING WORKSHOP	<p>THE CUSTOMER JOURNEY MAPPING workshop opens with a one hour keynote speech on ‘Moving Beyond Customer Service to Driving Customer Experience’ by Lynn Baker. The presentation is designed to shift the thinking of the audience that merely delivering customer service is no longer enough, companies and their staff need to take a 3 dimensional view of their customers and constantly strive to deliver a fully engaged customer experiences from the moment a customer considers using your products or services.</p> <p>This is followed by a ‘Customer Journey Mapping’ workshop where delegates get out of the head space of being a business / product / service provider and walk in the shoes of their customers. Delegates identify all the key touch points that customers experience while doing business with them and are encouraged to consider improvements that will increase sales and drive better customer retention.</p> <p>After lunch, each group is given the opportunity to create a presentation they will give to Management about the service improvements they believe should be made in order to drive a better customer experience. Wherever possible, Management are requested to join this session, to see the presentations and recommended improvements of each team.</p> <p>Presentations are filmed and each delegate receives a copy of the presentation.</p> <p>The delegates leave with a specific list of improvements, as well as a task list of who will champion the motivation to management about the improvements and the subsequent implementation.</p>	09H00 – 16H00	50	R28,000 + Vat Fee excludes venue, catering, technical, travel & accommodation

EXECUTIVE PRESENCE COACHING

COACHING	DESCRIPTION	DURATION	# DELEGATES	RATES
EXECUTIVE PRESENCE ONE-ON-ONE COACHING	<p>EXECUTIVE PRESENCE COACHING is for those professionals who are looking to take their professional development to the next level. Developing Executive Presence is a personal journey and not a destination and requires dedicated investment of time and commitment from the client. Executive Presence Coaching focusing on developing the softer skills of leadership, with particular reference to professional brand development, impression and perception management.</p> <p>Executive Presence Coaching package includes:-</p>			R60,000 + Vat
	<p>Session # 1 Strategic Personal Brand Development</p>	4 x hours (½ Day)	1	Fee excludes venue, catering, technical, travel & accommodation
	<p>Session # 2 Public Speaking & Business Presentation skills coaching</p>	7 x hours (1 Day)		
	<p>Session # 3 Executive Image Makeover including hair, makeup, colour & styling</p> <p>Includes hair styling, colour coding, styling, make-up lesson</p> <p>Professional photo shoot</p>	4 x hours (½ Day)		
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EXECUTIVE IMAGE MAKEOVERS FOR GROUPS	<p>The Ultimate Investment in Professional Corporate Image and a great way to reward top performers!</p> <p>Package includes:-</p> <p>Lynn Baker – Executive Presence Coach – Keynote Speech on ‘Executive Presence’ on arrival</p> <p>Executive Image Makeover with Janine Starkey – House of Janine, including professional hair styling, makeup lesson, colour coding , professional body styling, venue hire, catering & professional photo shoot</p>	1 x Day Held in Sandton, Jhb	Min 6 pax	R6995.00 + Vat Per person (Min 6 people)

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RATE CARD 2018

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