

RATE CARD 2020

EXECUTIVE SPEAKER COACHING & KEYNOTE SPEECH RATES



# **EXECUTIVE ONE-ON-ONE SPEAKER COACHING**

**EXECUTIVE 1on1 SPEAKER COACHING** is ideal for senior executives who are required to deliver high level business presentations to a Board of Directors, shareholders or employees. The Executive Speaker Coach assists them in every aspect of the of the presentation, from designing the framework and structure, through to the dynamic delivery of professional presentations. Coaching can include the overseeing of dry runs if required.

Executive Speaker Coaching is delivered in the comfort of the clients boardroom or training room and is run over one day from 09h00 - 16h00. However, for busy Executives, coaching can be split into 2 x 3 hour sessions. The first session covers the planning and preparing of a professional presentation and the second session covers Public Speaking Delivery Skills. Clients have the option of doing one or both of the sessions.

#### SESSION # 1 PLANNING & PREPARING A PRESENTATION FRAMEWORK AND STRUCTURE (3 X HOURS)

During this session, the Coach shares a simple framework on which to design presentations that make it easy for the speaker to deliver and interesting for the audience to receive. Clients are requested to bring presentations they have done in the past or the content of one they are about to do in the future and this material is used as the working content, to ensure that the coaching translates to real business scenarios.

#### SESSION # 2 PUBLIC SPEAKING & BUSINESS PRESENTATION DELIVERY SKILLS (3 X HOURS)

During this session, the client delivers the presentation created in session one and this is filmed and played back for immediate feedback and coaching. Clients can also use this session as a 'Dry Run' session for forthcoming presentations.

#### \*

#### **NUMBER OF PARTICIPANTS**

1

#### **COACHING DURATION = 6 HOURS**

One day 09h00 - 16h00 2 x 3 hour sessions

# **REQUIREMENTS**

Boardroom or training room with data projector + screen and sound or TV with sound

#### FEE R24,000 + VAT

#### **FEES EXCLUDE**

- Exclude VAT @ 15%
- Hire of a Boardroom or training room
- Technical equipment Data projector + screen + sound or TV + sound
- Excludes Professional Presentation Design
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

#### **OTHER**

Additional coaching over 6 hours charged at R2500 + Vat + travel Assisting with presentation design 'off-site' at R1000.00 + Vat / hour (In Jhb)

# **EXECUTIVE SPEAKER PROGRAMME (GROUPS)**

**EXECUTIVE SPEAKER PROGRAMME** is ideal for professionals who are required to deliver business, sales, exco presentations. The Executive Speaker Coach assists them in every aspect of the presentation, from designing the framework and structure, through to the dynamic delivery of professional presentations.

The Executive Speaker Programme is delivered in the company boardroom or training venue and is run over one day from 09h00 – 16h00. The first session covers the planning and preparing of a professional presentation and the second session covers Public Speaking Delivery Skills.

#### SESSION # 1 PLANNING & PREPARING A PRESENTATION FRAMEWORK AND STRUCTURE (MORNING)

During this session, the Coach shares a simple framework on which to design presentations that make it easy for the speaker to deliver and interesting for the audience to receive. Clients are requested to bring presentations they have done in the past or the content of one they are about to do in the future and this material is used as the working content, to ensure that the coaching translates to real business scenarios.

#### SESSION # 2 PUBLIC SPEAKING & BUSINESS PRESENTATION DELIVERY SKILLS (AFTERNOON)

During this session, Lynn Baker shares the secrets of delivering a dynamic business presentation, including the power of poise, the importance of posture, maintaining eye contact, holding attention using vocal pace and pausing for impact. Thereafter, participants are required to deliver the presentations they created in the morning and this is filmed and played back for immediate feedback and coaching.

\*

#### **NUMBER OF PARTICIPANTS**

Max 6 participants

#### **COACHING DURATION = 6 HOURS**

One day 09h00 - 16h00

# **REQUIREMENTS**

Boardroom or training room with data projector + screen and sound or TV with sound

### FEE R28,000 + VAT

#### FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment Data projector + screen + sound or TV + sound
- Excludes Professional Presentation Design
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

#### **OTHER**

Additional coaching over 6 hours charged at R2500 + Vat + travel
Assisting with presentation design 'off-site' at R1000.00 + Vat / hour (In Jhb)

# **KEYNOTE SPEECHES - CONFERENCES & CORPORATE EVENTS**

LYNN BAKER is a recognised international speaker on Customer Experience who delivers fast paced and fascinating one hour keynote speeches for conferences and corporate events. Presentations are designed to be visually stimulating and inspire audiences to change their thinking about how they are contributing to the customer experience and brand promises of your business.

Using examples of successful companies such as Disney, Amazon, Absolut Vodka, BMW and many others, Lynn illustrates what these companies are doing in 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.

**KEYNOTE SPEECH TITLES** 

'MOMENTS OF MAGIC - Moving Beyond Customer Service to driving Customer Experience (All levels of audiences)
'CUSTOMER EXPERIENCE BY DESIGN - THE STRATEGIC IMPERATIVES OF CX - (LEADERSHIP / EXCO AUDIENCES)

#### **NUMBER OF PARTICIPANTS**

No maximum

# **DURATION = 1 HOUR**

# **REQUIREMENTS**

Boardroom or training room with data projector + screen and sound or TV with sound

# FEE R28,000 + VAT

#### **FEES EXCLUDE**

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment Data projector + screen + sound or TV + sound
- Excludes Professional Presentation Design
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
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#### **OTHER**

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# THE CUSTOMER JOURNEY GAME

#### INTERACTIVE BOARD GAME THAT DRIVES EMPLOYEE ENGAGEMENT IN THE CUSTOMER EXPERIENCE

The Customer Journey Game is a facilitated interactive business board game, designed to shift the thinking of employees from focusing merely on the point of purchase, to expand their view to all the touch points where a customer engages with the business. To win the hearts and minds of customers, it's critical that every employee understands the entire customer journey and considers where they can better influence the experience.

Designed to simulate an end-to-end customer journey, this is as close as you will get to understanding the customer experience, whilst at the same time allowing employees the opportunity to identify areas of improvement.

The Customer Journey Game is designed around 6 stages of a customer journey:-



To better understand our customers, it's important to recognise that their path to purchase starts long before they buy; and their experience lasts long after the buy. Whether customers search online, visit a store, call the office or engage with a sales representative, identifying the key touch points during the customer journey enables us to identify pain points and areas of improvement that could influence the purchasing decision and positively impact the customer experience.

For more information, please visit https://www.cxacademy.co.za/customer-journey-game

#### **NUMBER OF PARTICIPANTS**

5 - 200 players

#### **DURATION = 3 HOURS**

# **REQUIREMENTS**

Boardroom or training room with round or square tables that accommodate 6 - 8 players in a team.

Data projector + screen and sound or TV with sound

#### **FEES**

5 - 25 players = R25,000 + Vat 3 x teams 26 - 50 players = R30,000 + Vat 6 x teams 51 - 100 players = R35,000 + Vat 12 x teams 101 - 150 players = R40,000 + Vat 18 x teams 151 - 200 players = R50,000 + Vat 25 x teams

#### **FEES INCLUDE**

Hire of Customer Journey Game Board + all game elements Professional game facilitator for 3 x hours

#### **FEES EXCLUDE**

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment Data projector + screen + sound or TV + sound
- Excludes Professional Presentation Design
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

<sup>\*\*\*</sup>Game boards can be purchased and branded with company logo at an additional cost of R2500 + Vat per game board. Other game elements can not be branded.

# LB LYNN BAKER



- CERTIFIED WORLD CLASS SPEAKER COACH
- EXECUTIVE PRESENCE CONSULTANT
- PROFESSIONAL SPEAKER
- CERTIFIED CUSTOMER EXPERIENCE SPECIALIST (CXS) (CX UNIVERSITY)
- INTERNATIONAL CUSTOMER EXPERIENCE AWARDS JUDGE 2018 AMSTERDAM
- GULF CUSTOMER EXPERIENCE AWARDS JUDGE 2019 DUBAI

LYNN BAKER is a Professional Speaker, Certified World Class Speaking Coach, Executive Presence & Business Image Consultant and successful business woman.

In 1991 Lynn was the founder of one of South Africa's most successful Speaker Agencies, representing the best of the best on the South African speaking circuit. In 2001, Lynn joined the Tsogo Sun Group, where she was responsible for launching and managing Montecasino Corporate Events in Johannesburg.

In 2010, she returned to her passion of Public Speaking and completed a course with World Class Speakers in the USA, where she qualified as the only 'Certified World Class Speaking Coach' in Africa. In 2016, she was appointed Programme Director of the Henley Business School – Executive Speaker Programme and in 2018, Lynn was voted one of the Top Women to Watch in South Africa.

Lynn is also the CEO of the Customer Experience Academy, as well as a recognised speaker on Customer Experience. and creator of the interactive business board game 'The Customer Journey Game'. In 2006, Lynn attended the Disney Institute Quality Service Course in Florida and on her return, successfully implemented many of the Disney service philosophies at Montecasino Corporate Events, which she ran at the time.

Subsequently, she attended a Customer Experience Masterclass in Dubai, qualified as a Customer Journey Mapping Facilitator and qualified as a 'Customer Experience Specialist' (CXS) through CX University – the only person in South Africa to do so to date.





LS LYNN BAKER









# B LYNN BAKER

CERTIFIED WORLD CLASS SPEAKER COACH (WORLD CLASS SPEAKERS USA)

CERTIFIED CUSTOMER EXPERIENCE SPECIALIST (CXS) (CX UNIVERSITY)

**EXECUTIVE PRESENCE CONSULTANT** 

PROFESSIONAL SPEAKER

# CONTACT

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