

# EXECUTIVE PRESENCE

For **Ocean Makalima**, speakers need to add value to institute events. As a result, she works with the Unique Speaker Bureau, as it is able to identify the right speaker for her institute needs.

## THE DETAILS

**OCEAN  
MAKALIMA**

Manager:  
Communication  
and Marketing,  
Chartered Institute  
of Government  
Finance, Audit  
and Risk Officials  
(CIGFARO)



### THE EVENT

CIGFARO hosted its Women in Leadership Seminar at the Southern Sun Elangeni & Maharani from 9 to 10 March 2017. More than 100 people attended.

### THE SPEAKER

Lynn Baker is a certified world-class speaking coach, executive presence consultant, professional speaker and successful businesswoman. In addition to this, she was recently appointed as the programme director for the Henley Business School – Executive Speaker Programme. During her varied business career, Lynn has worked for large corporates both locally and internationally, with a specific focus on sales, marketing and customer service. In 2006, she attended a Disney Quality Service course at Disneyland, Florida, and implemented many of the Disney Customer Service philosophies at Montecasino Corporate Events, which she ran for 10 years. 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. Lynn now combines her passion for public speaking and customer service by delivering fast-paced and fascinating presentations on the captivating subject of customer experience.

### WHAT DO YOU LOOK FOR WHEN BOOKING A SPEAKER FOR YOUR EVENTS?

- **THEY MUST KNOW A LOT ABOUT THE AUDIENCE** I am always wary of speakers who do not ask who is attending the event. Speakers need to ask who will be attending, their job role, their age group, their level of education and, most importantly, the expected education objective of the event. It is vital that the speaker understands the calibre of people that attend the institute events and the correct protocol when addressing them.
- **THEY STIMULATE INTERACTION** Speakers must not only be performers but moderators as well. They must be able to facilitate conversations, enhance critical thinking and move event attendees to take responsibility for their learning.
- **THEY CONTRIBUTE WITH MEANINGFUL CONTENT** Speakers need to give their audience content that will help them in either their professional or personal lives.

### WHY WAS THIS SPEAKER CHOSEN FOR THIS EVENT?

This event draws participants from the public sector from all nine provinces, which includes the municipalities as well as national and provincial departments. Senior government personnel, ministers, MECs, MMCs, municipal councillors, government finance, auditors, and performance and risk officers were in attendance. Having heard Lynn before, I knew she would be a perfect fit for the Women in Leadership Seminar. Her talk on executive presence empowered all individuals who attended the seminar. She added great value to the event.

### WOULD YOU RECOMMEND THIS SPEAKER FOR OTHER EVENTS?

Absolutely. Lynn exudes an



*Lynn Baker - a top professional speaker, Certified World Class Speaking Coach, business image consultant and successful business woman*

energy that is magnetic and possesses charisma that is captivating.

**WHY DO YOU USE USB?** USB is my one-stop shop for when I need professional speakers to address delegates in the public sector. USB not only offers professional service but is very reliable, making my job of running a smooth conference 10 times easier. 

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