EXEC Strategic Personal BRAND Development
Strategic Personal BRAND Development

Meet the Coach - Lynn Baker

As an Executive Presence Consultant, Lynn works with professionals at all levels of business to develop a holistic identity that supports personal and professional goals. With a strong focus on ‘Impression and Perception management’, Lynn creates awareness around the importance of developing a powerful visual brand that builds personal credibility and compliments corporate image.

Building a professional personal brand has become a science that demands serious consideration about the impressions we give and the perceptions we leave behind. “Perception is Reality” and recent research shows that people make decisions about us within 100 milliseconds of meeting us. For this reason, developing a powerful personal identity is no longer an option, it is absolutely necessity.

Lynn Baker is the only Certified World Class Speaking Coaches in Africa, a Professional Image Consultant and successful business woman. Drawing on her wide body of knowledge and experience in the corporate world, Lynn works closely with clients to develop and maximise their professional brand and positioning in their industry.
Executive Brand Development Process
Strategic differentiation model

1. Brand Audit & Development
2. Professional Image Development
3. Executive Presence Development
4. Public Speaking Skills

DEFINE
DESIGN
DELIVER

Brand Strategy Implementation
STRATEGIC BRAND DEVELOPMENT PROCESS

1. PERSONAL BRAND DEVELOPMENT
2. PERSONAL IMAGE MAKEOVER
3. EXECUTIVE PRESENCE PRACTICAL
4. PUBLIC SPEAKING COACHING
STRATEGIC BRAND DEVELOPMENT PROCESS

1. PERSONAL BRAND DEVELOPMENT

DEVELOPING CREDIBILITY
3 Hours

Personal Brand Audit
Where are you now?
Where do you want to be?
Develop a Personal Brand Profile

2. PERSONAL IMAGE MAKEOVER

DEVELOP A POLISHED IMAGE
4 Hours

Ladies - Full image makeover
Professional make-up application
Colour analysis
Body analysis & styling
Hair style review
Guided shopping

Gentleman - Image & Grooming
Professional Grooming Session
Colour analysis
Body analysis
Guided shopping

3. EXECUTIVE PRESENCE PRACTICAL

PORTRAY A POLISHED IMAGE
3 Hours

Vocal Image & Body Language
Mock filmed Meeting & Interview
Poise, Posture, Stance
Vocal Image - Tone, Pace, Pausing
Message Management
Professional Touch

Professional Photo Shoot
Photos in Business environment
Press pics
Internal comms pics

4. PUBLIC SPEAKING COACHING

PRESENT LIKE A PROFESSIONAL
6 Hours

Planning Professional Presentation
Consolidating content
Developing a Framework for Speeches
Developing a Timeline
Creating Visual Impact
Do's & Don'ts of slides

Professional Delivery Skills
Filmed Presentation + Coaching
Eye contact, Movements & Gestures
Vocal image
Pausing for Impact
Radio & TV Media Interview Skills Training
Options 2 -8 hours
Cost options range from R16,000 – R60,000 + Vat

Quoted on Individual Requirements
Cost options +- R5000 per month

Emotional Intelligence 360° Online Assessment + Report And Feedback Session
R7,500 + Vat

On completion of Brand Development, Lynn Baker to work with PR company on a Profiling & Positioning Implementation Strategy
Charged at R5000 for 5 hours on monthly retainer

OPTIONAL EXTRAS
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