

Jon Baker of The Excedia Group Ltd

The following is a summary of Jon Baker's biography, further details are available on application.



Speaker Biography

Jon Baker specialises in helping ambitious professionals grow their firms from 5 to 50 employees.

Jon has worked with professionals, business owners and employees, trained sales teams across Europe, designed and delivered hundreds of workshops for different audiences at every level of a professional practice or business, presented to audiences from the National Indoor arena to lively breakfast meetings and seminars for small businesses.

Jon's style is to deliver clear action focused learnings, with elements of personal life experiences and examples to make the presentation fun and interactive. Delegates get clear action points and motivated to take the steps necessary. He will flawlessly adapt his content for your conference, seminar, masterclass or workshop.

Reassuring quality.



You can be assured that you will be in safe hands with Jon at your event as he is a member of the Professional Speaking Association.

The Process

Being an experienced speaker, presenter and trainer Jon starts off by talking with you about your needs and objectives to design a presentation that inspires, motivates and hits the mark for your audience.

These presentations can be delivered as a 45 minute keynote speech, masterclass, evening seminar, half day or full day workshop.

Business Background

With 30 years of experience in managing, training and coaching in business; he works with the owners of small professional firms and regularly increases profit by more than 50% and sometimes by more than 100%.

Previous roles included being responsible for 20 franchisees, with an annual turnover of £55 million and helping them increase profits by 12% per annum over a three-year period, running off shoring projects, change projects and store management.

Qualifications

His practical experience and expertise is backed solid qualifications, which include:

- NLP Master Practitioner
- Coaching diplomas
- MBA (Open University Business School)
- BSc Management Science

Other interests

Jon has other teaching-orientated attributes outside of business coaching, ranging from lecturing in finance and business studies at the Open University Business School to training scuba diving instructors.

When not working he loves scuba diving and is often found under the water in the UK, or other parts of the globe (from under the ice in the arctic to New Zealand); frequently he brings elements of the lessons learnt from scuba diving into business seminars.

He has one son who shares his passion for diving, who is currently studying for his law degree.

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Recent presentations

The following selection are currently popular, to give you a flavour of what you can expect.

When surrounded by sharks and nobody is watching you wave for help, swim!



This fun filled, hard hitting, presentation covers the three main things that made the real difference to professionals that grew their firms.

Jon has a great presenting style; he keeps it simple but informative. He can really help give a business a clear strategy and he uses his vast business knowledge to help implement business plans and goals. Rob Willford, Director at Blue Orange Creative

Successful Simple Social Media strategies to sparkle not swamp.



Social Networking is a marketing revolution that's swept the world in the last couple of years. Many professionals don't make use of these tools for fear that

their day will be swept away, or worse. A popular talk filled with anecdotes, light bulb moments and enabling facts that many have used.

"Jon was a guest speaker at our conference at Silverstone on 23 October 2013. His subject was 'social media'. He did an excellent job." Business writer and editor and publisher of The Mover Magazine Steve Jordan

He was able to communicate information and ideas to staff on a multitude of levels, and as such made what could otherwise have been quite a complex subject area, extremely accessible. We would highly recommend Jon to other company's. Brad Johnson, PK Education

I've had so many additional comments and e-mails following on from candidates that attended your session at Basepoint Luton that I felt it only right that

I should let you know just how well it went down with them. Your absolute professionalism, genuine enthusiasm and motivation was encouraging to many as was the succinct way it was delivered. Additionally the top scores that you received from ALL the attendees endorses that high regard and you are to be congratulated on your achievement. You are always a very welcome presenter Jon and these comments endorse the reason as to why you are so highly thought of. Again many thanks and we look forward to seeing you here again soon. Heather Pedder: Business Development Manager at Basepoint Innovation Centre & Business Base in Bedfordshire

Referral generation for professionals



Most professionals find that 90% of all their new business comes to them via referrals. In this popular keynote Jon unlocks the secrets of referral generation, using stories and real life examples to illustrate how the SERVICE framework underpins any professional's referral generation strategy. Attendees come away from this session, inspired and enthused and knowing the difference between Buzzards and Sea Gulls.

I have had the pleasure of attending a number of Jon's presentations and training sessions at various networking events. Jon is a very engaging speaker with a relaxed style that puts his audience at ease. One of his greatest skills is ensuring that everyone has the opportunity to participate in the event, often practical way so that everyone leaves with the feeling they have not only learned a new skill, but made a positive contribution David Bridge, Bray Solutions

Want ideas to move your firm forwards and the motivation to believe you can get there?

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How to become the 'Go-To' Expert



Doesn't every professional want to become the 'Go-To' Expert for both their firm and profession?

In this keynote, Jon takes the audience through his 5 step process to becoming the 'Go-To' Expert and shares examples of how various people have achieved this must wanted status. Jon co-wrote The "Go-To Expert" with Heather Townsend. It's published by Kogan Page in March 2014.

Being seen as the 'go-to' expert confers status, recognition – but also an ability to attract new business without having to advertise or resort to hard selling and the dreaded cold calling

Networking: Rubber Eggs and Curly Canapes?



Many professionals attempt to use Networking to grow their firms, but many get frustrated at the lost of chargeable time and lack of results.

This keynote is about how to make the jump between between Rubber Eggs and Curly Canapes in order to get real benefit from your networking. This talk covers practical tactics linked to simple strategies to make a difference to your audience.

I recommend Jon for his no-nonsense, humour, down to earth presentation style and practical advice that will benefit ANY business. Mark Hawkins, MatSoft Ltd

Goals and visions

Where is your firm going, how will it achieve your goals? Thinking bigger, longer term and refreshing the offer is a powerful exercise that owners should do periodically, especially suitable for the New Year.

Selling, the shoeless way

Jon has trained sales teams selling to blue chip board directors and SME owners to get dramatic increases in sales. So, hating traditional sales techniques might seem contradictory. Delegates learn how to be more systematic and less "pushy" when selling. They walk out with strategies and tactics that have created consistent sales growth, which are practical and easy to implement.

Business planning and strategy

It is often said that to fail to plan is to plan to fail; yet 45% of SME owners have no plan (seeing them as pointless, costly and unwieldy) and 45% of SME owners have costly unwieldy plans giving no business benefit. The rest have practical, powerful plans driving growth. This lively session shares techniques to allow delegates to create their own powerful plans.

Leadership and team skills

Most people that started their own business are brilliant at their trade; but as their business grows and they develop a team (or a virtual team) productivity plummets and things just don't get done. What are the skills that help people to become a better leader? Learn practical steps that help people to get their teams to work for them so that everybody is aligned.

"his honest, open and down to earth approach to business, backed up by a wealth of experience really sets him apart. His presentations are ALWAYS informative and full of great tips but most of all are entertaining and memorable! A genuine people person"

Michelle Turner-Davidson, The HWP Group

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