

Why Hire an External Keynote Speaker, Trainer or Facilitator?

» Top 5 REASONS

Using a specialist in change from outside the system helps managers and employees to expand their thinking about what is possible.

Janice Calnan, *SHIFT: Secrets of Positive Change for Organizations and Their Leaders* (Creative Bound Inc.)

You've been tasked with finding the *right* speaker or trainer to make your event a success. There is pressure on you to first look internally, but you know that you need something different to shake things up. Here's what you can do.

First, make the case.

There is one thing that internal resources cannot achieve — organizational objectivity. This is not because employees are not adept at facilitating or engaging groups; it is because they are too close to their culture. An external specialist minimizes the political influence that is at play in your organization.

Next, the most important question you must answer is: "Why should I hire?" Here are our top five reasons.

1. Impart knowledge

A carefully chosen external presenter brings a depth of knowledge and expertise to your event. This is especially effective if your event requires that the group learns a new model of doing business, understand a new business process, or be exposed to new concepts. External speakers are also most effective if your goal is

to look at best practices in organizational effectiveness or behaviours.

2. Shake it up

An external resource brings new thinking and ideas to the group. This person can also more effectively challenge the audience to see the world differently. By bringing new thinking to the group, an external speaker acts as a catalyst for your organization, while being the buffer for criticism that might come forward from certain participants.

3. Support change

Helping people understand the needs and rationale for change is every organization's most difficult challenge. The use of an external speaker or facilitator is one of the best ways to reinforce and support change that is going on in your organization. Communication of the change also becomes more objective when it is validated by an external expert who has "been there, done that."

4. Celebrate success

What better way to demonstrate to your staff or management team that they have done a good job than to bring in an external speaker who will motivate, liven up or challenge the group? If you have

had a great year and want to build on that success, an external speaker is a special reward for your team.

5. Visibility

A speaker who is also a published author or who is recognized in the speaking community is an excellent resource to lend credibility to your event. This applies especially when you are planning an event for external stakeholders or clients. Just ensure that in addition to their status, they have a presentation that meets your event goals, and that they address one of the four other 'reasons' for hiring an external resource.

Once you've considered the most important reason for hiring a speaker, consider calling Creative Bound Resources at (613) 831-3641 in Ottawa—or 1-800-287-8610 across the country. Our trained staff and speaking professionals will take the time to truly understand your needs and goals, both for your organization and your special event. Whether your intent is to impart knowledge, shake things up, support change, celebrate success or put a special program or event in "the spotlight," we'll help you find the *right fit* in speaking professionals.