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Select one of the best keynote speakers and achieve even greater heights through follow on effective corporate training programs by [Maryparker](#)

Article published on February 22nd 2012 | [Business](#)

Gone are those days when companies would gather their employees to attend a one-off corporate training program. Most companies today look for return on their investment when they spend money on training programs, kick-offs, conferences, or seminars. This requires a targeted and focused approach. Companies of course look for ROI when they have an internal trainer conducting a program, so it comes as no surprise that they look for more when hire someone from outside to do the job. This is where professional keynote speakers have made the difference today.

It is common for companies today to identify a theme for the year or a theme for the quarter. To kick-start the theme they often identify and hire professional keynote speakers to address the entire employee base. The skill of a professional keynote speaker lies in the fact that they are able to set the context for the theme and involve the employees enough so that they engage with the theme. After the keynote speaker sets the context, and inspires the team, further actions can be taken in the form of corporate training programs or action learning projects. This creates a unified and targeted approach throughout the organisation which can guarantee a movement upwards in the bottom line and in employee engagement.

Finding professional keynote speakers can be a real challenge because anyone with half way decent communication skills can call themselves a keynote speaker. What happens often is that the employees are enthralled by the performance of the speaker but they don't retain the content and it wears off very quickly. When you have the whole organisation follow through with corporate training based around the key themes and drivers, success and growth are guaranteed for the organisation and the employees. The company is spending the money to grow itself through its employees. Hence, it is essential that the organisational goals are achieved through these keynote messages and training programs and that message is clear from the top to the bottom and from the bottom to the top.

What should be done in such a case? The learning and development team typically needs to find professional keynote speakers online and engage with them. The organisational needs are presented to them and they are asked to present the way they can address these needs. The learning and development team also needs to discuss what success they have had with other organisations and speak to other companies where they have made their keynote speeches or conducted corporate training programs. Once a couple of professional keynote speakers are shortlisted the budget needs to be discussed and then the final choice is made. This entire exercise can take a month or longer.

Professional keynote speakers can be found online because all of them have their online presence. The learning and development team needs to first be clear about their business and identify the theme for the year or the corporate training needs for the year. Then the speaker needs to be identified and the programs conducted. A professional keynote speaker not only helps the employees of the organisation but also increases the 'perceived value' of the L&D team. It is a win-win for all.

Article Source:

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Finding professional a [keynote speakers](#) is not a challenge at all but you need to keep your company's needs in mind. If you spend time identifying the best speaker for your organisation and have them conduct a [corporate training](#) programs, you allow your company to reach the next level of performance.

Article Keywords:

Keynote speakers, corporate training

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