



KEYNOTE - AI & HUMANIZATION

Welcome to the World of Humanization

Where humanity meets intelligence: Strategy, Customer Experience and AI

The future should not be about humans versus AI. It should be about how humans and AI work together to create experiences neither could deliver alone.

Discover how combining the humanity of people with the intelligence and efficiency of AI can create extraordinary customer experiences.

Employee anxiety about AI is real. Now is the time to help people understand and embrace AI, so they can become more productive, work more efficiently and contribute confidently to the future of the business.

FORMATS

Before

Humanization Sentiment
Survey shapes the content.

During

45-60 min tailored
Humanization keynote.

After

Humanization Playbook - 18
practical Quick Wins.

WHAT AUDIENCES TAKE AWAY

- Reframe: communicate the value, impact and outcomes you create
- Realign: strategy, people, process, technology and culture around one promise
- Retain: use AI insight for proactive, personalized conversations
- How to move employees from AI anxiety to AI confidence
- Why customers experience one organisation, not departments
- Practical Quick Wins teams can implement immediately

IDEAL FOR

- Executive and leadership conferences
- Customer experience programmes
- Digital and AI transformation events
- Employee engagement and culture days
- Sales and marketing conferences
- Industry association gatherings

ABOUT LYNN BAKER

With more than 25 years specialising in Customer Experience, Lynn Baker is a leading keynote speaker and business strategist.

Disney Institute trained, Lynn served as Chair of Judges for the International Customer Experience Awards for six years, and is the founding CEO of the CX Institute SA and CX University SA.

Her presentations combine powerful storytelling, humour, practical business examples, audience interaction and actionable insights that challenge conventional thinking and inspire immediate action.

- Disney Institute trained
- Chair of Judges - Int'l CX Awards
- Founding CEO - CX Institute & CX University SA
- Top 50 Women in CX (2019)



WHAT CLIENTS SAY

“

Lynn delivered a riveting keynote. She immediately drew in the audience and had them locked in for the full duration of the address.

- Marketing Manager, Standard Bank

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Lynn's presentations hugely contributed in making these events impactful and memorable - in content and professionalism.

- Head: Client Experience, Nedbank

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A total winner. Such an inspiration. It was short, sweet, simple, yet FREAKING DYNAMIC!

- Delegate feedback, Pfizer Sales Conference