



BIOGRAPHY SAFFRON BAGGALLAY

Saffron Baggallay has a background in coaching, facilitation and professional speaking and is passionate about ensuring that she connect her clients with knowledge that they can actually apply in their workplace. With a particular interest in personal and professional development, personal leadership, self-awareness, personal, emotional and social intelligence development, relationship-building and producing engagement from employees within organisations, Saffron believes strongly that it is no longer about what you know, but rather about ***what you do with what you know*** that differentiates you in the workplace today. Saffron strives to change people's thinking, feeling and behaviour if it serves them to do so so that they can get results.

Saffron is passionately interested in drawing the best out of people. What differentiates Saffron as a professional speaker, facilitator and coach is her ability to adapt herself to

her audience. She makes it a priority to understand not only the client's specific needs, but also the questions pertaining to the client's environment and industry-specific challenges.

Saffron has a BA (Hons) Sociology and Philosophy from Trinity College Dublin (1998) and a MADA from WITS (2006) where she specialised in identity theory. Saffron has a special interest in how identity theory can be used to assist organisations to understand talent diversity from a generation, gender, socio-economic and 'personality-type' perspective, in particular. Saffron also has a coaching qualification through Results Coaching; and a coaching qualification, which specifically uses the Enneagram. She uses this to help organisations understand how different personality profiles, inside departments, or as an organisation as a whole, can impact productivity. Because of her many years as a teacher Saffron has an extensive understanding of Generation Y, which she uses to assist organisations in better managing their workforce and understanding their new consumers. She also includes this knowledge in her mentorship programs.

Saffron works in the consulting, coaching, presentation and facilitation space, where she focuses on how individuals and organisations can become more self-motivated and productive in order to cope with the challenges and responsibilities associated with a rapidly changing world. A lot of her experience has centred around helping people cope with having to take on roles they 'didn't sign up to do' within the context of a connection economy. For example, helping auditors sell better or managers become mentor.

Specifically Saffron enjoys:

- **Keynote Presentations** that global trends that are influencing change and therefore *impacting people* inside organisations in the private, public and education sectors. Go to www.trainingspace.co.za for information on her current keynotes

- **Designing and delivering development programs** on what *skills and competencies* are needed to effect behavioural change in order to cope with harsh economic times
- **Consulting** around what problems exist within client-specific environments; and what bespoke solutions can be found to unravel those problems
- **Coaching** either small groups or individuals through industry, organisational or departmental problems in order to get results through working on the self

Saffron uses a four-pronged approach when designing her content:

- Emotions
- Entertainment
- Facts
- Aesthetics

As she has found this combination to be most effective when helping people learn and remember. The sustainability of her involvement in organisations is very important, which is why Saffron has spent 16 years thinking about how to make her messages memorable and easily applicable. Her methods and structure for training, in particular, therefore always focus on how to make information easily palatable for audiences. Saffron pays attention to her adaptability when delivering to different audiences. Saffron works on four principles when designing material:

- Can it be recalled?
- Is it comprehensible?
- Can delegates analyse the information?
- Will they be able to apply it practically and on their own?

This is how Saffron designs her programs. To introduce information and then through various methodologies like discussion, coaching, assessments, reframes using multi-media, and other activities, Saffron is able to assess how sustainable her offerings are.

Saffron has worked primarily in the professional services, banking, insurance, advertising, pharmaceutical, information technology, mining, retail and education environments. Her client have included: Norton Rose, Hogan Lovells, Cliffe Dekker Hofmeyr, Webber Wentzel, KPMG, Arcelor Mittal, Nedbank, Sasol, BHP Billiton, SAPREF, JD Group, Spar, Momentum, SAPPI, General Electric, Sage Alchemex, EOH, WITS and GIBS business school, Duke Corporate Education; Tyco, Ital Tiles, Standard Bank, Legacy Hotels and Resorts and others.

Introductory paragraph:

Specialising in presenting on all forms of communication, Saffron uses her enchanting personality, love for story-telling and acting; and her wide experience, to make presenting fun and entertaining as well as informative and enriching. Her style has been described as intoxicating.

What clients have said about Saffron:

“Fantastic (she) really made me delve deep inside myself and take cognisance of my core beliefs”

“(She) helps one to understand him or herself, and decisions that need to be taken. It improves tolerance, patience and prosperity....very motivational”

“A very deep organised person, with much food for the soul” and “not lecturing....but very involving, she made us aware of ourselves by listening to us.”

“Very professional, passionate, energetic and brings the point across. Lovely personality.”

“Very energetic, well informed, outstanding sense of humour, well researched content, clued up on diversity.”

“Knowledgeable, interactive, great communication skills.”

“WOW! Knowledgeable, passionate and in touch with current trends.”

“Great fun. Makes the content easy to understand how to adapt to personal life and work environment.”