

# LYNETTE BEER

## SEEDS OF INSPIRATION

In this manner

- You develop your true potential
- You are familiarised with your strengths
- You recreate and redefine yourself
- You grow to become the person who you are meant to be
- You establish and restore meaningful and long-term relationships

## LYNETTE BEER – THE PERSON BEHIND THE ENERGETIC SMILE

Lynette grew up in the Eastern Cape where she excelled in academics and sports. At a young age she had already decided that it was possible to rise above circumstances and practical challenges.

On completion of her theological studies and four years as youth worker and minister she entered the corporate world and became renowned internationally.

By personal experience and further studies in psychology, she discovered her heart's desire – to empower people to fulfil their dreams and true potential.

## LYNETTE BEER'S WHY

Lynette derives her greatest pleasures – and also her greatest challenges – from her interaction with people – those with whom she collaborates, her family and her precious friends.

She believes that meaningful relationships, at a personal as well as a professional level, are within the reach of everyone. It, however, requires thorough knowledge of who you are and an understanding of what makes other people tick.

Her very user-friendly **Four-Colour Temperament Model©** was designed to equip people to understand temperaments and to manage their emotions. To her, this is not merely theory, but heartfelt experiences from which she had learnt. These life lessons she now empathetically shares with groups and individuals who wish to invest in their personal growth.

- **Seeds of Inspiration** is the company she established to equip people of all ages and life stages with skills to enable them to grow and flourish.
- Lynette is co-founder of **EQ4Kids**, where children of especially 3 to 6 years are taught how to develop emotionally intelligent.
- **Wired - Flip the Switch**, an empowerment programme for the youth, is also presented in association with *Seeds of Inspiration*. Pioneering work in schools is done through this programme.
- **Teach2Reach** helps teachers reconcile their passion with the challenges of the classroom.
- **Seedlings**, an NPO, aims at breaking the mind set of poverty and dis-empowerment in the broader community.



## LYNETTE BEER HOW & METHOD

Lynette is a popular motivator and public speaker who appears nationally and internationally. She assists businesses and companies to address challenges and structures pertaining to human relations. This is accomplished through on-site assessments and training sessions – or virtually if preferred.

Lynette addresses groups personally or by means of virtual webinars and also offers an extensive range of self-help books (in printed or e-book format) and videos OF DVDs.

Lynette is a well-known guest on the DStv KykNET "Groot Ontbyt" programme, and can also be heard on the radio stations *Groot FM*, *Tygerberg RSG* and *Radio Pulpit*.

She regularly contributes to *Finesse Voelgoed Tydskrif* as well as the "Skool van die lewe" series and also participates in their webinars on a regular basis. Her publications with *Carpe Diem Media* are top sellers and she is a favourite co-author in their collections.

## LYNETTE BEER'S HIGHLIGHTS

The implementation of her *Four-Colour Temperament Model©* trebled the turnover of her former employer over a three-year period. (R25 million, R63 million, R74 million)

In 2007 she received the award for the *Most Innovative and Successful Business Concept*. Hereby she was afforded the opportunity to introduce her work internationally, amongst others at Times Square in New York, in London and Dubai.

She is internationally acknowledged as distinguished relationship guru.

In 2016 she was awarded the *President's Award of the SA Council of Business Women (SACBW)*. She currently also serves as Board Member of this association

[www.lynettebeer.co.za](http://www.lynettebeer.co.za)