

JAYMI HELEN COOK

COMMUNICATIONS STRATEGIST | SPEAKER
CERTIFIED COMMUNICATIONS MANAGEMENT
PROFESSIONAL

Helping leaders communicate clearly
when it matters most

LEADOUT
COMMUNICATIONS

Based in Maryland | Available Nationwide
leadoutcomms.com/speaker-hub

Clarity. Connection. Communication that moves people.

ABOUT JAYMI

Jaymi Helen Cook is a communications strategist and speaker who helps leaders and professional organizations understand how communication actually works in real life, not just how it looks on paper.

She specializes in the space where messages break down. Moments of change. High-stakes decisions. Fast-moving environments where intent is good, but interpretation goes sideways. Her work focuses on how people hear, carry, and act on information, and why clarity, trust, and alignment depend on more than well-crafted words.

As the founder of Leadout Communications, Jaymi works at the intersection of strategy, leadership, and human behavior. She helps organizations strengthen credibility, reduce friction, and communicate with purpose, especially when stakes are high and certainty is limited.

Her sessions blend insight, structure, and real-world examples drawn from leadership, professional services, and organizational life. Audiences leave with language they can use, frameworks they can trust, and a deeper understanding of how communication shapes culture, performance, and trust.



Popular with: Leaders, professional teams, associations, and organizations navigating growth, change, or high-stakes communication.

CLARITY IS THE FOUNDATION OF EVERY SUCCESSFUL STRATEGY.

 **LEADOUT** COMMUNICATIONS

The logo for Leadout Communications. It features a stylized, handwritten signature of the name "jaymi" in orange. To the right of the signature, the word "LEADOUT" is written in a bold, serif font. Above "LEADOUT", the word "COMMUNICATIONS" is written in a smaller, all-caps, sans-serif font. The "O" in "COMMUNICATIONS" is positioned directly above the "O" in "LEADOUT".



SIGNATURE TALKS

COMMUNICATION IS STRATEGY: LEADING THROUGH CLARITY

Clarity is not a soft skill. It is a leadership responsibility. This keynote reframes communication as the foundation of trust, alignment, and execution, helping leaders identify where clarity breaks down and how to rebuild it so teams can move forward together.

THE TRUST FACTOR: BUILDING CREDIBILITY BEFORE YOU HAVE SCALE

Trust is built long before visibility or reputation. This talk explores how consistency, competence, and character show up in everyday communication, and how small moments become trust deposits or withdrawals over time.

EVERY INTERACTION IS A MESSAGE: COMMUNICATION BEYOND THE BRAND

A high-energy, myth-busting talk that helps audiences rethink what branding really means. This session unpacks the emotional, strategic, and operational layers of brand-building - beyond fonts and colors.

EXPANDED TALKS

Communicating Change Without Losing People: Change doesn't fail because of resistance. It fails because of confusion and silence. This session gives leaders practical tools to communicate clearly and steadily through transition, even when answers are incomplete.

Clarity in the Age of AI: Keeping the Human in Communication: AI can generate language, but it can't create meaning. This session explores how leaders can balance efficiency with authenticity, maintain trust, and communicate with intention in increasingly automated environments.

Authenticity Without Oversharing: Finding Your Professional Voice Online: Authenticity isn't about sharing everything. It's about communicating with honesty, confidence, and boundaries. This session helps professionals show up credibly without undermining authority or trust.

Scaling Culture Through Communication: As organizations grow, communication either strengthens culture or weakens it. This session helps leaders use language intentionally to reinforce values, expectations, and trust as teams expand.

SPEAKING FORMATS

Jaymi delivers sessions that are engaging, practical, and customized for each audience.

Formats available:

- **Keynotes (30-60 minutes):** Insight-driven sessions with clear frameworks and actionable takeaways.
- **Interactive Workshops (60-120 minutes):** Hands-on sessions designed for deeper skill-building and application.
- **Virtual Presentations / Webinars:** Structured for engagement, participation, and clarity in online settings.

WHY EVENT PLANNERS BOOK JAYMI

- ✓ Certified Communications Management Professional (CMP®)
- ✓ Grounded, practical, and behavior-focused sessions
- ✓ Trusted by leadership, professional, and association audiences

"Jaymi brings both professionalism and real-talk in her presentations. She encourages questions, and her presentations are clear with actionable takeaways. If you leave with nothing gained, then you weren't listening. Jaymi is a wealth of knowledge, and her sincerity in helping you grow is an asset."

JESS PARKS, CECIL COUNTY CHAMBER OF COMMERCE



GET IN TOUCH

To check availability or customize a session:

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