

JAYMI HELEN COOK

BRAND STRATEGIST | STORYTELLER | CERTIFIED
COMMUNICATIONS MANAGEMENT PROFESSIONAL

LEADOUT COMMUNICATIONS

Clarity. Connection. Brand strategy that moves people.



ABOUT JAYMI

Jaymi Helen Cook is a speaker, strategist, and Certified Communications Management Professional (CMP®) who helps leaders bridge the gap between creativity and execution.

As the founder of Leadout Communications, she equips small businesses and nonprofits to clarify their message, strengthen trust, and connect story to strategy - because strategy only works when people believe in it.

Her sessions blend storytelling, structure, and strategic insight to help audiences communicate with clarity, lead with purpose, and build credibility that lasts.

Popular with:

Small business owners, nonprofit leaders, marketing teams, and managers navigating growth or change.



Based in Maryland | Available Nationwide



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CLARITY IS THE FOUNDATION OF EVERY SUCCESSFUL STRATEGY.

Jaymi LEADOUT COMMUNICATIONS



SIGNATURE TALKS

COMMUNICATION IS STRATEGY: LEADING THROUGH CLARITY

Clarity isn't just good communication - it's good leadership. This keynote reframes communication as the foundation of trust, performance, and alignment. Jaymi helps audiences uncover where clarity breaks down and how to rebuild it so teams can move faster, together.

THE TRUST FACTOR: BUILDING CREDIBILITY BEFORE YOU HAVE SCALE

Trust is the new currency of business - and it can't be bought. This talk explores how consistency, competence, and character build credibility long before brand recognition or budget. Jaymi shows how every touchpoint becomes a trust deposit - or withdrawal.

BRANDING: IT'S MORE THAN A LOGO

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

Story-Led Strategy: Turning Your Message Into Momentum: Strategy dies in a spreadsheet - story brings it to life. Learn how to turn your mission and message into stories people remember, repeat, and rally around.

Communicating Change Without Losing People: Change doesn't break organizations - silence does. This session teaches leaders how to lead with clarity and care through times of transition.

Clarity in the Age of AI: Keeping the Human in Communication: AI can automate your words - but not your meaning. Explore how to balance efficiency and authenticity in a digital-first world.

Authenticity Without Oversharing: Finding Your Professional Voice Online: Authenticity isn't about telling everything - it's about telling the truth. Jaymi helps professionals show up online with credibility, confidence, and boundaries that build trust.

Scaling Culture Through Communication: As organizations grow, communication either strengthens your culture or dilutes it. This session helps leaders protect what makes their team work—by keeping clarity, trust, and values front and center.

SPEAKING FORMATS

Jaymi delivers sessions that are engaging, actionable, and customized for every audience.

Formats available:

- **Keynotes (30–60 minutes):** Inspiring and idea-driven with practical takeaways.
- **Interactive Workshops (60–120 minutes):** Hands-on sessions for deeper skill-building.
- **Virtual Presentations / Webinars:** Designed for online engagement and participation.

WHY EVENT PLANNERS BOOK JAYMI

- ✓ Certified Communications Management Professional (CMP)
- ✓ Story-driven, actionable sessions
- ✓ Trusted by small business and nonprofit 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, contact:

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