



KEYNOTE

LEAD FIRST

A UNIQUE & DYNAMIC PRESENTATION ON LEADERSHIP
IN TIMES OF SUCCESS, TURBULENCE AND CHANGE.

As any great leader will attest, leading in successful times is easy. It's what a leader does in times of turbulence and change that sets them apart. In this one-of-a-kind program, Laura shares little-known stories from more than 200 years of U.S. Presidents and First Ladies to inspire great leadership in any circumstance. Laura adapts non-partisan stories to make relevant and relatable comparisons to your company or association, and offers tips that attendees can immediately put into action in their personal or professional lives.

Laura uses her unique White House experience to share valuable takeaways and inspiring stories from the earliest White House inhabitants, along with first-hand accounts of defining moments during the Clinton administration. She illustrates real solutions from the successes and failures in leadership that we all can practice in our daily lives as we work with our customers and colleagues and share within our communities and families.

Laura often customizes this keynote to focus solely on Women Leadership and Empowerment and has delivered to standing ovations at internal corporate resource groups focusing on female development in the workplace and community.

SAMPLE OF GROUPS WHO WOULD FIND LAURA'S LEAD FIRST PRESENTATION VALUABLE:

This presentation knows no boundaries and is given around the world to all industries. This program has an exceptional connection to women's groups and can be adapted for any conference, meeting, company, association or annual retreat.

“

It was not only your message and how you connected directly with our members and our mission, but your delivery was engaging and mesmerizing! You made everyone feel connected.

”

Beth Kost
Past President, Junior League



KEYNOTE

CREATING A CULTURE OF ENGAGEMENT

DESIGNED IN RESPONSE TO REQUESTS FOR A PROGRAM ABOUT HER PERSONAL AND PROFESSIONAL JOURNEY, THIS KEYNOTE EMPOWERS AUDIENCES WITH 5 PILLARS OF ENGAGEMENT THAT CAN CHANGE THEIR LIVES PROFESSIONALLY AND PERSONALLY.

From her start as a small-town girl with a speech impediment to becoming the youngest female presidential appointee in White House history and eventually an international professional speaker and television commentator, Laura delivers relevant and relatable moments of challenges and success.

She outlines how we can all turn to these 5 Pillars for answers, leadership and development throughout all stages of our lives. This compelling, comedic, motivational program will leave every audience feeling inspired and ready to engage with their life!

SAMPLE OF GROUPS WHO WOULD FIND CREATING A CULTURE OF ENGAGEMENT VALUABLE:

This presentation knows no boundaries and is given around the world to all industries.

This program can be adapted for any conference, meeting, company, association or annual retreat.

“

We're delighted you joined us as the emcee and a keynote! By sharing your own professional experiences on stage, you demonstrated how transformation is being powered across today's business landscape. This resonated with our teams and helped put us on the right path for the conference itself and year ahead in AT&T Business.

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Thaddeus Arroyo, CEO AT&T Global Business



Custom keynote programs

► **Laura always customizes** her programs to your message and objectives, and she is known for her power of connection to the audience at hand – not simply giving the same speech over and over again.

Laura is eager to work with partners like you to create original programming and to curate a keynote or creative plenary tailored to your goals and objectives. Whether based on conference themes, a rebrand, new partnership or a corporate milestone – you name it – after an hour call with Laura she will transform your message into an incredible personal connection with your audience and deliver it on your stage!

“

Laura is an outstanding communicator as I know from her sparkling appearances on Frost Over The World. As she says ‘Your career isn’t 9-5, it’s 24-7’ and she’s living proof of just how well that works.

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Sir David Frost