



OVERVIEW

The programs listed below focus on public speaking and presenting and are designed to enhance the communication skills of attorneys. These skills translate from the classroom to the boardroom and the courtroom and improve not just presentations but communication with clients and colleagues. I tailor both offerings to the particular needs of the attorneys, and recommend supplementing and embedding the material with individual coaching sessions following the training.

PROGRAM DESCRIPTIONS

PROGRAM 1:

Top 10 Tips for Presenting: Lessons from the Courtroom and the Green Room (1.5 hours)

This fun and interactive presentation touches on my background as a New York City prosecutor and television legal analyst and lays out my “Top 10” tips and techniques for effective public speaking and presenting. This talk focuses on how to pair good content with strong delivery to create and deliver engaging and persuasive presentations.

The presentation offers easily implementable techniques for audiences of any level of public speaking experience. Participants will come away with ways to feel more comfortable and confident when making presentations and addressing any size audience.

Takeaways:

- How to craft interesting “hooks” to grab an audience’s attention at the beginning of a presentation
- How using storytelling techniques can enhance any presentation
- Creative ideas for making your public speaking more compelling
- Demonstrations of interactive techniques and how to embed them in presentations to keep audiences engaged
- How to end strong with an impactful conclusion



PROGRAM 2:

Presentation Skills Masterclass: *Learn to make your presentations clear, compelling, and memorable to engage your audience and enhance your profile as a recognized legal expert* (3 hours; can be delivered in one or more sessions)

The program teaches presentation and public speaking skills to participants through a combination of interactive training and workshop techniques. The program focuses on how to create and deliver effective presentations in-house to firm colleagues and at conferences and other events.

This workshop is the antidote to “Death by PowerPoint” -- that slow realization that the next hour of your life will be spent having a speaker read text to you from a slide. A dull presentation can make even the most interesting content boring . . . and a presentation lacking creativity can flatten the discussion of even the most exciting legal concepts and developments. Participants will learn to create and deliver compelling content to bring their presentations to life, engage their audiences, get rave reviews, and raise their profiles as recognized experts in the legal community.

Takeaways:

- How to develop and deliver strong introductions and conclusions for presentations
- Exposure to creative tools to enhance the content and delivery of presentations
- Framing and organizational tools to make presentations easy to follow and engaging
- Tips and techniques for being an effective panel speaker or moderator
- How to manage a hybrid audience of in person and online participants



LAURIE GILBERTSON BIO

Laurie Gilbertson is a former New York City sex crimes and organized crime prosecutor, television legal analyst, educator, and entrepreneur. As the owner of [Tribeca Blue Consulting](#), she helps professionals communicate with clarity and confidence in their public speaking, presentations, trial work, and media appearances. In 2019, she joined the Board of Directors and helped launch the [Legal Entrepreneurs for Justice](#), an incubator program for attorneys starting solo firms to help provide access to justice to Coloradans. She currently serves as an advisory board member.

Laurie helps people present their ideas in creative and persuasive ways that engage their audiences. She works with clients through group training and one-one-one coaching to develop their personal and professional narratives, craft the hooks that draw their audiences in, and deliver their stories in a way that keeps people listening and eager to learn more. She also shares insiders' tips and tricks from her experiences in front of judges, juries, and live television audiences to help her clients get the most out of their presentations and public speaking.

Laurie began her legal career with a federal clerkship in Washington D.C, after which she joined the Queens County District Attorney's Office, where she prosecuted organized crime, sexual assaults, and violent felony cases during her ten-year tenure. She translated her extensive trial experience into creative and comprehensive on-air legal analysis for local and national TV and other media outlets, which she continued when she transitioned to a role as a legal educator in the non-profit sector.

Laurie graduated from Cornell University with a B.A. in Government and received her law degree *cum laude* from the Washington College of Law at American University. She is licensed to practice before the U.S. Supreme Court and the bars of the States of Colorado and New York.



WHAT PEOPLE ARE SAYING

"Best Presentation/Storytelling Workshop I have been to. Laurie did an amazing job facilitating the presentation during our team offsite. The knowledge and wealth of information that Laurie shared in the session was impeccable. I will definitely be using the materials and tools that Laurie presented to help with my future presentation and storytelling within my respective role and team."

Monica S., Market Engagement Lead, Capital One

"I learned so many helpful tips, including keeping it succinct, compelling, and finishing strong."

Presentation Masterclass participant, Capital One

"I must say, I've sat in on, co-performed, and even been a participant in my fair share of media training over the years. This was the fun-est! 😊"

I think it went really well . . . I definitely think you helped [our leadership] get more comfortable . . . with this stuff! Thank you!"

Crystal Cooper Mathis, Chief Marketing Officer and Partner, Signature FD

"I just wanted to let you know I had my first podcast today and it went pretty well . . . I think the little test run we had was helpful and you're a great communicator so thank you for helping me get more prepared. It made a difference."

Like you said, 2-3 more times and I'll be a pro!"

Matt Cohen, Founder, Solospace



“Recently, I attended an in-person training with Laurie Gilbertson - Top 5 Ways to WOW in Your Communication. It was one of the most meaningful professional development trainings I've attended in a long time. Not only did Laurie provide the most helpful and tangible tips, but her style was engaging, fun, and unpretentious - it helped make the learning more accessible and fun for the group. Immediately after the session, I was able to set clear goals to improve my communication as a leader and business owner. Later that week, I was able to revamp a presentation for a corporate client using Laurie's tips and guidance. The presentation was a huge success, and I couldn't be more thrilled with the results. I consider Laurie's wisdom and expertise to be a game changer in my life and career!”

Margie Thirlby, Coach and Consultant, The Thirlby Company

“Laurie is a dedicated and knowledgeable coach and I recommend her for anyone. Like no one else in my legal career, Laurie helped me to find my voice, to feel empowered, and, above all, to breathe life into the law.”

Clinton Burke, Founder and Owner, Flat Creek Law, PLLC

“I highly recommend Laurie as a communications coach. Laurie helped me prepare for a presentation I had to give. She offered a healthy balance of invaluable constructive criticism and encouragement. Not only did she provide concrete suggestions for how to improve, but she was also quick to explain what I did well, why it was effective, and how to build on my areas of strength. I would hire Laurie again in a heartbeat. She's an amazing coach!”

Ashley Kappel, Customer Success Manager - Strategic & Enterprise Accounts, Qualia



"I worked with Laurie on a presentation for the New Jersey conference for Women. Laurie helped me explore creative and interactive ways to present my material to make this recorded training engaging and interesting. I received great feedback on the presentation from the audience and the conference organizers, who said I "nailed it!". Based on this, I added over 30 people to my LinkedIn network, and gained 2 new clients.

Laurie's input on my video and written marketing materials for my website was also really valuable. I edited my website videos and speaker pages based on her feedback, and I AM SO HAPPY WITH THE RESULTS. If you want to up your presentation skills or make your written or video communication shine, I highly recommend working with Laurie. She is an active listener, clear and concise on her feedback, caring, and really wants you to succeed."

Chelle Johnson, Owner of Best You Career Advantage

"Laurie helped me . . . ditch the 'typical boring PowerPoint' and get closer to who I am as a speaker. She gave me permission to have fun and be myself. I have since delivered several larger presentations and am a more confident and authentic speaker that has shut the internal "you're a fake" voice down! I would absolutely recommend Laurie."

-Tribeca Blue client and business owner

"I hired Laurie Gilbertson when I had an important training for the Denver Chamber of Commerce. Laurie showed me how to make my presentation more engaging and memorable. Over several sessions, she taught me how to relax more, lean into my natural strengths, and communicate the material clearly. As a result, the business owners left understanding the importance of the information and how to apply it right away. I would highly recommend Laurie to anyone seeking to improve their communications skills. Not only is she experienced and insightful, but our work together was fun and a true learning and growing experience. I will definitely use Laurie with my future presentations."

-Tribeca Blue client and business owner



SELECTED SPEAKING ENGAGEMENTS

Capital One Eastern Region Leadership Offsite; Gibson Dunn & Crutcher; Lewis Bess; 2022 Colorado Judicial Conference; Colorado Bar Association(CBA)-CLE: Solo and Small Firm Institute; CBA-CLE: Successfully Launching and Running Your Own Practice; Morning Brew Accelerator (MB/A) Communication Bootcamp; University of Colorado Law School; University of Denver, Sturm College of Law; Colorado Attorney Mentoring Program (CAMP); LawBank; Legal Entrepreneurs for Justice Bootcamp and Training Sessions; Justice Entrepreneurs Project of the Chicago Bar Foundation; FirmSpace; Ellevate Network