

LENA JAKOBSSON

Emmy-Winning Communication Strategist & Coach

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MOBILIZE YOUR MESSAGE

A jury box, boardroom, and union hall walk into a bar.

Sorry, there's no punchline. When it comes to persuasive messaging, they're all the same. The key is crafting powerful, intentional narratives targeted to your specific audience - but that's easier said than done.

The communications landscape, and our brains, are changing faster than you can keep pace. Your core point gets lost in layers of information. You realize you have *no* control over how the messaging lands.

The good news is, the power of strategic, multidimensional storytelling is within reach for everyone. Lena will help cut through the static between you and your audience - whether that's jurors, news media, donors, potential clients, or your own teams.

BIOGRAPHY

A producer and journalist by trade, Lena has spent her career honing impactful storytelling in words and images.

With a front-row seat to more than 100 courtroom dramas, she watched masterful advocates use the tools of persuasion, and dove deep into human nature. Beyond the legal beat, she's covered everything from climate justice to war - finding ways to make nuanced, complex topics accessible and compelling.

Her work has appeared on CNN, ABC, VICE, Court TV, HBO, and Discovery ID, to name a few, and earned the Peabody, GLAAD, and George Polk awards, along with two Emmys.

Lena helps organizations and individuals connect their message with their audience, as a consultant and speaker. A Master Certified Professional Coach, she also guides clients through career and life transitions.

Originally from Sweden, she's based in New York City.



*Because everyone
loves a good story.*

Speaking & Presentations

Dynamic, entertaining talks with real data on how audiences absorb information today, to leave your team inspired and ready to communicate with clarity and purpose. Perfect for conferences, annual meetings, or professional development events.

Customizable Workshops

Interactive sessions tailored to your needs, these deep-dives give your teams the insights they need to make messaging resonate, build credibility, and drive results.