

**Laurie M. Martin**  
**Laurie M. Martin, CTTS, EPC, Author Educator,**  
**Speaker and Coach - Life Interrupted**

Laurie Martin is one of only a few certified trauma treatment specialists (CTTS) in Canada, specializing in frontline crisis-ready education for professionals. At the start of her insurance career, she was a founder of a ground-breaking risk management program for one of North America's largest insurance companies. Now, with over 17,000 hours of frontline experience, Laurie is one of the industry's finest international crisis education experts, focusing on the human side of dealing with emotional and high stress critical situations.

For nearly 20 years, Laurie's life-skills programs have focused on providing Advisors with innovative practices and techniques to help them approach life's tough situations with new strength to become crisis ready like never before. She is a grief specialist, suicide interventionist, frontline crisis responder, CrisisREADY® Advisor, Elder Planning Counselor (EPC), author, speaker, and coach. She has also gained valuable experience in volunteering with organizations like HOSPICE, Women in Crisis, Victim Services, and Emergency Response Services.

Laurie's sessions are always relevant, thought-provoking, non-clinical, fast paced and interactive, with nothing held back. She shares true stories, focusing on people and real situational strategies in the art of being human. Laurie will coach you to think differently and better prepare yourself with tools and strategies when a challenge faces you and your client.

Laurie has presented around the globe, including The Million Dollar Round Table (MDRT), Advocis, Pro-Seminars, Sun Life, Investors Group, Desjardins, Canadian Automobile Association, Canadian Society of Association Executives, Club Managers American Association and Club Managers Association of Europe, American Bankers Association, Ontario Chief of Police Association, and many others. She has also shared her expertise on television, radio and online.

Laurie has been featured in over 350 publications including: Canadian Insurance Magazine, Canadian HR Reporter, Municipality World, EAP Digest (U.S.), Help's Here, Resources for Seniors and Caregivers, Club Manager's Quarterly, The Boardroom, Charity Village Newsletter, Club Managers American Association, Toronto Insurance Women's Association, PULSE, ORIMS, RCMP Digest, and over 18 syndicated newspapers.

**Laurie's mantra is stay focussed, resilient, accountable, safe, and always fight for your client!**