

pdxbizwomen
COALITION

JENNA COOPER, APR

MEMBER PROFILE



FOUNDER/PRESIDENT, C3 COLLECTIVE

What do you do?

I'm a former news anchor turned strategic communications leader and public speaker coach. I launched C3 Collective in 2012 with a clear mission: To help our clients identify their unique stories and amplify their brand so it resonates and inspires action within their target audience.

How did you get here?

My father was an English professor, so growing up, daily discussions over syntax and storytelling were standard operating procedures in our home. So, let's just say when I ended up as a journalist, no one was terribly surprised. My time as a broadcast reporter and anchor in small, medium, and large markets across the country, (Bend, Oregon, Austin, Texas, Atlanta, Georgia, with a few in between) was challenging, wonderful, and exciting. It ingrained in me unique skills I use daily with our C3 Collective clients from coaching to advising in a crisis.

What's your "why?"

When someone asks why I do what I do, I tell the easy truth – my daughter. I believe showing her that "Mom" can run a successful business is important for her future. She also inspires my focus on executive speaker coaching for women. Empowering professional businesswomen to find and value their voices has been incredibly fulfilling, and hopefully, a legacy for which my daughter is proud.

Advice to future business owners?

Being good at your craft is one thing. Running a business is another. Find a mentor and accountability partner whom you trust. Learn about running a business in your state, county, or region so you're prepared. To quote Berne Brown, "We don't have to do all of it alone. We were never meant to."

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