

Dena JANSEN

SPEAKER. AUTHOR. COACH.



JOY & FULFILLMENT IS THE GOAL

Women long to feel seen, heard and ultimately, find joy and meaning in their lives. Dena's life-work is to inspire strong-willed women to embrace their unique growth journey. As a trusted provider of inspiration and practical how-to's for women looking for hope and courage, Dena sparks serious lights of curiosity and confidence in the brave #POTENTIALSeekers ready to take control of their lives and make their dreams become reality!

AUTHENTIC & GRACE-BASED GROWTH

At the core of her being, Dena believes that every woman has untapped potential! And with that unwavering belief and passion, she use her skills as a master storyteller, connector, collaborator, and gatherer to inspire curiosity, confidence, and courage as they pursue their unique growth journey!

Women that work with Dena experience her core values of being kind, open and real...and of course have a ton of fun! They leave with renewed focus on faith, hope and love that empowers them to take everyday brave steps toward their very own potential.

LASTING BENEFITS AFTER WORKING WITH DENA:

Renewed energy and enthusiasm for life.

Stronger levels of confidence, determination, and collaboration.

Heightened curiosity and willingness to explore options.

Deep senses of hope and peace while venturing outside comfort zones.

Increased sense of connection to self, team, and community.

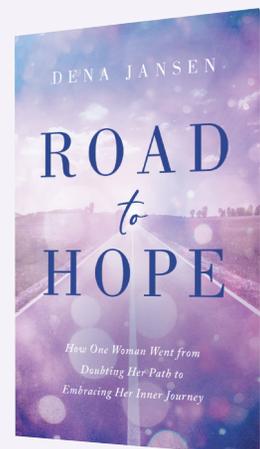
Disciplined commitment to growth and gratitude.

COMMITTING TO THE JOURNEY TOGETHER

In her inspirational memoir, *Road to Hope*, Dena shares her story of personal growth and discovery so that other women will know that they are not alone in life. Dena loves sharing in meaningful conversation about her journey. She'd love to join your next book club and bring serious talk of hope to your home, office or women's event!

“Dena’s heartfelt memoir reminds us that we are all on this journey together—the journey to discover who we truly are, shed the layers of who we thought we were supposed to be, and love ourselves with compassion and grace. *Road to Hope* is not merely a story. It’s a roadmap to help each of us live a more meaningful, authentic life.”

— Sarah Elliott, *Entrepreneur*, Executive Coach and Founder of the Ellivate Alliance



DENA SPEAKS ON THESE POWERFUL TOPICS:

Dena loves spending time with groups of all sizes as the keynote or general session speaker, breakout or workshop session speaker/facilitator, and as a collaborative panelist. She is also a great guest for podcast hosts and producers looking for meaningful and memorable conversations meant to inspire their listeners!

How to Show Up for Your Potential

Committing to the Pursuit of Your Potential

Empowering People Who Power Your Mission

Creating a Language of Trust

Embracing the Opportunity to Grow Scared

Training Yourself to Grow with Grace and Grit

Dena also welcomes opportunities to speak on topics of self-love and care, embracing collaboration over competition, and creating a language of trust. She also enjoys K.O.R. (kind, open, and real) discussions on opportunities to customize a speech to meet your specific audience's needs!

WIFE. MOTHER. ENTREPRENEUR.

Dena Jansen's calling to lift others up is profoundly personal. She understands the fears and doubts that hold people back because she has them too. Her own path to fulfillment is a real-life journey that's still very much in progress. As a CPA and retired partner from Austin-based CPA firm Maxwell Locke & Ritter, she launched Dena Speaks to inspire potential seeking individuals and businesses ready to take control of their lives and make personal and professional dreams become reality!



She shares her passion for potential through her work as an author, coach, speaker, and producer of her *Ready or Not* annual women's conference and workshops.

Dena shares life and love with her husband, JP, and their two children, Trace, and Elizabeth in Buda, Texas. She loves watching romantic comedy movies, listening to podcasts, and spending time with her family and friends. She also believes in giving back to the community and serves on several nonprofit boards and committees including Livestrong, Mission Capital, Hays County Livestock Expo, AIDS Services of Austin, University Federal Credit Union, and Austin Speech Labs.

DENA *Speaks*

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Don't Settle.

YOUR HEART & SOUL ARE
MEANT FOR MORE!



/denaspeaks



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