

## Contact

[www.linkedin.com/in/rinajensen](http://www.linkedin.com/in/rinajensen)  
(LinkedIn)

## Top Skills

Public Speaking  
Coaching  
Customer Service

## Certifications

ThetaHealing(R)  
Confidence Coach  
Adaptive Mindset for Resilient  
Psych-K  
Divorce & Family Mediation  
Certification

## Publications

Contributor

# Rina Jensen

Mental Fitness & Resilience Coach | Speaker | Psych-K (R)  
Facilitator | Cliff Pusher | Small Business Advocate | Magical Being  
doing magical shit

Iowa City-Cedar Rapids Area

## Summary

I QUIT!

In 2012 I'd had it with the corporate world. Working towards someone else's' dream. Being a tiny voiceless cog in a machine. Fighting the tears on my way into work only to have them pour down my face on my way home. Then my stepson asked me the most innocent and caring question, "Rina, did you have another bad day?"

I gave notice the next day. I refused to continue to live a life that was expected when I knew there was so much more waiting on the other side of fear. And what kind of example was I setting? Be miserable so you can pay bills and have nice things? Nope. Not perpetuating that bullshit!

For the first time since I was a teenager, I was unemployed with no idea what I wanted to be when I grew up. I was 38 at the time. All I knew was that whatever I did next it needed to fulfill at least one of three things:

1. The ability to learn
2. Be a source of happy, and most importantly
3. It needed to be a way to give back to the community

That courage to quit my job was difficult to find, but the journey since has been worth every pivot, every adjustment, and every experience.

What do I do?

I am a Mental Fitness & Resiliency Coach for small business owners. I help them take responsibility for their thoughts, emotions and behaviors in order to reduce stress, improve productivity, and improve their relationships within work and at home.

Who do I work with?

Female business owners in business by themselves. And a select group of men who 'get it'. We all have the same fundamental needs: to reduce stress (Health), improve bottom-lines (Wealth), and connect with others (Happiness).

Do you:

Feel overwhelmed most of the time?

Constantly bicker with the people in your life?

Want to shut that voice up? The one inside your head that's been judging you and others?

Need to set clearer boundaries with people?

Find that you focus on the chaos and shitstorms rather than what's going well?

How it works.

Radical Responsibility.

Disruption of the status quo.

Courageous Pursuit of authenticity & happiness.

My process is not conventional, so if you're over the one dimensional approach most business coaches focus on such as goal setting, accountability and sales and you're ready to incorporate, acknowledge and work on your thoughts, emotions and behaviors in order to transform your business and your team, then send me a message. Don't worry, this 3D approach I take includes all of those important things as well, but the focus is you. Your goals, your motivation and your Health, Wealth and Happiness to help you succeed in all aspects of your life.

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## Experience

You Conferences

Vice Pusher of Cliffs

March 2018 - Present (4 years 7 months)

Disguised as a women's business conference, but without the stuffiness.

Empowering business owners to disrupt their lives in the most positive change,

encouraging you to take the chance. We don't grow when we stay in the same place. We don't learn if we do only what we know how to do.

As VP of Cliffs - My job is to help the women who plan and the women who attend understand themselves on a deeper level and move beyond the fear so they can stay positive, keep focused and push through the discomfort to have the life they want!

## R Jen Companies

### Resiliency Coach

July 2017 - Present (5 years 3 months)

Cedar Rapids, Iowa Area

Marrying the personal and professional lives of small business owners. Start to take the steps that will get you comfortable being uncomfortable!

As business owners we talk about goals, strategies and marketing. We also talk about mindset, but what does that mean? We know the basics: Supply and demand, market to your target. But what happens when you want to shift from "What if I fail?" to "what if I succeed?" The mental health of business ownership is equally - dare I say more... - important that the perfect marketing plan...

## Corridor Connection Network

### Partner

April 2019 - June 2020 (1 year 3 months)

ICR

Corridor Connection Network is the networking calendar for the ICR.

[www.CCNICR.com](http://www.CCNICR.com)

## Domicile

### Small Business Owner

March 2015 - January 2017 (1 year 11 months)

Cedar Rapids, Iowa Area

Closed in January due to life circumstances....

We are a FUN and FUNKY gift store specializing in home decor and art gallery quality work at affordable prices. We LOVE local artists and have the perfect piece for your domicile - or your office - or your friend - or your family!

## IBK Photography

### Director of Sales and Marketing

January 2015 - October 2015 (10 months)

Palo, Iowa

All things portrait photography. We love family photography! We offer packages for sessions from your kids and pets to couple's boudoir to on location head shots at your company.

Getting Married? Give us a call for that too! We can help with your engagement photos, wedding day bliss or even a photo booth.

Have you thought about having someone photograph your baby's birth? IBK Photography will do it all!

New York Life Insurance Company

Agent

November 2012 - December 2014 (2 years 2 months)

Hiawatha, IA

Jensen Mediation, LLC

Owner

May 2012 - December 2012 (8 months)

I am still a certified mediator, however I have chosen to help a larger # of people in my current position. While not practicing I am still helping to resolve conflicts within organizations in which I am a member.

Local Trucking Co.

Collections Supervisor

February 2005 - March 2012 (7 years 2 months)

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## Education

Coe College

Bachelor's degree, Business Administration and Management, General