

Cori Streetman – Barefoot PR's Co-founder and Chief Executive in charge of making the dream work - named to Top 25 Most Powerful Women in Business

In this episode:

- Cori reminisces how she enjoyed her gap years as she left university to learn anthropology (by living and merging herself with the culture of the people instead of reading books!).
- She discusses how her love for story-telling and independent and curious nature led her to a path of learnings and discovery that eventually, she gets to build a business and be her own boss.
- Listen to the lessons that Cori learned while bringing in people that don't take the time to understand organizational culture and values.
- Discover what building a village is like for Cori and how she continues to build a village of people that she can rely on when she faces life with varying roles.
- You wouldn't want to miss top PR tips from Cori as she reveals secret to more visibility and magnetizing more clients.
- Cori reveals the importance of giving back and supporting each other for the society to elevate as a whole instead of living in a routine of selfish rules.

Cori Streetman is Barefoot PR's co-founder and chief executive in charge of making the dream work. Cori has been learning through life experience since she left home to travel the world at 19. From teaching English in Peru to studying cultural anthropology in West Africa, Cori has a knack for relating to and understanding people.

Cori's sense of adventure led her to build a company where the heart is valued alongside expertise, and where we are all in together. Cori manages Barefoot PR's operations and leads the team in turning strategy into reality for clients. Cool under pressure, Cori is skilled at helping clients navigate difficult situations. She is also an expert matchmaker, helping clients connect purpose with passion through nonprofit and civic board service.

Cori continues to travel the world with her husband, Tyler, and two kiddos, Brayden and Jacob. You can also find her dancing to Widespread Panic and sharing her passion for creating a better Denver through volunteer board service.

Quotes from this episode:

"You have to fail sometimes to be successful." - Cori Streetman

"Business development is the same as making friends. It's all about making connections." - Cori Streetman

"There are times when I do need some help." - Cori Streetman

"The world needs unique people in it." - Cori Streetman

"Know what your audience is and know what they care about." - Cori Streetman

"Be kind to yourself and your capacity. You don't need to do things all at once." - Cori Streetman

3 Pearls of Wisdom:

1. "Just be unapologetically yourself." - Cori Streetman
2. "Don't be afraid to take risks but take calculated risks." - Cori Streetman
3. "If you don't wake up happy with what you're doing everyday, then don't keep doing it." - Cori Streetman

Timestamp:

19:28 - 20:31 Cori shares the risks and consequences she took to elevate her business

Resources:

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Website: <https://www.barefootpublicrelations.com/>

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