

Meet Colleen J. Payne



“I live my life by the 3 P’s of entrepreneurship...passion, persistence, and perseverance.”

—Colleen J. Payne

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Entrepreneur, author and professional speaker, Colleen J. Payne, is much sought after for her message on success, inspiration and empowerment. This “serial entrepreneur” has founded six successful companies and is the owner of several businesses. She is founder and CEO of Mobile Cardiac Imaging, LLC, (dba) MCI Diagnostic Center.

MCI Diagnostic Center is one of the most successful and well-positioned companies in the medical industry and was been listed with *Inc. Magazine* as one of the 5000 Fastest-Growing Private Companies America in 2007, 2008 and 2009.

Payne delivers motivational talks that challenge audience members to take charge of their lives and careers while creating a sense of balance. She helps to illuminate the drive and determination that lives within each of us to uncover our best life yet.

Payne has written numerous leadership and business articles, and has been featured in many publications, including *Washington G2*, *Black Enterprise*, *Influence Magazine*, and *Inc. Magazine*. Payne has appeared on national and local television with segments on Fox News, ABC, CBS and NBC.

She was also named as one of Tulsa’s Most Influential People in 2008, was the SBA’s Small Business Person of the year in 2007 for the State of Oklahoma, and was selected as Business Innovator of the Year in 2003 by *Black Enterprise Magazine*.

Payne is the author of *I Did it My Way and...It Worked!* a savvy, no-nonsense approach to business and entrepreneurship. She candidly discusses how she overcame the obstacles in her life and met these challenges head on. Her story demonstrates what is possible for entrepreneurs and provides an overall blueprint on how to most effectively run an organization. From guidance on analyzing business direction, developing successful marketing strategies, generating competitive advantages, creating market differentiation and brand articulation, Colleen reveals the secrets that all successful entrepreneurs share.