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The founder of the popular fair trade jewelry brand Noonday Collection shares her story of starting the rapid-growing business that impacts over 4,400 artisans in vulnerable communities across the globe and invites listeners on a journey of transformation, challenging them to trade their comfort zones for a life of impact and adventure. In 2015, Inc. magazine recognized Noonday Collection as one of the fastest-growing companies in America. Years earlier, as Jessica Honegger stood at a pawn-shop counter in Austin, Texas, and handed over her grandmother's gold jewelry, her goal was personal: to fund the adoption of her Rwandan son, Jack, by selling artisan-made jewelry. This first step launched an unexpected side-hustle that would grow into Noonday Collection. She embarked on this new journey and teamed up with her first artisan partner, Jalia, a Ugandan jewelry maker. She saw the meaningful impact Noonday brought to Jalia's community and knew it was the right move. Fear crept into Jessica's heart as she realized her success, or failure, meant the same for Jalia. Refusing to let fear hinder her goals, Jessica found the necessary (if imperfect) courage she needed along the way - the courage to leave comfort and embrace a life of risk and impact. In Imperfect Courage, Jessica invites you to draw a circle of compassion around yourself and leads you through soul-searching aimed at setting you free from shame. Next, she challenges you to come together, risking all for each other and commit to building a culture of collaboration.

Finally, Jessica calls on you to broaden your circles of compassion to embrace the entire globe - and to bring that cultivation of imperfect courage to a world that deeply needs you.

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