

# FINDING BRAVE

with Kathy Caprino

## Transcript

### Finding Brave Episode #12 This is How We Rise - As Positive Change Agents In The World, with Claudia Chan

Kathy Caprino:

Hello, everyone. This is Kathy Caprino, and welcome to my podcast *Finding Brave*. I've created this show for everyone who longs to create something bold and brave in their life. To rise up, speak up, and stand up for who they are, and to reach their highest and biggest visions. Each week, I'll be speaking with inspiring guests from all walks of business, leadership, entertainment, the creative arts, and the entrepreneurial world. And they'll be sharing their intimate stories of Finding Brave, and offer their best strategies for building your most rewarding, joyful, and meaningful, life, business, and career.

Hello, everybody. This is Kathy Caprino, and welcome to *Finding Brave* this week. I hope you're doing wonderfully. We are sitting here, I'm in Connecticut, and we're in the third Nor'easter in two weeks. I hope where you are, you're safe and warm and it's all going well for you, and I am so excited to welcome our guest today, Claudia Chan.

Claudia, we've just been chatting behind the scenes. We've known each other, I think more than five years, and boy it's been fun to watch how you've risen in the world, which you're going to talk all about. So thank you Claudia, for joining me, I'm so thrilled to have you.

Claudia Chan:

Thank you, Kathy. So excited to be a part of this.

Kathy Caprino:

Oh, me too. So let me tell everybody all about you, Claudia, and you have a long bio that I would love to read in full, but we'll eclipse it a little bit, but if I leave out anything you'll let us know.

Claudia Chan is a recognized expert on Leadership and Social Entrepreneurship, dedicated to activating individuals and organizations to lead change in the world, and advance gender equality. She's the founder of award winning global leadership conference S.H.E. Summit, which has made advancing women's leadership accessible and actionable. Each year the event connects, educates, and activates women's empowerment champions, and speakers have included Deepak Chopra, Kelly Clarkson, Morgan Stanley's Carla Harris, Sallie Krawcheck, Gabby Bernstein, Soledad O'Brien, and U.N. Ambassador Samantha Power, among others.

She also leads S.H.E. Globl Media, a corporate initiative that helps Fortune 1000 companies modernize and accelerate their diversity initiatives with the goal of achieving gender parity by 2030, through programs and services.

Holy Cow! You're a busy lady, Claudia. We were laughing, I did come to your very first two S.H.E. Summits, and they were not on the stage of the, where are they now? New York City Y, right?

Claudia Chan: 92nd Street Y.

Kathy Caprino: 92nd Street Y. That's what it's called. Wow. Oh I love it. It was from that very first moment that I stepped there, I knew this was going to be so powerful for women and men. So tell us, let's dig in, we are talking today, you have an amazing new book, *This is How We Rise*, God I love that. We want to talk in this podcast about how we rise as change agents, in our lives, and in the world. So let's just dive right in, Claudia, so gender equality is a massive theme today, right? In our world, what's happening, gosh in the past year, and your book is devoted to encouraging men and women to become change agents for gender equality.

So tell us why are you passionate about this? What are you seeing today? What's even changed in the past six months, and why is this so important? Tell us about it.

Claudia Chan: Thank you so much, it's interesting, gender equality, if you think about it, really the world is made up of men and women, just half of the population, women, you know, we just, if you look at third world, under-developed world, women are just not on an equal playing field, right? In many parts of the world, it's gender-based violence, maternal mortality, sex trafficking, I mean those are sort of— when you think about, like third-world issues around women and girls, and then first-world issues, like us here in America, you know pay gap, women still make 77 cents, I think it is still, to the man's dollar.

Or you know, in terms of women in leadership positions, obviously everything happening right with Me Too, and Time's Up, you know, it's just beyond women not even being on an equal playing field, they are also the most oppressed or marginalized, and so you know, you're looking at all of humanity, the world is made up of people, and it's half women and half men, and half of the population is not really operating at its potential.

So, you know, when I say, when I encourage us, look this is how we rise, and the business that I run, it's really, I want to encourage everyone to be, to lead change for gender equality, be a change agent, really it means being a change agent for humanity. Right?

You forget, it's not just about women, it's about all people in this world regardless of your gender or your color or your background or your culture, all people should be treated equally. And so, you know, this book is really, this is how we rise, I believe that, you know, our every single person's destiny is actually to lead change, and to be a change agent for some issue, that improves humanity, and so a socio-gender might not be relatable but does apply to all of us.

And so, what issue, or whatever area of impact, you are working in, whether or not it's you want to support parents or moms or whether or not you want help to create a product or a service, you know, probably I would like people to start thinking about leading whatever it is their profession, or whatever it is they do, through this gender equality, humanity lens.

Kathy Caprino:

I love it, Claudia. Can I offer something, and I'd love your take on it. You know, anybody who has read anything that I've done knows that I'm a staunch supporter of anything that supports gender equality and gender parity. And I did a Forbes post in a video on what is feminism, and why so many men and women hate it. And I want to tell you, Claudia, I put it up on YouTube, and that week was the hardest week I've ever had as someone in the media and someone writing. The vitriolic hatred, I mean the rage of what was shocking from both women and men, and it was confusing to me, because now feminism, I know, is a word that's highly charged, it's misunderstood, and what I described was, I'm talking about equality for all people.

What I heard from these people, and my daughter even said, well why did you have it on YouTube, Mom? It's unfiltered and anyone can say anything. But what was devastating to me, was that women, and men have said things like, "Women are already running the world." There's more than equality, that it's fake, that this news about women earning 70 cents to the dollar, 77 cents. But the hatred, and the confusion about what equality really is, so I bring it up, because I would love to just make a stand here with you and I, about what we're really going for.

In your work, do you run into people who say, you probably don't thankfully, but that gender equality is not an issue, is not a problem, is not something important. Do run across that at all?

Claudia Chan:

Yeah, I think that, I mean if you just even look at our election, right? And you just look at the state of America, and how not unified we are, as a nation. And I mean, you know, more women voted for Trump, right? But at the same time, I think it is a very divided nation and there are so many, you know, and I don't want to get into politics, but I think that, to bring the conversation back to the fact that, you know, the first chapter part of the book is like, why we all can and must lead change, and that, you know, political issues are personal, and personal issues are political.

And so, at the end of the day we all share humanity, and we all share a society, and this country, whether it's our neighborhood, our city, state, country, our world, and we all go through challenges, and we all struggle. You know, I'm a new mom, right? I've got a one year old and a two and half year old, and like learning, that wow, working motherhood, working parenthood is really, really hard. Or whether or not, somebody loses their job, or— and I think that we all just share the same problems, and it's starting to look at it as, you know, how can we all— this book really first motivates, my message is to first motivate you, that everything has happened for you, in your life, to actually lead change for something bigger than you.

I believe it's every person's destiny to actually be a leader and change agent, because we're all— let's just say you live 80 years, you know, and you're 40 now, and you know, what does your life— instead of just living your life, in the world, can you lead your life for the world? You know, like, beyond just extracting, all right I got to make money, I got to take care of my family, but what else can I contribute? Right? And so the real purpose, my message with the book is, you know, start thinking about what is the greater meaning of your life? Like what is that thing you are meant to improve?

Whatever issue and challenge you've experienced, whether it's surviving breast cancer, or you know, having been discriminated against, or something that was missing in the market that you feel like needs to get created, you know, whatever that is, chances are other people are experiencing it too. So I guess, you know, start thinking of it as, if we want to be inclusive, and whatever it is that we're trying to lead change for, we want to not isolate people, but include people. I think it's just thinking about it, thinking about gender equality, as human equality, you know, and really like, we're just all trying. We're all in our own lane, trying to affect change for something that will be good for all people.

I guess, there's always going to be people with different political opinions, and you know, but I think it's how do we listen, and also speak, in all of our individual paths, right? In a way that is inclusive? And how do we unify more people around issues? I think we all, you know, can do a better job at that. And at the end of the day, the internet, you know there's always going to be people, the naysayers, there's always going to be people, and that's just the reality of the situation. So I think to be really good leaders, and to affect change for something, we need to take a more inclusive approach.

Kathy Caprino: I love it. It brings to mind, you know we were talking about Brene Brown, my favorite thought leader in the world. And at the national cathedral in January, she gave a talk that was amazing. But she said something, I think, it points to what you're talking about. She said, right now we're all, it seems, or many of us are hiding in our own ideological bunkers, hating the same people.

Claudia Chan: Yep.

Kathy Caprino: And I think to your point, to lead any kind of change, what's required is to build bridges. What's required is to listen. Not just go to the vitriolic hateful place, but gosh, Claudia, I don't agree with you, but let me understand you and respect you, and then how do we build a bridge from that?

Claudia Chan: I actually have a really good example of this. So when I started S.H.E. Summit, you know, we're in our seventh annual conference this year, you know, originally it was a women's leadership conference. And when I looked at— and it was all about women's empowerment, putting all these people on stage, that basically had done really incredible things, right? Whether it's like big businesses, or you know, just all these trailblazers I would put on stage, I had at the same time, I went to an all-girls high school, all-women's college, and I have all these girlfriends, and many of them are full-time moms. Actually, my neighbor is a full-time mom, and we're so different because I was always like the hard-core career woman, and she was always like, all about her kids.

And so, I always felt when I would talk about my business, or I would invite them to participate, I would just listen to them, I would never push, because in a way, what I was doing around women's empowerment, in a way, was maybe devaluing what a full-time mom does. And so, I would just, you know, in terms of slowly, over the years, I would invite her and also learn from her, because I would almost, like, learn and listen to what she was going through as a full-time mom, so that when I was doing the marketing for my conference, or I would create the agenda for my conference, I had all these stories of all these people that didn't necessarily fit the profile of S.H.E. Summit, but it helped me curate and market, and really design my programming in a way that was inclusive of those women.

And so those women would come, and they then would all— and I was able to do it in a way, where they would show up and, like actually appreciate, like thank you for actually exposing me to this. And also, at the same time I would put like, raising our generation of sons and daughters on stage, I put marriage counselors on stage last year, because I also feel like— so in a way the approach that I took was not to isolate people that didn't necessarily fit the profile, but how could I listen to them, and actually have them inform me, of how I could actually run and grow my business? How could this platform empower more people, and be more inclusive to more people?

I think that's what it is, and when we just assert our opinion, and be like, this is what it is, and this is what it has to be, we're immediately isolating everybody else. Right? So whether we are a radical democrat or a radical republican or whatever your values are, it's like almost, listen and collaborate, and even if you completely disagree and roll your eyes, like do it internally. You know, and let it inform you.

Kathy Caprino: I love it. And you know, I remember one of the most powerful talks, panels, at the S.H.E. Summit, I think three years ago, was He For She. Now a lot of people who are in the women's empowerment segment, don't even include men in the conversation. And I know you were a forerunner of that from the beginning. That this is not just a women's issue, this is a human issue. And if we don't understand what men are going through, how can we grow?

Claudia Chan: And I think that, that's the other thing I wanted to say on this interview, was that I have actually replaced, I very rarely actually just say women's empowerment or women's leadership anymore, and I just focus on the term gender equality. And some people aren't ready for that word yet, again, it's making that term accessible, it's about humanity, it's about everybody should be treated equally, and be treated fairly. And the reason why I think what's so important that we actually shift to gender equality for all people, is because of its immediately the terminology, immediately isolates men and boys.

And I don't— I have a two-and-half-year-old son, and it's been really interesting, because I'm actually concerned about our generation, men and boys, and especially the young ones. Right? Because the whole— I mean we are in like the fourth crazy wave of feminism right now, an incredible time of feminism, but the Women's March, and advertising campaigns, organizations, initiatives, you know, everything, like girl power, girls who code, girls who run, I mean, you know, if you've got a kid in middle school, like, there's no organization for the boys, there's a million things for the girls.

And so even millennial men, like husbands, partners, male partners, Gen Xers, or millennials are activated by all this girl power stuff. How are men participating in all of this? How are men responding to it? I don't think they know how, and there aren't that many resources, so we need to start including and inviting them in as part of the conversation.

It has to go from just about women's issues, to gender equality, and get everybody in the room. And that's another big— that's why the conference, and S.H.E. Summit, the S.H.E. stands for She and He Empower, so the conference is a leadership conference for change agents, men and women, and all genders, who want to create a more equal world.

And how do you do that, you know, through your life and your work? And then S.H.E. Global is the gender equality solutions company, because we do, we have a lot of corporate clients and it's all inclusive. And that's really— I think we need to just— our language, words have so much power, and so I think that all of us whether we're entrepreneurs or moms, or you know, men in the workplace, like all of us just starting to really care about this topic, and starting to use— how can we create a more inclusive culture? How can we create, you know, are we being inclusive of people, is this equal? Are we all being treated equally and fairly? And I'm starting to really change our wording, I think that that's important.

Kathy Caprino: You're so right on. So let's talk about people are here, because they want to rise. They want to be change agents in their own way. I do want to say this to people, I talk about this in the Amazing Career Project, some people will say, "Kathy, do you believe that our jobs need to be our calling, and also that we have to have a big calling?" And I say no to both of those. Your work needs to be meaningful, if it's going to be sustainable, but not everyone works for a calling. Sometimes for some people the calling is outside of work, right?

And no, not everybody's going to have a sphere of influence, like Gandhi or Mother Teresa, you know, it can be small, but I'm with you that life is juicily meaningful when, I call it turning your mess into a message. When you're able to look at some particular slice of experience, and throw yourself into that with a passion, that helps others as well as yourself.

Claudia Chan: Mm-hmm (affirmative)

Kathy Caprino: The happiest people on the planet are helping others, while they're helping themselves, you know? But if we wanted to give practical, maybe three practical strategies for people who want to be an agent of change for good, whatever that is, what would we say, Claudia? What are some practical strategies?

Claudia Chan: So, you know, I have something called the 13 pillars of personal leadership, but it really is this book is definitely like a how to guide on how do you be a change agent in the world? And where are you going to lead change in? But how to do it in practical way. So the first pillar is Purpose. But I say, that it's holistic purpose. Defining what your purpose is in the personal realm, which are like, my health, my kids, my family, my finances, my hobbies, you know, the things that really, matter. But what is your purpose in the social realm?

What is your— so maybe let's just, it's girls' education. I'm going to just throw that out there, and so, that doesn't— and you're like okay this is it, because when I was a girl, XYZ happened, or you know, and I actually say your pain is your positive impact. And it's either a pain and that's sort of like your version of messes into message, but whether it's a pain that you personally experienced and went through, and sort of conquered. Or whether it's a pain that you've witnessed.

Kathy Caprino: Yeah.

Claudia Chan: And usually you know that that's the area of purpose because it hits you so hard in your heart, and you just know, you just have so much passion for it, that it won't even feel like work when you— or when you have to relentlessly actually go after that purpose, it's less work because you're so passionate about it. So, you know, and the second pillar is your Vision. Which is the structure in which you're going to execute that purpose. So you could have a full-time job at a bank, and then, but you know, the structure in which you execute this girl— how do you help girls' education in your community or whatever that mission is? Could be through something on the side, or it could be being part of an organization, or it could be a project, you know, or it could part of your— but it could also be that, plus maybe doing something and bringing this girls' thing into your bank, right?

I think there's ways of like being really specific about who you want to help, what good do you want to create and why? And then the vehicle in which you help them, doesn't have to be your full-time job, in some cases it can be, or it can be partially your full-time job, partially outside of that, or it could be writing on a— creating a blog, right? And it's in aligning that the structure and the vehicle in which you want to execute that purpose with what you're good at, and what you love to do.

So, you know, I think that there is, I think too many people— it's just, oh what's my purpose? It's so confusing.

Kathy Caprino: Right.

Claudia Chan: It's so confusing, number one, and I think so getting really, like really narrowing in on this is the one, two, or three areas and less is better, because you can. I'd rather go deeper into making an impact for something, than trying to like spread yourself across like 10 different issues.

Kathy Caprino: Can I add something to that, Claudia? A lot of people come to me, and they say, I don't have any idea. And what I want to give listeners is this, if you feel that it's almost always that in some way life has become very beleaguering, and what's on your plate has been so draining or so much to juggle, that there's been no ability to be quiet with yourself, no ability to extricate from the incredible pressures of your daily life.



Claudia Chan: Mm-hmm (affirmative)

Kathy Caprino: And when you're in that, it's most likely that you're not going to have an epiphany about what your purpose is. What I would recommend here, there has to be a way that you give yourself a little space, to actually be, without executing everything in your life until you drop into your bed at midnight. Does this resonate with you?

Claudia Chan: Yeah, and the most innovative— yeah, yeah, I mean often when you're so depleted, and you're so exhausted like you're uninspired, the aha moment's not going to hit you in those moments.

Kathy Caprino: No.

Claudia Chan: You know, and I think, it's often, it's what happens is that like, it swims off and I think you know, you can hit a rock bottom, right? Like you're really unhappy, or something's missing and then you just can't take it anymore, and then that forces you to actually then create the space or go on a retreat or hire a coach or go through some process, and then all of a sudden you create the space, and yeah I think, again, everything, you have to also trust that everything happens for you, and if you're on a journey, like it doesn't have to be— you know you don't have to know what it is at any moment, right?

You have to just trust the—

Kathy Caprino: Path of it.

Claudia Chan: Exactly, you've got to get on the path of it. But I do think, and another way to think about it is legacy. You know, like my dad passed a year and a half ago, and you know, when you think about, at your funeral, and I believe, you know, I'm a Christian, I believe in Heaven and all of those things, but you know, it's also just like, you're 80, 90 years old and you know, looking back through your life, like what did you leave behind?

What's your legacy? You know, what were the things that you contributed to? And what you leave behind that outlasts your physical presence, right? What are you leaving behind that lasts forever? You know, and I think that, that's one of my favorite author's— Bill Hybels is also a pastor, like, what have you done, like that outlives your earthly existence? What are you leaving behind?

And again, it doesn't have to be a big thing, like you don't have to be Mother Teresa, or Martin Luther King but, and even in the smallest things though, can be big. Even if it's something in your local community, even if it's something that you helped one specific person, you know, one seed, one acorn can grow forests of trees. And so I do think, my whole thing is like the bigger you dream, the bigger steps you take. Like the bigger your vision, the bigger steps you take.

So I do like this idea of, yeah, we are all, our birthright, every single one of us, is meant to be extraordinary. We are— our being is extraordinary. And we have an extraordinary purpose, life to live, and part of that extraordinariness, again it could be in one person that you raised, or one person that you helped, or small— but that could then turn into this other massive thing.

Kathy Caprino: Right.

Claudia Chan: Right? And I think that, you know, not to let it intimidate you, but to let it motivate you. Sometimes we have to start, and from a place of like, wow, I'm extraordinary, my being, my destiny is— I'm meant to be a leader. Like what am I going to lead good in? Beyond yeah, my personal stuff, you know, my family, my kids, like you know, but what's the bigger thing that I'm living for outside of that? And I think that when we start thinking from that lens, it feels more accessible, it feels more exciting.

Because there's just too many problems in this world, there's too many issues, and every privilege that we have, I mean our electricity to our, you know, all of our innovations and our technology and all of the conveniences and the privileges that we have with living in the First World, you know, are there because of people that came before us, that fought for those things, fought for that freedom, and we happen to be living in the First World.

Like we are the— we have First World problems, so it's like if people are not going to solve problems in society, who is? You know, and my friend Rha Goddess, another mentor of mine, she says it's the age of the citizen, you know I think Hilary Clinton losing, whether you're for or not for her, I think, and also Trump winning, did the best thing for this country, in that it actually, people are actually activated now on a different level.

And I think like lead from where you are, like what's your life like, where do you live, like what issues, where do you work? The problems, once you start looking around you, there's problems everywhere. Yeah.

Kathy Caprino: I love it, Claudia. I'm aware of our time here, let me turn to the corporate world. A lot of women I work with and hear from are emerging leaders or, you know, or leading with high impact. What are one or two strategies that a person in an organization can do to lead change? Do you have any tips for that?

Claudia Chan: Yes. So I've actually— thank you for asking this question, so, you know, we found over six, seven years of the conference, and the business, we're actually very focused now on. I think so many women and men leave corporate America to because they associate, oh I'll have more freedom, I'll have more flexibility, I can do really what I love, if I start my own business, or consult full time, or whatever it is.

And I actually see that. I want to inspire a generation of organizational, or corporate change agents, and actually convince people to stay in, or to go to another company, not necessarily say goodbye to your fifteen years in corporate, you know with that resume, and that incredible experience that you've had, and the relationships that you've made in the industry.

Rather do it at your company or do it somewhere else, because the impact that an organization has, so whether or not you're working in a company that has 100 employees or 5000 employees or 250,000 employees, which are— like Accenture has 450,000 global employees, JP Morgan has 250,000 global employees. If you think of yourself, whether you're a secretary or whether or not you're a VP or a manager or whatever you are.

Imagine if you could actually lead change, be a change agent through your organization, and actually now with Times Up, and Me Too, and the movement and all the things you are reading about where companies are, you know, are not doing the best thing, you know companies now are being held to this new accountability of really driving good inside— like having policies that are good for their people, good for culture, good for their industry, good for their customer base, good for society.

And so, think about, I think like don't undermine, you know, the power that you have inside of a company, and you, I think that you get— entrepreneurship is tough, consulting I mean, great I get it, there's a lot of flexibility, but imagine if you could actually change corporate America to become more flexible. Imagine, I mean this is for talking about women's issues and gender equality. Imagine if— because the future of work has to become, really the structure was designed for men, and needs to become like work-life balanced, right?

Or like requiring parentally policies, or having equal pay, or bringing in like leadership coaches like a Kathy Caprino, and bringing in fertility workshops, or work-life balance experts, or Thrive Global Ariana Huffington stuff. Imagine if we could actually change corporate, to be more flexible, to be more nourishing, to be more inclusive and empowering of all people so that the people that are working there are happier and also the products and services and the marketing that gets put out, is better.

And you know, everything like, imagine that impact.

Kathy Caprino:

What can we do? Practically. So we've got men and women here, both who want to see positive change occur in their organization. And it can't and won't, they're getting fed up.

Claudia Chan: So I think the first thing is like, yeah, actually consider maybe staying in and changing the game. Two, is check out S.H.E. Summit, which our, it's every October, this year it's October 18th and 19th, and a conference, or other leadership conferences that you could actually get your company to send you to, or you know, a lot of it is building a tribe in an organization. So whether or not it's, you know, your manager, or finding the people that do get it, and fill in that coalition inside your company, connecting, or joining the women's network, or some sort of internal group, and then coming to things like, and bringing senior leaders that could actually influence culture and bringing them to things like S.H.E. Summit.

So we have like these, you can get a delegation, it's like sending a leadership, sending a team, or importing, you know, speakers, or programs and services from companies like ours inside your organization to then get people excited and get people talking about this stuff.

Kathy Caprino: Love it. Claudia, one more thing, well you've got a few more too. I do see and talk to women who are my clients and course members about this, so often when we see things outside of ourselves that we're opposed to, or it isn't going well, we throw up our hands, what I think you and I are asking people, men and women to do is, I mean it's Gandhi's words, but be the change. So if you don't see, and we're not just talking about women here, or gender issues, let's say you want your company to contribute to a social cause, so spearhead that.

Speak up. Be Brave. Finding Brave, that's what we're talking about. Go to your boss, go to the supervisor, go to HR, whatever you need to do, and speak up for what you believe in. And say that you want to spearhead it. But you know, Claudia, that takes confidence.

Claudia Chan: Yes.

Kathy Caprino: And so many women in particular, have flagging confidence, in organizations that are patriarchal, which is corporate America. So we're really asking here, people to believe that it is within their power to facilitate a tiny shift.

Claudia Chan: Yes.

Kathy Caprino: So spearhead a project, find a cause, do it within the framework of your organization, and the impact could be enormous.

Claudia Chan: Exactly. Absolutely, but there are tactics, right? Like you know, where partnering with an external organization, that you can either get— I always say that there's influencers, right, there's champions inside of a company, who can champion a cause, but then there are the budget holders, or the decision makers, who will actually— so it's like usually you start with a champion, and you probably can't set any policy but you can actually identify, oh the VP of blah, blah, blah, is really good friends with the head of HR, and if could actually just get— how do I influence that person, right?

And it is, it's speaking up, it's getting things going but there are also ways to navigate internal systems, right? The internal structure, and often too, we've had times where people will convince— they'll get their company to do sponsorship package and put the leader on stage. And all of a sudden that male senior leader, or female senior leader has participated, they leave that conference, and they feel more ... they get it more. Right?

Or you bring them to something. A lot of it is internal networking, but if you think about the work that you need to do outside of a company, to actually get something started, you know, it's amazing how much resources are actually at your fingertips when you actually start putting more energy there, inside of an organization.

And then the impact you have, is not something you start from scratch, but it's actually ... if you're a company that's 5,000 employees, you've just impacted 5,000 employees and potentially all the other future impact the company can have, right? Because those other people start getting mobilized, and all of a sudden marketing changes, all of a sudden partnerships are changing, all of a sudden policy starts changing, and that's really what we need right now, you know, we need a combination of people on the ground, like entrepreneurs and non-profits, we also need companies, big companies to actually perform and do better, and it's the people inside, right? Not the company that's going to lead that change.

So, like be a social entrepreneur, be a social intrapreneur. So yeah, those are just some of the takeaways.

Kathy Caprino: You know what I'd love to wrap up with?

Claudia Chan: Yes.

Kathy Caprino: You really can't do this alone, and in a vacuum. You can't.

Claudia Chan: Yeah.

Kathy Caprino: You know facilitate and spearhead important change by yourself, and you don't need to. So I love your point, find the advocates and the champions and the sponsors, who are not sitting in the room with you but who can open doors for you, when you're not in the room.

Claudia Chan: Yep.

Kathy Caprino: And they're there, you just need to open your eyes. It might be a needle in a haystack, in your organization, but they're there. And when you coalesce with other like-minded people, it happens. Sound right?

Claudia Chan: Yes.

Kathy Caprino: Oh, Claudia, tell people a little more, where they can read more about you, where they can find out about the S.H.E. Summit, tell us all.

Claudia Chan: Yeah, so the starting point is just easy accessible, *This is How We Rise*, my book. Get it on Amazon, or be it Barnes and Noble. I think it's like 16 dollars or whatever the book costs, and then that's just sort of your how-to, it's like your practical step on how to be a change agent, and ideally I encourage you to think about leading for gender equality, because again, there's so many issues out there, then secondly, you know we do have the conference S.H.E. Summit, our seventh annual is this October 18th and 19th in New York City. It is based in New York, but if you work at a company, and small or big, see if you can get your company to send you, and some influencers in your organization that you turn into advocates, and then you know, yeah, that's just S.H.E. Summit, *This is How We Rise*, and just if you also want to dial into it virtually, or you just need other help, you can also just email us at [office@sheglobl.com](mailto:office@sheglobl.com), it's all on the website at [SheSummit.com](http://SheSummit.com).

Kathy Caprino: We'll link to that too. Claudia, you're so inspiring, gosh, it's like having a huge cup of wonderful java, right to your brain, in terms of how to make the difference that we long to. Thank you for joining me.

Claudia Chan: Thank you so much.

Kathy Caprino: Come back again soon and I'll see you at the S.H.E. Summit, can't wait.

Claudia Chan: Great. Thank you.

Kathy Caprino: All right, bye now. And everyone, I hope this has jazzed you and energized you and motivated you. You can do it, you have a voice, you have important messages, important passions that the world needs, and I hope this helps you to act on those.

All right, everyone, have a brave week and see you next time.

Thanks so much for joining us today, and please don't forget to check out [FindingBrave.org](http://FindingBrave.org) for more programs, resources, and tips. And tune in next time for your weekly dose of *Finding Brave*.