

FINDING BRAVE

with Kathy Caprino

Transcript

Finding Brave Episode #20

How to Achieve Your Potential By Embracing Your Passion and Purpose, with Lilian Ajayi-Ore

- Kathy Caprino: Hello, everyone. This is Kathy Caprino, and welcome 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.
- Kathy Caprino: Hello, everybody. This is Kathy Caprino. That was an interesting way to say it. Hello, everybody, went right down, different from usual. There's probably a reason for that. How's your week going? Are you brave? Are you brave, brave, brave? Are you finding a huge dose of bravery in this show? I was thinking about we're past Episode 19 now and we're getting the groove and I'm really wanting to hear from you about these stories and the people that come on are sharing so many amazing things either like our guest today, Lilian, who has achieved so much at such a young age or people that are reinventing and reinventing and reinventing and here I am about to be 58 and proud of that because there's a lot of experience behind the eyeballs, but there's a lot of mistakes and bumps.
- Kathy Caprino: I hope that you see yourself in every one of these. That it's really about the journey that you're on. Today we're going to be talking about how do you find your passion and your purpose and attain your potential. But as we're about to talk about it's not set in stone and it doesn't end. It's iterative and it grows on each other and it changes so we're going to talk all about that.
- Kathy Caprino: But first, let me introduce my awesome guest, Lilian Ajayi-Ore. Did I get it? Woo-hoo, Lilian, thank you for being here.

Lilian Ajayi-Ore: Thank you for having me.

Kathy Caprino: Oh so thrilled. Everyone listen to what Lilian's got going on here. Wow. Lilian is the Founder and Executive Director of the Global Connections for Women Foundation, GC4W, an award-winning not-for-profit organization with a reach of 3.5 million people worldwide. GC4W is one of the leading international nonprofits of the millennium in the areas of gender equality, women's empowerment and youth empowerment.

Kathy Caprino: Lilian was invited to create the first gender equality certificate course from Microsoft Education. Holy cow. The certificate course is being offered to two million teachers worldwide. It's just fantastic. She's a current doctorate student in the University of Pennsylvania and served on the permanent mission of Nigeria to the United Nations working as a policy negotiator in the Second Committee. Lilian is an award-winning humanitarian and leadership ambassador who's been invited to speak at the UN in New York, the World Bank, the United Nations Development Program, Toronto World Leadership Forum, to name a few.

Kathy Caprino: I could go on and on and on, but we'll stop there so we can hear you speak Lilian. Holy cow. Thank you again for being here.

Lilian Ajayi-Ore: Hi Kathy. That's an honor. Oh my gosh. This is unbelievable I'm so excited to hear from you.

Kathy Caprino: I am so excited to talk to you. My very first question is now, you are a millennial. We know that, right?

Lilian Ajayi-Ore: Yes.

Kathy Caprino: I'm so awe inspired when people are able to, as your sister calls it, figure it out or identify a purpose that lights them up and then make tremendous things happen in what I consider a short amount of time. Can you just talk about why you started Global Connections for Women, your foundation, how that happened. I would love a little background, too, if you wouldn't mind sharing how you grew up, how that informed you, and formed you to do all this. Can you start there?

Lilian Ajayi-Ore: Yes. Again, thank you, Kathy, for having me. This is such a great program. I mean I can't believe *Finding Brave*, here I am. Just to talk a little bit more about my journey and why GC4W. Obviously GC4W now it's in the sixth year that we've been running. I can't believe it.

Kathy Caprino: Wow.

Lilian Ajayi-Ore: What led to the Global Connection for Women Foundation was a couple of things. One, I was at the time a member of the Harvard Club and I went to, we do little conferences here and there, people come and talk. I remember it was like a Power of Ladies Night and we had a few speakers from different parts of the industry. These are remarkable women who have accomplished so much, but I felt a little bit unattached. I felt like we're just so siloed. It's just us here in New York City at the Harvard Club talking about our lives.

- Lilian Ajayi-Ore: I asked a question, I said, "Is there a global connection for women out there?" The lady was like, "No, unless somebody created it." Right away, this girl sitting next to me was just like, wait, and she looked at me and she was like, "Are you thinking about starting one?" The lady who was moderating asked the question, she was like, "Why do we need a global connection for women?" I said, "It's great and it's inspiring to be here to learn from everyone who are just like us in America talking about their own accomplishments but wouldn't it be nice to get another speaker from another part of the world to talk about what their challenges were. What's going on here?"
- Lilian Ajayi-Ore: "How do we create a community that connects us through everybody's story and we can draw from different inspiration?"
- Kathy Caprino: Wow.
- Lilian Ajayi-Ore: She just looked at me. She goes like, "The only way that could happen is if someone created it." Mind you we were in the position six years ago, obviously the women in the empowerment program has definitely grown so much, we've seen a lot of progress, so to speak, because there was a change in leadership in UN women and she's done a fantastic job of really getting the world to figure out priorities of and enabling the universe for women to feel very much equal to their male partners.
- Lilian Ajayi-Ore: When I said that, I remember leaving that evening and shortly after that, Steve Jobs passed away. I remember I was in my room, I was in my apartment, 30th and 2nd in this tiny little apartment. I insisted on having a bedroom. I had this big living room. My kitchen was in the hallway. I'm in my room folding clothes away and watching television and just seeing the world. Just it was like a world of global outcry of what had happened to Steve Jobs.
- Lilian Ajayi-Ore: I was just like, wow, here is a man who came into this world and just made us more connected. It was always with Steve I was seeing signs why should I go ahead and create this idea. Of course, the next thing I did was I said, "Let me talk to my mom about this." My mom is Cheek Ajayi. She is a power women. Kathy, I would love for you to meet her one day. I think I'll signal you up front when she comes back from Nigeria.
- Lilian Ajayi-Ore: She has time for our community. Her nickname is Mama Adaspura because she's figured out a way to unite voices of different ages and different experiences and things like that and she's been my source of inspiration. It's also so funny to see how I watched her growing up do all these community things and never thought that I would be following along in the same path. But it came naturally and we'll talk about discovering one's true passion and true purpose and all of those things later on in this chat.
- Lilian Ajayi-Ore: Yes. I talked to my mom about it. She said, "What would you call it?" I said, "Global Connection for Women." She asked me my aim. For whatever reason I was just kind of sitting on the idea, not there sitting on it but I was doing more research. I said, "Of course with any idea you have you've got to start with the research. Are you creating value for the space? Where are you going to fall into it? What's going to differentiate you from everybody else that exists out there? What is the value proposition for GC4W?"

Lilian Ajayi-Ore: Then my mom said to me, "When you're ready after you've done your research, let me know and I would help you kick off the company." That is how we started. I remember our first event was International Women's Day and I remember inviting women from different parts of the world to come and I gave them awards and we celebrated their accomplishments. They came up and they spoke and we had just really fascinating women from different parts.

Lilian Ajayi-Ore: I remember someone coming up to the podium and she was saying, "Lilian, you've done such an amazing job, you and your mom." She's like, "I can't believe I'm in the same room as this person in this day." She talked about how us young women integrated the world and made it much smaller. Now you have access to people in India. Now you have access to people in Europe. You have access to people in Egypt and these things are happening. We're celebrating together and everybody is sharing their experiences.

Lilian Ajayi-Ore: It didn't just start there, then we took it off and we created a program around it. Now we've been around for six years. For three consecutive years we've won Best Manhattan Charity, which is a huge honor.

Kathy Caprino: That's amazing.

Lilian Ajayi-Ore: Thank you. Given the fact that there's so many great charities in New York City that we've constantly been given that award just tells me that we're on the right track.

Kathy Caprino: Can I do something here?

Lilian Ajayi-Ore: Go ahead.

Kathy Caprino: When I hear that trajectory, I would like to punctuate it and share with people what I hear in terms of what you did. Would you allow me to do that for one minute? You grew up in Nigeria then, yeah?

Lilian Ajayi-Ore: Yes.

Kathy Caprino: You're watching mom and you're silently loving her up and watching what she's doing, right? You're not consciously saying I'm going to be, you tell me if I'm wrong, this is what I'm hearing. You didn't consciously I'm going to be just like mom, but something got through in terms of the impact, right? Flash forward, you're sitting at the Harvard Club and something happens. All these women are talking but I'm going to articulate it this way. It seems like there was something in you that pushed against the paradigm that you were seeing. It was all good but there was some part of you that felt we're not there yet if other women and other nations and other worlds aren't represented. Something's missing.

Kathy Caprino: Your experience then pushed on something. Then you spoke. That's number three. I'm actually write a blog post about this. Number three, you had the guts to raise your hand. I'm guessing that your higher wisdom knew, no, there isn't a global connections for women. Let me ask this. I find it interesting that someone asked why do we need that, not to cast dispersion. I do work all around the world thanks to the internet and one thing I do see while we're so universally the same, we're incredibly different our specificity in the

challenges that we face that if you don't get out of our insular bubble, we're not really doing it.

Kathy Caprino: Anyway, then you spoke, then you got push back, then you said, "I'm doing it." Then you talked to mom, then you did which is all of these steps are empowerment. Some people actually reverse yourself would have never even said it, would have never even thought it. Would have never even thought they were worthy to say it.

Lilian Ajayi-Ore: You know, Kathy, it's so funny. Thank you for rephrasing it in such a beautiful way. My mentor, here is the part that was scary and I remember like I was so happy. Just imagine, I'm young, I have this idea, I want to unite our world for women. I went and talked to my mentor, she's been incredible to me. You know what she told me. She was like, "Lilian, this is bigger than you. I think you should walk away from this idea." I was just like, "Oh my God."

Kathy Caprino: What's wrong with this is bigger?

Lilian Ajayi-Ore: If I were to quote her, she said, these are the words she used: She said, "You are a grain in the sand and you're trying to accomplish something that's bigger than you."

Kathy Caprino: Oh dear.

Lilian Ajayi-Ore: A grain in the sand. Oh my God, she almost crushed my spirit.

Kathy Caprino: This is where getting the right kind of help is so important. The kind of help that sees the future vision of you before it's hatched. Not that is sitting there right with you in the smaller version but sees what you're capable of. You know, can I say one more thing. Even if it were not that possible that you could actually launch this thing, you'll become bigger in the process of it.

Lilian Ajayi-Ore: Thank you. Amen.

Kathy Caprino: Just researching it. Just saying I want to contribute some way, somehow, you grow. That's how your purpose is defined. Wow. Go ahead, did you listen to that?

Lilian Ajayi-Ore: I remember coming home and one thing that my mom has done such a great job is helping us understand who we are and knowing that our attachments or our definition of who we are and what we want to do is based on how we define it.

Kathy Caprino: Exactly.

Lilian Ajayi-Ore: I think she did it because she was trying to prepare us with oral, yes, it takes a village, but you have to be careful who you're in a village with, right?

Kathy Caprino: That's really true.

Lilian Ajayi-Ore: I remember leaving that day and thinking, "You know what? I'm not going to let this sly comment discourage me. Instead it's going to empower me." It actually gave me the opportunity to come up with the catch phrase for it's related to GC4W which is to connect, educate, and empower. I'm going to connect women with each other. I'm going to connect them to resources. I'm going to connect them to opportunities and then I'm going to empower them and educate them on how to use those resources and access and that's what we've been doing for the last six years.

Lilian Ajayi-Ore: Where is my mentor again? I'm just kidding. I'll tell you the couple of things that we did in the first year that really made GC4W stand out from the rest of the world. One of the first few things that we did was at the time there weren't enough conversations about what women were achieving. I think we were so focused on enabling a world where generative quality was possible, but we weren't thinking about the milestones that we were making.

Lilian Ajayi-Ore: I think it's important that we fight both fights. We have to make time to recognize the accomplishments of women in spite of all the challenges that exist.

Kathy Caprino: I agree. I think you can't have one side of that conversation without the other.

Lilian Ajayi-Ore: No, not at all.

Kathy Caprino: No, we're not where we want to be yet, but we can't forget everything that's been done and that inspires us to keep going. I agree with you.

Lilian Ajayi-Ore: That is what we did, and we got the attention of women. We got the attention of UNDP and all of these fantastic organizations wanting to collaborate with us because they saw the value of our message. Obviously we've evolved from all the things we were doing from the beginning. Like you said, finding your purpose or finding a value proposition with what you do has to change. You have to allow the iterative process to take place. It's informed by certain things that you do, what you read, the assessment you make and the people that you serve because their needs change.

Kathy Caprino: Right.

Lilian Ajayi-Ore: Now that you've connected them, what else can you do for them to make them feel more empowered and enabled?

Kathy Caprino: Oh, I love it. Can we talk about how you teach? Tell me about your teaching at NYU and we were talking the other day, you have this beautiful teaching philosophy. You're a teacher of teachers, if you ask me. Can you talk about what you do that's really different and maybe a little pushback you've gotten before about your style and approach, can you share that?

Lilian Ajayi-Ore: Yeah, sure. I have more, like my teaching philosophy is one of content mastering, right? My experience for the last 16 years I've worked in web analytics. I've also done a lot of digital strategy for companies like the likes of Sax Fifth Avenue, I've managed working campaigns. Panasonic I was the head of analytics over there. Then I had consulting gigs that I got from working with Comcast and a lot of really reputable friends.

- Lilian Ajayi-Ore: What I do when I'm with my students, I teach web analytics, I teach digital marketing, I also teach global marketing. Everything in the marketing space and big data space, I teach. A lot of my students have very limited experience into just the space in general. I teach from what they call scholar partitional side of things where I'm going to mix up the jury. I'm also going to mix up with real-life examples.
- Lilian Ajayi-Ore: My students are challenged to fully engage. They're given all these critical thinking exercises. I throw different problems into the mix and they know how to create problems and solution. We even go onto the stint where we at the end of the class, which I really admire all of my students, who I'm sure they're going to listen to this part. They'll be like, "What is she saying about us?"
- Lilian Ajayi-Ore: My style of teaching is more discovery and knowledge generation. When I give them their final project and it's always the mixture of what is big data. If a company was looking to expand what are the critical areas of growth? It's always so impeccable. It's so inspiring to see the ideas that come out of these classrooms. I'm like, I wish I can call up the CEOs of these companies to come listen to my students present.
- Lilian Ajayi-Ore: Then I get these beautiful emails at the end of the class saying that, "Professor, I never thought I was an analytics person or I never saw myself as a data scientist." There's a lot of experimental learning involved. There's self-directed learning where I give them access to analytics, I give them a problem. I said, "Pull up this report, create an analytics reporting."
- Lilian Ajayi-Ore: My method is on three different setups. How can you pull the report? Can you pull the report successfully given a situation like a business challenge? Can you write an analysis of that and can you present it? You do those three interchangeably. Then I also do the reverse when giving them the data qualitatively. You're hearing it written out and you have to figure out where the numbers are. That's been, it's mind boggling.
- Lilian Ajayi-Ore: I've always teased my students that I'm guilty of being able to work my right and my left side of my brain and I force my students to really challenge their mind to ignite both the right side of their brain and the left side of their brain, so they bring in critical and creativeness. When those two things mix together, it's just beautiful.
- Kathy Caprino: What's the thing people push back on with the traditional educators?
- Lilian Ajayi-Ore: I think for traditional education, some of our teachings are a little bit ... The way that we assess students, to me, is somewhat antiquated for some universities and something I've seen as well. What we need to do is to create a better structure, and I've got to help our students win in the classroom. I listened to your podcast about introverted personalities. It's funny, I was telling my husband last night, I was like, "Dave, you're an introvert with an extroverted personality." He was like, "Wow, baby, you finally figured it out." He was happy.
- Lilian Ajayi-Ore: When you have a situation where ... I have a lot of foreign students in my class because of the nature of NYU where the cosmopolitan space and we definitely attract a lot of multinational and international students. You have students who culturally they're not pat. They're not told to speak up or connect with me with your eyes. There are things that

I do in my classroom and you see the transformation.

Lilian Ajayi-Ore: These students come in very quiet and now they're like super engaged or excited. They can't wait to share their thoughts. They can't wait to give their opinions on certain things. I think it's the assessment of students. There's always excitement of, "Oh somebody must be failing your class." No. If you enable them and you give them all the tools that they need and you do different exercises to really get them out of their comfort zone, you challenge them mentally. They will produce their best work.

Lilian Ajayi-Ore: One of my favorite authors is Gary Ridge, who is also the CEO of WD40. He has a book called *How to Help People Get an A*. I think my model is How to Help My Students Get an A. It's not that I'm giving them an A, I'm giving them the tools so that they can get the A and that they do it so eloquently that by the time they get the grade they're just like, "Wow, Professor, I've learned a great deal."

Lilian Ajayi-Ore: One of the things they will say about my class, is it's super rigorous. This is not an easy course. I'm not going to give you an easy test. I challenge you both mentally, I challenge you critically, I challenge your creativity, you've got thinking skills. I take you through the gamut. One of the things I tell my students, "I'm not only preparing you for graduation, I'm also preparing you for the job that you can get. In addition, I'm also trying to give a competitive advantage so that when you go in for an interview you have an edge over the person who is also interviewing for the job."

Kathy Caprino: It's real world, it's developing their confidence, their analytic abilities, their creativity, their voice. I mean to this point about introverts. If you just say, "Do it this way, introverts, speak up." You know why, what's the motivation? What's the drive, it's not going to work. Oh, who wouldn't want—

Lilian Ajayi-Ore: What I try to do is from the very first day of class is make sure that my students are connected to the subject matter. They don't even know. They don't realize how connected they are until the very end.

Kathy Caprino: It's the frame that allows for understanding. I mean this is what therapy is, this is what healing is. As you said, I'm guessing that one way you do that is to point to how data is part of their life constantly, right?

Lilian Ajayi-Ore: Yes.

Kathy Caprino: They are data analysts.

Lilian Ajayi-Ore: You're already doing the assessment, you're already doing it. It's funny, I make this joke when I'm teaching. I say to them that, "When I'm watching a TV show, I'm out of space. Everyone's like I wonder what their data look like."

Kathy Caprino: Wow, you're in it, wow, you love it. All right. Let's turn the lens back onto how to find your true purpose and then achieve your greatest potential within that. What would you say, I'm winging this, we didn't write a script for this as we never do on this show. But what would you say to a younger person who comes to you, younger man, younger woman.

They're struggling with what is my purpose here and how do I even move forward with it. What would you start with for them?

Lilian Ajayi-Ore: To be honest it's a brilliant question and I do get asked a lot by young people and older people as well, people between ages. I think the first thing we have to do, we have to just sit quietly. Sometimes you have to sit quietly and ask yourself internally without uttering any words out of your mouth. Just ask, "What do I want from life? Who do I want to become? What journey am I trying to be on? What path am I chasing? Who am I?"

Lilian Ajayi-Ore: Then once you figure those things out and people call it meditation. I meditate. I don't do it as avidly as most people but I think there are times in my life when I'm like, "Okay, what's next? What should I be doing next?" I have these quiet sessions. Sometimes you have to do what Hariana often also suggests which is you have to disconnect. Unplug. Get off of Instagram, get off of Facebook. Stop texting. Give yourself a couple of days to just ... I'm not saying 24 hours but just a couple of hours a few times in a week of having this introspective moment.

Lilian Ajayi-Ore: Once you've had those moments, okay. Then you have to ask yourself, "Who do I want to be like?" I think that's important to put a face to who you're trying to emulate. Once you have that, what you have to do now is do some research around that. What did they do? Who else is in that space that's kind of related to that?

Lilian Ajayi-Ore: I remember for me, I subscribe to a bunch of different magazines. Fast Company was one of them. I knew I wanted to build my own business. I was like, "All right, I need to understand how do full profit do it? How did it build a brand? How do you build a population of people that care about you? How do you connect with people?" Then you start to read. Reading is very important. I mean you can do the magazine where they have short stories but you really need to read full texts. A novel, read books by mentors, Kathy Caprino is one and really, really set your mind on finding a way to uncover what your talents are using other people as an example and I think that's what I did.

Lilian Ajayi-Ore: When you talked about my mom Cheek Ajayi, I looked at her and I said to her, "What really brings my mom happiness?" I asked my mom, I was like, "Mom, why do you do all these things and what do you find, what's the joy of it?" There's some stressful moments in helping others as well. One thing she said, and I always remember the thing she said, "There's goodness in helping people." I've always kind of kept that in mind. If your path lies in helping people and of course diverse plan to obtain that but I honestly think that it has to do with mindfulness exercises, reading, and researching.

Lilian Ajayi-Ore: Then the next step after doing those things is now you have to write it out. You need to write yourself what I want. One of the things I tried to do now and I did it then but even now at the sixth year of my organization and even me as a professional, I'm like, "How do I transition? What can I do more in my role as a teacher?" Which is why I'm getting my doctorate. What can I do more to help my community? Which is why I'm creating a course at GC4W, which we will talk about later on.

- Lilian Ajayi-Ore: It's finding an answer to what else can I transform into and help more people? How can I be more of use to other people? Even if you're in a career. If you're a career person and you don't necessarily have an idea to start a nonprofit is ask yourself how else can I help my organization? Because I know it's not everybody that's going to be founders of organizations but it's about making value or creating value for the space that you're in and really committing to it and challenging yourself to say I can do more and am capable of doing more and figuring out what that more looks like for you.
- Kathy Caprino: So beautiful. What comes to mind is one of my favorite authors, Maria Nemeth in her book *The Energy of Money*. She says, "People are happiest when they're demonstrating in physical reality what they know to be true about themselves when they're giving form to their life intentions in ways that help others." I really feel that that's a blueprint for an incredibly happy life. That first, everybody, this is how I interpret it. We're all different in how we show up and how we care to be of service or make a difference.
- Kathy Caprino: Giving form to your life intentions means you know what you intend for your life but you're demonstrating what you know to be true about yourself which is so beautiful. I want to say one other thing, Lilian, if I could. I work with primarily people 30 to 55 and many are 40 to 55. You know what's happened? We might have, as young people, done exactly what you said. Sit down, be quiet with yourself, think, and there's no skepticism. Most people believe they can create what they want unless they've really been downtrodden by their parents and their family and their culture and their religion and whatever it is.
- Kathy Caprino: As you get older, it's almost like ... All right this is going to sound very woo-woo, but they say that spiritually little, little children can see things that we can't as we get older about past lives whatever you want to call it. It's almost forced learning to forget. I think to live in this world, they forget. They're taught to forget. That's for another podcast.
- Kathy Caprino: But what I'm saying is as we get older, what I see in women and men, too, they've attached so much to what they're going for. I want the money, I want the house, I want the 2.5 children, I want the retriever, I want the car. It doesn't always have to be that material, but the wants have taken them away, really far away from hang on, who am I. Even this thing that you're saying, why don't you just sit down this weekend which is what I talk about in my TEDx talk, think about everything that ever shaped you. What made you who you are and then what do you want to do about that, with that?
- Kathy Caprino: That can be an incredibly scary thing for a 45-year-old. Because now they have two kids, one's heading off to high school. They almost have bifurcated themselves, split themselves so that they actually cannot ask these questions anymore because it brings up so much skepticism, so much fear, so much disbelief that they could actually be the person they came to this planet to be.
- Lilian Ajayi-Ore: That's a very good point about fear. Fear is, when I feel afraid I tell myself I'm onto a great thing. It's a good thing. It's a positive energy. When you turn fear into a positive energy you just go for it. I know, at 20 I met Jack Canfield very recently. One of the things that he said was, he showed us a picture of a Sumo fighter. He opened up a clip and he's like, "Just go for it." For me, it's like if you can figure out a way to turn your fears into a positive

emotion you can achieve so much more in life than you've ever even dreamed of.

Kathy Caprino: I love that.

Lilian Ajayi-Ore: Whenever I'm afraid, I'm like, "Oops, that's my motivation, just do it."

Kathy Caprino: I love it. If you want, folks, tips for how to do that, I'm going to get a lot of questions, well how do you do that? Well one of them is the fear is triggered probably by risk and loss. Most people are terribly risk adverse and afraid of losing everything. When you get that fear, stop in your tracks, breathe three deep breaths and turn it around and say, "What if this thing could actually transform my life?" Think of it as something other than I'm going to lose everything and be an abysmal failure, which is I think what most human beings fear. You know, wow. I love it.

Lilian Ajayi-Ore: I want to add that the other thing you might want to do because we're all conceptualized people. Conceptualize your fear in a sense then write it out. What am I afraid of? I want to do this but where are my fears? Sometimes by writing out what your fears are you can figure you, you know what, how can I absorb this fear and get over this fear?

Kathy Caprino: Right.

Lilian Ajayi-Ore: That could help you overcome fear and turn fear into a positive energy.

Kathy Caprino: You know, I find people will say to me, "I want to do this other thing for my life's work, but at 42 with two children I don't know how to do it." I just want to say to anyone for whom that is true, I'm going to say this. There is a way to do that and it isn't leaping and giving up everything. It isn't. It's figuring out, it's five steps. Step back for an empowered perspective of who you are. Let go of the thinking patterns and behaviors that keep you stuck, because if you have those they're going to follow you wherever you go. Say yes, is number three to your most compelling visions that you want to plant the seeds for.

Kathy Caprino: It may that you can't quit your job today but that doesn't mean your life has to be this desperate abysmal failure. Plant the seeds. Number four is try on the new direction. Like you, you didn't race out and just create this foundation. You researched it. How am I going to be different? There's another thing about that. Other people have done what you want to do. There are very, very few brand new ideas in the world. Don't pretend that you can't learn from these people. Look at what's out there and build on it, which you did in your research. I know.

Kathy Caprino: The fourth is try it on and the fifth is create it smart with goals and milestones and accountability because it's tough, it's rough. It's not all a walk in the park to build something huge. It's rough going so I know you can do it. I want to leave us with this. You have a few female icons, female role models that mean the world to you, Lilian. Right? Can you share a few of them and how looking at them has actually picked you up by the bootstraps and pulled you forward?

Lilian Ajayi-Ore: Yes. Of course, I mentioned number one on my list, which is my mom, but I have a couple of others as well. Michelle Obama, and put some catch phrases around it, what it means

to be a powerful woman. I think that's important. I look for her for that. Then I could Jada Pinkett Smith, how to balance passion, family, and life. I think she's done an exceptional job, which is balancing it all. Her kids are doing so well.

Lilian Ajayi-Ore: I'm a new mom and newly married, too. Just watching her as a role model like how to balance it all is really important. Then Sheryl Sandberg, to be bold and confident and unafraid in positioning my ideas in a workplace. I think that's really important. That's the strength that I draw from Sheryl. Then Annie McKee, who is actually a director of my program. She's very big in emotional intelligence. What I draw from her is maintaining control through emotional intelligence and you could do a podcast on that alone.

Lilian Ajayi-Ore: Then the last one, but not the least, you, Kathy.

Kathy Caprino: Oh Lilian, thank you.

Lilian Ajayi-Ore: It's about what I draw from you is Finding Brave in all you do. I think it's so important that we find our bravery. Find bravery moments. I think not every moment is going to be a victorious one but at least you were brave enough to do it.

Kathy Caprino: Oh that's just beautiful. Thank you for having me on your list and thank you for joining. You've given us so much to think about. Just everyone follow Lilian and all your links are going to be below this post. Just being in proximity to and watching someone who is persevering and inspiring us in the process can actually change your life, so I hope everyone will follow your wonderful work. Tell us where we can learn more about you and anything big you have upcoming that everyone needs to know about.

Lilian Ajayi-Ore: Yes. Kathy, you actually don't know about this. I'm working on a few books but I'm finishing one of my first books and I think it will be interesting. It's about a young girl called Emily and it's based on life after college. I think one of the interesting things I do in the book, I don't disclose her ethnicity. You find that out towards the end of the book because I want to show you that women, we're all the same. Our DIs, motivations are the same. Our experiences are very different but similar.

Lilian Ajayi-Ore: Then to learn more about me, obviously go to gc4women.org or visit lilianore.com and you said you're going to put all the other stuff.

Kathy Caprino: I will, I will. You have a course. Do we need to know about this course?

Lilian Ajayi-Ore: Yes. We're launching GC4W master class and we have the honor of Kathy, she's going to be—

Kathy Caprino: Oh, can't wait.

Lilian Ajayi-Ore: We have Bisila Bokoko, she's a successful entrepreneur. She even has a winery that she runs which is named after her. We have some exceptional women around the world who are going to be teaching courses on the GC4W platform and that is set to launch Fall 2018. You'll see that.

Kathy Caprino: Fantastic. It's coming up soon, busy summer. Thank you, my dear. So much to think about and thanks for letting us use your experience to dimensionalize what it is to really find your purpose and refine it every day and balance other things that matter to you as well as your family and things that touch your heart outside of what you do for work, because there's other things as well. Thank you. my dear. Come back again soon.

Lilian Ajayi-Ore: Of course.

Kathy Caprino: Thank you and, everyone, I hope this has inspired you to take the time to be quiet, build an intimate relationship with yourself. Have the bravery to say I want more and I don't have to lose everything in the process to get it. If you need any kind of ongoing support, you know where we are. Thanks, everybody, have a brave week. See you next time.

Kathy Caprino: Thanks so much for joining us today and please don't forget to check out findingbrave.org for more programs, resources, and tips. Tune in next time for your weekly dose of *Finding Brave*.