



## Episode 106: LEADERING w/ Strategic Futurist & Author, Nancy Giordano

This is the Become an Unstoppable Woman podcast with Lindsay Preston Episode 103, Understanding Trauma.

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Welcome to the Become An Unstoppable Woman podcast, the show for goal-getting, fear-facing women for kicking ass by creating change. I'm your host, Lindsay Preston. I'm a wife, mom of two, and a multi-certified life coach to women all over the world. I've lived through enough in life to know that easier doesn't always equate to better. We can't fear the fire, we must learn to become it. On this show, I'll teach you how to do just that. Join me as I challenge you to become even more of the strong, resilient, and powerful woman you were meant to be. Let's do this.

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Hi there Miss Unstoppable. Welcome to a very special episode of the show. Today I'm going to be interviewing author Nancy Giordano, and she is a strategic futurist, global keynote speaker, corporate strategist and gatherer with a drive to help enterprise organizations and visionary leaders to transform to meet escalating expectations.

Nancy is a keynote speaker. She is recognized as one of the world's top female futurists. She has worked with many leading companies to evolve over 50 billion worth of business. Nancy wrote a book called Leadering. So if you're wondering what does that term mean, it is a way for visionary leaders to play bigger.

Nancy drops in a lot on this interview, my goodness, even though it's one of my shorter interviews she talks really fast and there are some major gold nuggets in this episode. So stick with it, even if she's talking fast for you, you know I talk fast but Nancy talks even faster than I do so, maybe even slow down on your podcast player the speed of it if you need to, because again, you don't want to miss this episode. I promise you.

She's going to talk about what leadering means of course and how it's different from leadership, how we're moving out of the industrial age and what age we're moving into and this is really, really exciting stuff. And that's why we need to look at leadership in a different way. We talk about how women and men view opportunities and growth and setbacks in different ways and that's a major gold nugget. We're talking about just so many things in the future and what we need to be doing mindset wise to be able to you know, in essence evolve and to be the leaders that we want to be or as she says "leadering" the way we want to be. You're just going to leave this interview likely very



inspired, really with a basic playbook of what you need to start doing next to up your leadership game. Again she calls it leadering, but really if we're looking at the lens of leadership, what do you need to do next to become a better leader?

**Lindsay:** Hi Nancy.

**Nancy:** Hi, Lindsay.

**Lindsay:** I'm excited to have you on this show and to talk about this thing called leadering. Tell us what does leadering means.

**Nancy:** I think the best way to get into this is to step back just a little bit, about the fact that there are these various eras of technology in business that define how we show up as leaders or managers or people in organizations. There was an industrial era that lasted, for many decades slash maybe hundreds of years. Starts where I guess, the mid-1700s, and has carried us through and we're no longer in that era.

What was defined as leadership, which was a certain way in which we organize, I would argue, is no longer holding in a world that is what we're calling the gate to the productivity revolution. There's a lot of factors that go into that and have to do with technology and culture and how those are going to shift quite dramatically and that we're just on the front end of. If we're on the front end of this way of doing things completely different as organizations and as a society, we need a different way of being able to manage our way through.

The cleanest and easiest way that I could describe it was the difference between a noun and a verb. Leadership is a noun, it's static, and hierarchical, and closed and very intentionally designed to root, to keep out variability, to keep things as consistent and ensure that we are able to scale growth infinitely and have short quarterly growth consistently delivered. Leadering, it just takes a different approach. It's about being a verb. It's about being dynamic, and responsive and caring, and inclusive. It's designed to support constant innovation and iteration for long-term sustainable value. It actually takes a long view on value creation, as opposed to on R&D, and just flips it.

**Lindsay:** Yes, wow. I keep hearing about how we're out of the Industrial Revolution. Especially 2020 has really shown that even if we just look our education system. It's like that was what we were training people for. Hearing you say, this is like, "Wow, this is so exciting that we're transitioning," because I didn't know, what are we transitioning to?



**Nancy:** Well, that was just it. People are still using sometimes the language of the fourth industrial revolution and I was having conversations with people throughout the day today about how outdated that is because it still assumes that there's just another way of being able to tweak the playbook and we're just moving out of the industrial era. Almost all of the assumptions and expectations and the way that we hold risk, and the way that we organize things in that era are no longer going to hold up in a world of artificial intelligence and spatial computing and robotics and bio-engineering and 5G is new quantum.

If you just take a look at all of the technologies that are emerging and converging, which is really the key, and will transform every industry, every organization, every societal structure, as we know it. The way I describe it also means there's a part that I think that we've underestimated is when you talk to the people who are building the future, the technologists, the designers, the scientists, the entrepreneurs, the engineers, and you ask them how far along we are, almost universally you hear 1%.

**Lindsay:** Wow.

**Nancy:** That just means that there's a lot of room for shift and change. In launching this book, we just launched this, whatever, 10 days ago, or 14 days ago, and we've been doing a series of Zoom sessions and interviews with other experts as a way of being able to help people track along with us around the chapters of the book. One of them is Steven Kotler, a close friend of mine who wrote *The Future Is Faster Than You Think*. He and I had a conversation a few days ago about the fact that there are-- He thinks that there are 14 to maybe 20 internet-sized opportunities that are waiting to be blossomed.

**Lindsay:** Wow.

**Nancy:** Right? I know, let's just talk about that for a second. [laughs]

**Lindsay:** Mind blown.

**Nancy:** It is and that's just it, I get the privilege of living on the frontier of all this with the people who are designing all this and so for me, it's a little less daunting. Someone asked me earlier today about why I do what I do. I said it's because I don't want to be blindsided. I really love knowing what's coming and being able to help us make sense of it and build the capacities to be able to ensure that we navigate our way through safely. It is really extraordinary.



Even I as much as-- We did a project recently about imagining society, 50 years from now for a client. There's a lot of cool things that we can talk about, what's happening in healthcare and what's happening in finance, what's happening in education, what's happening in everything, and manufacturing. Even that I am probably underestimating what's about to happen. The question is less about what's going to happen, and how we think about it. This book was really designed to shore up this ability to the gap that we have in understanding and the way that we approach things, I just think that we're approaching it from such an outdated mindset. We need to bring a much fresher mindset.

What I love about your podcast, and being part of this community, is I do think that there's not just a feminine gaze to it or an edge to it but there's a real-- There'll be a much more human-centric component to this, they'll be much more caring. We're talking about caring economics at the most extraordinary level, completely redesigning from GDP to an alternative called the social wealth index, which really puts people in humans and our connection to one another, really at the center of this, and we are the people who are going to be ushering that in. We're the people who can neatly get that. I'm excited to have this conversation with you and your community.

**Lindsay:** I don't live in this future world at all. Nancy, are you aware of the assessment called CliftonStrengths at all? It used to be called StrengthsFinder way back in the day?

**Nancy:** Yes.

**Lindsay:** There's a strength in there called futuristic, I don't have it. That's when you're talking about all this and these people, I'm like, "These are all futuristic people." We find so much inspiration from you all of sharing all of this stuff, because we can't see it. It's so exciting.

**Nancy:** There's two components to it. One is the futurist who can just start to say, "This is what's going to look like over here," and there are people who do that even more boldly and creatively than I do. I'm a strategist. I'm a strategic futurist. I'm really here to try and help create a path between here and there, that is that we have confidence around and that we can get excited about and that we can get really motivated to go help build. I really want to help build a better next.

Part of it is because I don't think that the past really worked that well for everybody. If you really look at the full landscape, women weren't fully included in that certainly, many people were not full beneficiaries of all that has happened in the last several hundred years, if not thousands of years. There's a way to build this significantly better.



The question is, how do we get there? What I get excited about is helping people create a better understanding of it.

Maybe another way of thinking about it is that we've had a map. We've all been taught that this is how to do it. This is what leadership was, it was a playbook. It was a map. We're now in terrain that is so unknown and it's changing so quickly around us, the conditions around us continue to change. How do we build the capacities for that? Imagine, instead, I gave you a compass and I said, "Here's how you use a compass to be able to go into terrain that you don't know." Well, that feels like, okay, I can do that. I can trade a map for a compass. Then the question is, how do I know where to go? Then the North Star becomes a part of it. Purpose.

We're going to hear so much more about that on an individual level, on an organizational level, I would even argue at a country level or nation level, you're starting to see that starts to play out around the world, around the various places that people are carving out in this exponential productivity revolution about the role that they want to have in it. There's a lot that is being constructed and reimagined and redesigned and rethought right now.

**Lindsay:** Well, when I hear the purpose piece, that's a big thing I do with my clients of let's find your purpose in this world and intention. I hear you saying is like, we're all going to be doing that collectively.

**Nancy:** Well, we're doing individually and collectively, so there's a really humanistic view. We can talk all about the technologies and they're exciting, and they're fascinating. They're interesting to see what the use cases around all that are. Some of the curiosities that we need to have around that so we're leaning into it not so scared of it.

Really, what we're finding so much in this work, Lindsay, is it's really a very humanistic thing. It's about how we connect with one another, it's our sense of self-awareness, it's our sense of self-worth. It's our sense of purpose and knowing how to express that and feeling urgency to be able to express that, being in systems that support that and really being able to better sense if we're in a system that allows or does allow for that and how we shift it if it doesn't.

I talk a lot about the five shifts that are forces that are shaping the new economy, and one of it is just not only our sense of resilience, and our ability to get through the difficult times, but recognizing the systems around us that are holding us as well at home, at our employers, at our retailers and the brands that we choose, and our governments. There's a lot that we're assessing that right now about whether or not we



feel comfortable and safe. There's a lot of awakening that is happening around all this internally and externally. I do think that really, the internal piece is that-- What we're finding is the place to start. That is actually really critical.

**Lindsay:** It excites me as someone who's in mental health and mindset of like, we're all going to be collectively starting to look at this more. As you said, we're questioning the systems right now. Let's do things differently. In order to do that, we have to question all of our beliefs, and everything we're doing.

**Nancy:** That is so key. It's funny, again, we did 11 interviews in the last eight days as part of this launch. Almost every one of them comes down to this idea of self-awareness, and a sense of purpose and a sense of really understanding who you are, and aligning your beliefs with your actions and your intentions and your expressions. Again, on the most individual level and then as a team, as an organization, as an industry as a society, it mushrooms out. We talk a lot about that.

We look at the lens, the future, there's three lenses, which is we always start with a professional, like how can we do our job better? We're humans that are going through this. Mothers and fathers, sons and daughters, community members, and we're members of society, increasingly being asked to take responsibility for our actions in that greater scope, which is both daunting, and I think really exciting because it means that if you make some good decisions, you have an ability to impact lots and lots of people.

**Lindsay:** Oh my gosh, so exciting. How did you arrive at this set of beliefs, Nancy? How do you see, this is the future? I know you've been speaking with a lot of people.

**Nancy:** No, I think it's a really great question, because I do-- It's probably three or so fold. First is that I grew up in an ad agency, that's probably multiple ways. One, I grew up in phenomenal ad agencies. That's where I was trained to build amazing brands and got a really, really great education in business. What we saw is a big giant digital transformation that came through, at I guess, in the '90s, early 2000s, that really reshaped everything.

When the internet came on, it changed the game. I saw how much that can completely whipsaw an industry, change the talent game of who was prepared for that, and who wasn't prepared for that. It really woke me up a bit. I think at that point is when I realized that building things, the way that we had built them meaning that we really cared a lot about a communications campaign really wasn't going to be where it was at. It was going to be on more values and how organizations structured themselves around that.



I moved into that terrain and I did a lot of consulting with big, huge iconic companies. I had a pretty good sense of where things were going. I had an ability to be able to synthesize information that we're bringing to them "Look, if I just bring it to you, it's all going to be great." "I don't believe any of that." I'm like, "Oh, my God." What I realized that I'm advocating for the world is round, and they're like, "No, the world is very flat." I'm building a boat that goes over the edge, and like, "No, that's never going to work."

The resistance around that was really, really frustrating for me and exhausting. I finally decided to heck with them, I'm going to join the tech people. I was invited to help start an artificial intelligence company five or six years ago, we didn't get the full funding that we wanted to, but I threw myself into a world of AI software startup, and culture, and talent and it was quite a beast. It was extraordinary learning really, really great. I'll maybe only double down on a lot of my thinking around all this.

Then I built a conference on the seven most disruptive technologies and programmed it so that you would see an industry leader or practitioner and a visionary around all seven of those and once you saw that over the course of two or three days, then you got a really clear view of where we're headed and how unprepared we are for all that and I wanted to help people understand that. Then I have been doing, as a result, or have been able to tell their story in a way that helps people make sense of it and have done 80 keynote talks around the world in the last two or three years.

Every time I do a talk, people briefed me on what's going on in their industry, or what's going on in their organization, and where the gap is. You take that times 80, you get a really clear view about what's happening here, almost the same analogy over and over again. We're building the plane overfly, we're putting the wheels on the car while we're racing. We're building the bridge, while we cross it. Literally I had a day when I'm getting briefed on two different talks by two different sets of clients who used almost the exact same metaphor. [chuckles]

You realize is that everyone's going through this, and everyone's asking some of the same questions about how we navigate our way through. What I'm just trying to do, again, is shift the way people think. I want them to think differently about risk. I want them to think differently about how to navigate. I want them to have confidence moving through, because one of the things that we're finding from all of this work is that fear just locks people into place and if anything, gets them to double down and resist change. If anything, what we need to think about is not change, it's growth. It's not about losing something, it's about gaining opportunities.





There are some scary stuff on the horizon. We need everybody in there to help steward it safely. We absolutely need women in this technology. I think that there's a big miss right now, again, was describing it to someone earlier today because of Women's History Month and I would argue women's futures month would probably be a better way to look at it. Historically, we talk about innovation, we always refer to men. We hardly ever refer to women that have been really breakthrough entrepreneurs like Madam CJ Walker, who if anyone doesn't know, Google her immediately, she's amazing. Then we talk about the women that are in the field right now and there's such a lack of women in artificial intelligence, in robotics, in cybersecurity, in so many of the areas where we need a feminine perspective married with a masculine perspective.

Then value creation out of the 560 IPOs that have happened over the last several years three were founded by women. Look at that, we're not making the money. We need to be part of the value creation that is happening as well. Props to Whitney from Bumble, who just recently IPO successfully here, we're also proud of her. She's such an anomaly and that's a shame. She had to face so many barriers to get to where she was because people didn't believe in her idea. We're just trying to open up the playing field a lot more.

**Lindsay:** Of course, I'm going back to all this of the mindset lens, Nancy, I'm like you're talking about the-- You said something like the aversion to risk is one of the things that we've got to overcome. Really, again, that to me comes back to mindset, which you talked about, of like, these are growth opportunities, and really programming women to take those risks and put themselves out there, believe in themselves, and do the things. Would you agree?

**Nancy:** There's two or again, multiple-- My brain was supposed to go like multiple dimensions. The first is just let's just talk about risk in general. I would argue, again, the things that most business leaders that are older than your target is, that most older boomer business leaders were taught to do certain things because it would constrain risk. All of those things now make us vulnerable.

There's a lot of unlearning that that generation of leaders have to figure out. Things silos or things like making sure that all the biggest decisions get done by the people with the longest tenure or making really incremental shifts. All those things put us at risk. What I'm trying to do with that level of leadership is help them reinterpret that actually, this way of behaving is actually the safer way of behaving. I'm advocating for this is the safe way and that's the scary way, as opposed to the opposite. There's that.

Then you put the lens on women. There's really amazing work that Carol Gilligan did in the '80s. She wrote a book called *In a Different Voice*. Most of us are unfamiliar with her





work, but she really made a distinction between how men and women hold risk in general. She just-- The easiest way to describe it is the difference between internal and external.

When in its most no stereotypic way, when something good happens to a man, he attributes it to himself and when something bad happens to a man, he attributes it to the external forces. If a business idea doesn't work, it wasn't that he didn't do it well, it was, timing was wrong, the guys didn't get it, they were jerks and didn't understand the big idea. They're able to completely externalize the bad news.

For women, it's the opposite. When something good happens to women, Stacey Abrams actually has a great TED talk on this if anybody wants to watch it. It was recently done. That when something good happens to women we attribute it to luck. Good timing, and an amazing team. I got super lucky.

When something bad happens to a woman, we think it's all our fault. I should have known that that plant was going to catch on fire in a separate city. I should have known blah, blah, blah. We accept responsibility for externalities that aren't ours to know. As a result, it's much harder for women to accept risk, because if we hold ourselves responsible for all the dark side that could happen and we self-flagellate ourselves afterwards, it doesn't feel really good to go take that risk. It's much easier to go take it if you can externalize that.

The quick in, and anybody who's got teenagers can maybe see this, but I have three kids and my oldest son, who I'll just say, just graduated with a master's in aerospace had a math test once in high school where he got 69. I'm like, Dave, it's 69. His answer was, "The teacher didn't teach us anything that was on the test." My daughter comes back with an 85. Like, "I need to drop out of math, I'm not smart enough." I'm just like, "Argh."

Those are the kinds of habits that I think if we can call ourselves out on it, and I've done so many stories around how we help coach each other through those moments where we see that behavior start to happen, and we stop it in its tracks. Happy to elaborate, if you want a story around that. I think that we can call each other out. Once we know that, then we can start to look at it and examine it with more.

**Lindsay:** I had heard that Nancy, but you bring it up again. I feel like that alone is so tangible.

**Nancy:** Game-changing is. It is game-changing. I'll tell you two stories. One is I was at an ideation session a million years ago and there's a young woman who was ascribed



on our team, and we were supposed to all come up with whatever the idea was, and it was time out, we had to go present. You could just see her shrink and feel really insecure about it. Our team had come up with nothing, [chuckles] we were a terrible team. I looked at her, and I said, "You do realize that that's not you. Right? We didn't come up with anything. You were a great scribe. This has nothing to do with you." She looked at me like, 'Really?' I'm like, "Yes." She took all the responsibility for the fact that this team hadn't pulled its act together, as opposed to a dude who would not have done that. The minute I just gave her permission to not hold that responsibility, you could just see her relax and assume that she'll become a scribe again next time, because otherwise, if she felt all that responsibility, is she going want to step into that role again? Not really.

Another time was when we were working with Sprint, and I was working actually with an ad agency that had done a week-long project for them to start on a Monday and went through a Friday, and they were presenting the results to a senior executive who was a woman and then videotaped the whole thing to show how this process worked. They wanted to capture her. It was very successful and they wanted to interview her. I watched her say, "Oh, you know what, no, I haven't colored my hair. I'm just not ready," and she deferred the interview.

I lunged across the room and I'm like, "You've never met me before and I'm sorry that you don't know who I am, but let me just tell you, there's not a man on the planet that would not take credit for the work that just happened here over the course of this week. Who cares if your hair is colored or not? Own it." All right. She went to the room and she went and did the video. I think at some points, we're just in the moment, just need to coach each other to get over whatever that old behavior is and absorb it. The only reason I had the confidence to do that with her is because I had been at a conference a week before where someone interviewed me and I did the, "Oh no, no," thing and I beat myself up afterwards. I was like, "No, we got to do this better."

**Lindsay:** So good. That's more of like leadering, Right?

**Nancy:** Yes. Leadering is this place about stepping into and being able to send-- I think that there is an innate ability, that-- I'm just going to-- I hate to be sexist about it, because I really-- I do think there are many amazing men who are leadering such as Satya Nadella at Microsoft is an amazing example of this. You look at Jacinda Ardern, in New Zealand as an amazing example of what leadering looks like, which is again, very human, very responsive, very compassionate, really thinking through the systems and understand how this is connected to this, is connected to this. It's not just driven by only sales results or growth results. It's really thinking about the overall, relevance and longevity of the business and the way that it impacts people in lots of different ways.



**Lindsay:** What I hear is a lot of adding in the people aspect. Yes?

**Nancy:** Yes, totally. Again, if you-- Actually just check out Femme Futurists Society. Because of my frustration about the fact that women are so discounted and not fully included in this conversation about the future, we set out to do a conversation series with women who are considered the top futurists in the country or in the world. There were some articles about the top 10 female futurists. I was fortunate enough to be on that list. I thought, "It'd be really fun to meet all the other women that are on this list," and we decided to videotape them. We called it into-- We can describe it as the fem future society.

Right now, I think you've only done 16 or 17 interviews, but if you go listen to them, the through thread around every one of them and around the world, from Africa to Sweden to the United States, is this human-centric aspect. It's really about building with having a real sense of not just humanity, which is in its biggest form, but actually, humans designing with humans at the center and really thinking through the processes differently.

Regardless of whether they're in governance or whether they're technology or whether they're in design or whether they're in whatever aspect of the futurist work and foresight work that they're focused on, there's a really consistent through-line in that which is really very encouraging and inspiring to feel.

**Lindsay:** It's the rise of the feminine. That's what I keep hearing.

**Nancy:** Yes, and the feminine can exist in men. This is one thing. I do think that women, we obviously we're bringing our own take on it and we call it the feminine gaze. There are only women that we're interviewing for this series. Again, part of it also is to your earliest point, encouraging women to step up. If you look at the top 20 business books, I haven't done it this is for sure but there was a stock once that was quoted to me at the top 20 business books that three were written by women. Where is everybody? It's not only that we're not necessarily, we have to fight our way through it a little bit more but we also don't step up. That has a lot to do with the fact that we think everything has to be perfect before we throw it out there. I don't know how many of your viewers are also in the Clubhouse, but it's been really interesting to watch this new medium take place and watch guys just go in there and mess around and not be perfect, just wing it, and women who want again, make sure that it's all right, even I haven't put computers in there yet. I want to be perfect before I get yes.



**Lindsay:** I'm the same, I have the invitation and I'm just sitting there watching.

**Nancy:** No, but again, but I thought, this is the reality, we've got to get it and I was first playing. It's not because we're trying to play it the men's way, I think there's a lot of restructuring. I'm not necessarily just to lean in gal into the patriarchy, I think there's a way of completely rethinking those systems, I have a lot of men who are friends of mine who are CEOs who start meetings at 7:30 in the morning. As if you realize anybody who's trying to get their kids ready for school can't be at that meeting. You've already just handicapped us by just deciding that you think that 7:30 is a normal time for a meeting, which is just not. There are a lot of systems right now that are not working well for women. Clearly, we're seeing that this past year of the pandemic, when you've got a She session with 80% of people who drop out of the workforce are women, because we just cannot do this without some of the support structures around to help us. I think we're going to get much savvier about all this moving forward.

There's really sophisticated work that's being done on this if you want to go into that which we can turn people on some resources that are really thinking through recognizing what's happening to women in society, and the ability to build much better, much more cohesive systems around it.

**Lindsay:** Yes, I mean, I'm just thinking so much hope from this ante because I'm always a hopeful, positive mindset person, but there's just been so much shit that's hit the fan in the past year and it's where are we going to end up out of this, and imagining this future if it's going to be better. It's very exciting. Thanks for sharing all that with us. I feel like there are so many nuggets from today that you dropped, Nancy. To a leader out there, a female leader, and I view any woman as a leader, even if she's just the leader of her home, or just leading her own life, what would you say is the biggest tip you'd have for her?

**Nancy:** There are many, all sorts of bucket them. I mean, the first is just compassion, compassion for yourself, compassion for your teammates, compassion for others on the planet who are have just different hurdles that they're trying to go through, we're in a moment of tremendous transition. When we can call at change, which freaks people out, I can call it growth, which actually inspires us a bit more, but the fact is, there is transition and so being able to take care of yourself, just like the old, gas mask on the airline, and then be able to take care of others.

I really do think compassion is a really big part of it, try not to beat ourselves up so much for it. There's a whole conversation right now with the increasing imposter syndrome. The fact is, we are leading and learning simultaneously, historically had just



to learn, integrate, and lead. Now it is all happening in real-time, which is why again, the book has a leading with a verb.

What does it mean to build that capacity, and so compassionate because of being part of it, curiosity becomes a big part of it, encouraging ourselves to always ask what if, as opposed to never, and leaning into stuff that we're uncomfortable and learning, it's not easy to learn new things? It challenges us in many different ways. The next piece of that then is building a support system. How do we build a community that we're able to learn with, and grow with, to challenge, and our bad days have a chance to talk to one another?

There was a great story one day about, I did some work with PwC, a big accounting firm that is doing a big, huge digital transformation. They've empowered a really young group of people. They call digital accelerators and investing a lot in them around understanding technological changes and shifting and having them go back into the organization like a Hep C virus. We don't use that term anymore, but go in and build internally some of the shifts in the system.

I got to watch a panel discussion of these young people talking about what it felt like and this one was, "Yes, I'm doing all these online courses and one day I hit the wall. I was like, I'm too stupid to do this. What did I sign up for? This was a huge mistake." She doubted herself over and over again. She picked up the phone and call somebody who just talked her down, and at some point she was okay. She took a deep breath. I start all my keynote talks in a deep breath because, at the end of the day, you realize you do have the capacity but sometimes you just need someone to remind you of that.

Building support structures I think are really, really critical. That's where I do think women have a huge advantage, because we often have built these networks of support and a place where we can be vulnerable, and we can share whatever is going on. This is where I think men are very disadvantaged because they don't have that. They're internalizing all of it, which we're seeing show up in really dangerous statistics. I think you use those networks, build those networks of support and community. Stay curious, stay confident, stay compassionate and take lots of deep breaths.

**Lindsay:** Yes, so good, Nancy. Okay, where can everyone go get the book?

**Nancy:** Amazon, Amazon seems to be at the threshold for it all there. If you want a bulk version, it's again, like I just tell you, Byzantine business right now, that's certainly not caught up with the times I literally have a flowchart that if somebody wants bulk sales, there are six different ways that we can somehow facilitate this, if they want it



softcover, hardcover, digital book, signed, not signed. If your average person just going to get on amazon.com.

Lindsay: The book is Leadering?

**Nancy:** It's Leadering: The Ways Visionary Leaders Play Bigger, and it does show women and men there's a lot of examples of brilliant women that have done things, including Martha Stewart. Martha Stewart is an amazing person where you actually read about her curiosity and how she's expressed that so many different ways they would argue and she took a leap over an edge, but even that she used to her advantage. She's an amazing role model but all the way through, there's plenty of examples of corporations there's it's packed with statistics, stories, case studies, anecdotes, some that are mine, some that are others. There's a lot in there that people can, I think find something to inspire them with.

**Lindsay:** Yes, for sure. I mean, I told you, I was just starting to read it and I was reading "Oh, my two-year-old is running around. I was like, no, this isn't the right headspace for that, I really want to pay attention to it. It's good."

**Nancy:** If your curious father told me he felt like it was a textbook. It is not a textbook, it's not that intense but it is packed. It was actually really interesting. Again, back to your listeners, just quickly, I actually googled how women write nonfiction differently than men. There's a really a big difference because we can't just like make a big bold point. This is where futurism and women I think, is challenging because we're living on the edge. We're living with ambiguity. There's not a lot of clarity here. That's, again, why the future societies are cool. It's like, okay if I want to make a proclamation, I feel I need to pack it with all this stuff. There's a lot around each of the points that really prove it. I'm really trying to make someone believe that this is real, as opposed to just follow me down some—

**Lindsay:** Yellow book road. [laughs]

**Nancy:** Yes, exactly. I'm like, there are plenty, there are lots and lots of foot there, and so lots of places you can dig deeper if you want or you can just read-- Honestly, if you just read the table of contents, you have a really good sense of where this is headed.

**Lindsay:** Just the wake, wonder, navigate, all of that. I'm like, okay.

**Nancy:** Have you know, honestly, I was just like this, if you only got this far, he's actually already like, yes, this is pretty much it. If you need proof around any one of those you've got, 50 pages each to prove them out for you.



**Lindsay:** Nancy and I are referring to the cover because y'all can't see us but yes, that's so good. Well, Nancy, thank you so much for doing this.

**Nancy:** It was fun. Thanks so much for having me. I really appreciate it and I wish you guys the best of luck and if anyone's got comments or ideas, let us know.

[music]

Hey there, Miss Unstoppable. Thanks so much for tuning into this episode. If you enjoyed it, share it with a friend. Send them a picture of this episode via text, via email, share it on social media, I'm sure they would be so appreciative to know these strategies and tips on how to accomplish your dreams. If you are ready to guarantee you're going to accomplish your goals and dreams, then it's time to start coaching with me.

In my nine-month simple success coaching system, I am going to walk you every single step of the way to ensure that you get the goals and dreams that you want. The first step is to apply for a free 60-minute consult call. Just go to [LindsayEpreston.com/apply](https://LindsayEpreston.com/apply) to get started. As always, my friend, remember, you're only as unstoppable as you believe you can be, so believe in yourself. You got this.