Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=2.44)):

Hello everyone. I am Corey Andrew Powell, and I am joined today by Lauren Imparato. Now Lauren has become revered as one of the Globe's top entrepreneur experts, and she has spoken for audiences of 10,000 on the Great Lawn of Central Park, two to 3000 each in Times Square, Madrid, Barcelona, Panama, opening weekend in Film Festival and more. Lauren, welcome to Motivational Mondays.

Lauren Imparato ([00:25](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=25.6)):

Thank you for having me.

Corey Andrew Powell ([00:26](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=26.4)):

It is my pleasure. Um, I do wanna begin though, you were born in northern, or raised in northern California?

Lauren Imparato ([00:34](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=34.28)):

Yep. Born and raised in northern California. That's right.

Corey Andrew Powell ([00:36](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=36)):

Wonderful, beautiful wine country out there. And uh, and I read that you have like a, a certificate in like wine something <laugh>?

Lauren Imparato ([00:44](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=44.47)):

Yeah, actually my, one of my science projects in seventh grade, I, um, ma studied the fermentation of grapes and the making of wine and then went on to write my thesis at Princeton on the wine industries of Spain and Italy. And, um, then took a lot of formal classes on, on wine, sort of after graduating, continuing that passion.

Corey Andrew Powell ([01:01](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=61.7)):

Wow, that's amazing. Yeah, my partner got into wines really seriously a few years back and we ended up doing two trips to Napa and Sonoma and, um, he's become one of those guys that kind of swirls it around. You know what I mean? <laugh>, he does the swirl.

Lauren Imparato ([01:14](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=74.35)):

I swirl and spill, so,

Corey Andrew Powell ([01:15](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=75.77)):

Oh yeah, I just sip it, honey i's all I do. I don't have time.

Lauren Imparato ([01:19](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=79.04)):

That's a better way.

Corey Andrew Powell ([01:20](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=80.92)):

And you know, and yeah, and, and a little funny little side note as well, um, when we were driving across the Golden Gate Bridge, you know, we get smacked dab in the middle and Siri on our phone malfunctions and says, turn left, so Oh. Which was like, girl, we're on a bridge. We can't.

Lauren Imparato ([01:34](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=94.84)):

You didn't do that. I'm glad you didn't follow those instructions.

Corey Andrew Powell ([01:37](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=97.25)):

No. Yeah, she tried to kill us, uh, going to wine country, but in any event, yes. So you were raised in Northern California, then you go to Princeton and from there, I know you go to work on Wall Street, but I wasn't sure, were you actually a trader?

Lauren Imparato ([01:48](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=108.75)):

I actually worked on the trading floor, so on trading boards broken up into sales and trading and research, and I was in sales, so I was on the trading floor, um, in fixed income, which, um, was really fun.

Corey Andrew Powell ([01:58](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=118.15)):

Were there many women in that role, or traditionally, are there many women in that role?

Lauren Imparato ([02:02](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=122.46)):

Not many. I think it's probably changed now, but back then I was usually one the only woman or one of two women. Um, so it was definitely, you know, an odd ball, an odd ball placement.

Corey Andrew Powell ([02:11](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=131.48)):

Yeah. Yeah. And I asked that too because, you know, I think when we see that world on television or wherever, I was like a bunch of like men, ah, you know, and I don't, and so I was like, I don't really think I've seen too many women in that environment, so.

Lauren Imparato ([02:24](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=144.88)):

No, it's definitely more rough and tumble, you know, I think that my, um, my tomboy athletic self really, you know, tended well to it.

Corey Andrew Powell ([02:31](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=151.52)):

Yeah. You could hold your own in that environment. Sure. I tried. Yeah, definitely. Well, I know from that world though, that's when you, you leave eventually that world and you become an entrepreneur. You start your own business in the wellness space and then you move on to where you are today. But I do wanna know, what was it that prompted you to say, you know what, I'm going to transition, take a different trajectory, and, and it's a kind of frightening thing to do when you sort of kind of going linearly, if you will, will to one direction, then you just change all of a sudden somewhere else. So what made you make that decision?

Lauren Imparato ([03:03](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=183.99)):

I mean, it was definitely incredibly frightening. You know, I had been studying yoga and meditation and nutrition along the side really as a hobby. You know, now they call it like a side hustle or whatever. For me, it was really just a hobby and it was something I did after work. Uh, and then I actually looked at the market and realized that there was not a wellness industry the way there is now. And I realized that if I wanted to turn this into a business, I had a very small window where I could, where I could do it, and it would make sense to leave my, my established career and also make sense from an economic and and market standpoint to really jump into something that didn't really exist then mm-hmm. <affirmative>. Um, but that said, it was really scary. I mean, the day I quit or the week I quit, you know, you're leaving sort of, it felt like I was leaving all this behind. Um, now I really see it as going from one step to the next step to the next step, but then it was, you know, I had to make sure that I was set up for my new career and, uh, in a way that I would be successful and, and being able to support myself as well.

Corey Andrew Powell ([03:55](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=235.87)):

Yeah, and it's a great point you bring up too, because very often the idea is that someone, they leave a career or they quit one thing and they go on to something else. But I think what is often overlooked is that, like you just said, you were kind of going from point A to point B and you were probably bringing a lot of things that you, I'm assuming that you learned to your new opportunity as an entrepreneur. Tell me about that correlation.

Lauren Imparato ([04:20](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=260.12)):

Absolutely. Well, first of all, you know, I always say that people have this like romantic image of quitting their job and, you know, following their passion. I think that's a load of, for lack of a better phrase. Mm-hmm. <affirmative>, you know, your passion, once it becomes your job, it's not only your passion anymore, it's something that you have to do. You know, so I always talk about not running away from something, but running towards something. So I actually love my job on Wall Street. I was doing really well there. I wasn't running away from it. I was running towards a new opportunity mm-hmm. <affirmative>. And I think that's something really important to consider. Um, when you do make these transitions, are you running away or are you running towards something?

Corey Andrew Powell ([04:51](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=291.029)):

Yeah, that is so true because very often I see people sort of like, they're not really following their passion as you speak, you know, they're sort of just kind of existing. And then the whole idea about starting businesses, sometimes there's not even a passion in that they're just trying to do something so they don't have to go to work for someone else. Right. And I think that's the trap too. Like that's not really going to solve your problem.

Lauren Imparato ([05:13](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=313.21)):

Exactly. And on that point, you know, I wouldn't be where I am if it weren't for my, you know, near nearly decade in corporate America. I think that that taught me my time on Wall Street taught me all these skills that I apply to my life as an entrepreneur. Yeah. You know, and I think that's been a definite competitive advantage in the sense that there are, you know, I think corporate world and Wall Street, you know, earlier with kinda get a bad rap. But I think there, there are some fundamental lessons that you learn that cannot be, um, taught anywhere else.

Corey Andrew Powell ([05:40](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=340.39)):

Yeah, no, I agree. And people have to recognize that sometimes, you know, you are bringing forth things that you've actually learned previously to, to apply elsewhere. I think that does a great point to make. So thank you for that. And also, I wanna just go back to something you said about this sort of notion of, you know, I'm gonna start my own business and Yeah. And it's all like great and fabulous for about five seconds until you get into the nitty gritty and you, you know, you talk about sort of dispelling the, the myths, if you will, of entrepreneurship that the media and social media don't tell you about. So talk a little bit about that.

Lauren Imparato ([06:11](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=371.52)):

Oh, I mean, I think the way social media, media for entrepreneurship is like this great giant holiday in reality, once you're an entrepreneur, if you're really, you know, working at it, you're never gonna take a sick day, a vacation day or a paycheck for granted. Again, money comes in and you cannot be there. I mean, even like your computer breaks, you can call it and somebody fixes it for you. I remember my first, you know, for years as an entrepreneur, my, something would be wrong with my computer and I've, you know, not to be the stereotypical woman, but I'd like have no idea how to fix it. You know, how to get it smack it, you know, how do you make the pin, it's like a nightmare, you know? And, and I think that because of this romanticized idea of entrepreneurship, I think that we're really doing an injustice.

Lauren Imparato ([06:48](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=408.82)):

You know, entrepreneurship is really hard work. It depends what type of entrepreneur you wanna do, but it's a seven day a week full time online consuming job, and it's not for everybody, you know? And, and that's not a bad thing, you know, it definitely works for me because I can wake up in the morning and set my own discipline to get things done. Yeah. You know, but you have to be able to get things done, and you have to be able to be your own boss mm-hmm. <affirmative>, and ultimately your clients become your boss, you know? So it's not like you're working for nobody, which I think a lot of people think happens when you quit your corporate job and move on.

Corey Andrew Powell ([07:20](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=440.64)):

Yeah. I love that. Because in fact, it's the opposite. Like, you're working for probably like the most difficult, or the most, I think sort of like maybe the most contentious boss employee relationship you're ever gonna be in <laugh>, which is yourself. And if you don't produce, you know, you don't. Exactly. Yeah. It reminds me of, um, freelancing.

Lauren Imparato ([07:40](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=460.47)):

Yeah, exactly. And you're always hunting the next, the next thing.

Corey Andrew Powell ([07:43](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=463.28)):

Yeah. Freelance work is so grueling. Um, I did it for three years and I thought, you know, the, just like you said, I was like, oh, oh, I'm gonna be my own boss. I'm gonna be great. And I spent most of my time, you know, tracking down money for jobs. I did do what a client was like, well, I have 90 days to pay you. I'm like, yeah, but why would you,

Lauren Imparato ([08:00](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=480.83)):

That's exhausting. Right, right. Like,

Corey Andrew Powell ([08:02](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=482.88)):

What did

Lauren Imparato ([08:03](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=483.04)):

You just, it's very difficult. And I think we, we never talk about these realities of entrepreneurship. We always try and, I don't know, we try and make it glossy and easy. Mm-hmm. <affirmative>, you know, with the Instagram photos and the TikToks, and there's actually the reality of something totally different.

Corey Andrew Powell ([08:15](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=495.91)):

Yeah. It's, yeah. And it's funny too, it reminds me of, uh, one of my freelance gigs. I was so excited because Victoria's Secret wanted to hire some men to get a male perspective on their catalog. And so I did this great work, it was really a fun, progressive idea. And it took me like almost six months to get, you know, not very lot of money.

Lauren Imparato ([08:33](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=513.64)):

Took so many times.

Corey Andrew Powell ([08:34](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=514.3)):

And I'm like, you're Victoria's Secret. And they got a little indignant and I, yes, I'm calling them out a little bit because <laugh>, they actually, that same year had the fashion show with like Heidi Klum in a million dollar bra with diamonds on it. Like that's where my money went. So anyway, that's pretty much where I think the, my freelance money went. But no, I, I definitely think, think that, yeah, it's a, it's a great thing that you have tapped into about the seriousness of you have to be the one to deliver. And it's not for the faint of heart in that respect.

Lauren Imparato ([09:05](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=545.69)):

No. Especially when you have people depending on you. Like for instance, to your point, many, many, many, many times, almost all my contracts will be paid quite late. But then you have to pay your team and you know, unless you're really flush like that, money's like a trickle down effect. And that adds stress, you know, if you're trying to be a serious business. Yeah. You know?

Corey Andrew Powell ([09:23](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=563.47)):

Yeah. That's very difficult.

Lauren Imparato ([09:24](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=564.36)):

Cause one of the many things that gets hidden in the real, in the reality.

Corey Andrew Powell ([09:27](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=567.71)):

Yeah. And then of course you add to it social media too. Like you specifically, I mean, you know, you have people like fanning wads of money and they're on yachts and all <laugh>, all this sort of stuff. I'm like, yeah, okay. I'm sure.

Lauren Imparato ([09:38](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=578.679)):

Exactly, exactly. Who's really paying for that and what's, what's the actual profit and loss, PNL and revenue on that form.

Corey Andrew Powell ([09:44](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=584.52)):

Mm-hmm. <affirmative>. Absolutely. And also you are, uh, the co-founder and CEO of the Association, which is a women's leadership organization. And, uh, women in innovation is another group as well. And these are obviously pro-women organizations that help women thrive in business and innovation. But, um, you also talk about a very different dynamic, which is why women often hinder the success of other women in the workplace. And, um, you have an idea on how maybe to change that. So talk a little bit about that dynamic.

Lauren Imparato ([10:14](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=614.87)):

Well, you know, this is definitely something that I could potentially be rigged over the calls for, but in my experience, you know, women often hold women back as much if not more than men. And I'm not quite sure why that happens in all senses. In my experience, I've had a series of sort of women that have held me back in my careers, in my jobs. And I think that we, I call it the woman versus woman myth, you know? And I think that oftentimes, um, they, they call it the Queen B syndrome, that the women feel like there can only be one queen B. Or women say, you know, they fought so hard. So every other woman, you know, younger than them or after them, has to fight equally as hard. I just think that women need to stay accountable to their word. You know, when when a dude says it's done, most often it's done. A woman says a hug and a kiss, and there's this pretense that women have to be nice and flowery and and whatnot. And a dude will just say, absolutely not be much more point blank. Yes. No, I hate it. I love it. A woman quote a packages the whole thing. And in that packaging, often it's hindering women's success and advancement to the next level.

Corey Andrew Powell ([11:17](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=677.95)):

Mm-hmm. <affirmative>. Yeah. It's funny you bring up the, uh, queen B syndrome because when I was reading this about, you know, some of the things you speak about, this particular topic was very similar to within the African American community, we have a similar thing we call crabs in a barrel. And it is this idea that one of us gets in and we haven't necessarily, cuz we've climbed on top of the other to get there. Mm-hmm. <affirmative>. And there's, because there's, it's often only allowed to be one or two of us in that space mm-hmm. <affirmative>, right? Yep. Um, and for black women it's even a bigger dynamic. Right, right. So I I, I completely see that syndrome. And I think luckily though, what's great about it, because we're talking about it obviously, and you have these two organizations that are doing something about it. So tell me in which ways, you know, we're countering that dynamic for women?

Lauren Imparato ([12:06](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=726.8)):

Well, at the association, the number one thing we do is we really strive not about complaining and not about whining. So, and uh, my experience in most of the members of the association, our experience in women's groups has been a lot of complaining and a lot of whining mm-hmm. <affirmative> here. We say, okay, no, we are just individuals. We happen to be women for this organization, but we are individuals striving to do our best in our career and to get ahead. So we come together as individuals and we have a strategy for how to advance and discuss our problems without complaining about our wine, but really much more pragmatic about it. And it's that sort of prag, pragmaticism, I can't even get the word out. Um, it's gonna be practical. Yeah. About the problem solving that I think really helps the association and it really sets us aside from other women's organizations out there.

Corey Andrew Powell ([12:51](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=771.71)):

Yeah. And it's funny cuz you tap into these two things that are almost stereotypical. So it's funny hearing a woman say to them like no whining and no complaining, but you are sort of like these tropes that you would hear, I mean, from a different, oh my gosh. You know, obviously from a different, um, dynamic with men saying it. But, you know, but it's interesting.

Lauren Imparato ([13:08](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=788.72)):

I can say it and not get in trouble. Right. Well, it's probably still gonna get in trouble, but I'm speaking from my experience and my experience and most women's groups I've been a part of, it's just an endless waste of time in complaining and whining. And we know the association, we've created something different and our members feel that it's totally different than the other groups because we really try and curtail that.

Corey Andrew Powell ([13:25](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=805.2)):

Right. So it's about being Yeah. Not coming together as a, as a group to complain about the problem. It's about let's resolve the problem and make opportunities.

Lauren Imparato ([13:32](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=812.97)):

Exactly. The woman come together, we create what we call your personal board of directors. So we curate these groups of six to 10 women, uh, using a combination of data science and a personal touch. And that's your board. And you meet with your board once a month. And that monthly meetings follows a very strict timeline protocol. So quite frankly, in the essence of time, there's no chance to whine or complain. You know, you have two minutes to discuss this one to discuss that. And then the way we've set up our secret sauce or our structure is that we allow for what we call diversity of thought. So every person comes in there and they share, you know, something that's related to whatever that challenge or opportunity being discussed is. Mm-hmm. <affirmative>. And so there's not, if you whine, then really nobody gets anything out of it. And I think that becomes very apparent.

Corey Andrew Powell ([14:15](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=855.22)):

Did it feel like a, I don't wanna say mission, but were you compelled as a woman yourself to really be that proactive? Or was this something sort of people came to you and said, this is a need we have to fulfill? Or did you find that need and go, you know what, I need to do this for other women?

Lauren Imparato ([14:32](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=872.68)):

Uh, that's actually really a funny question. I actually generally hate women's groups <laugh>. Cause I find them to be a lot of platitudes and waste of time. You go, you drink some really bad warm chardonnay in a cup, and all these senior women tell you they're gonna help you and support you, and then they never answer your email. And if you're lucky, you have a coffee once. And when I was transitioning from my first business, IMU to where I am now, I really felt like I lacked a group of colleagues that I could balance my challenges and opportunities off of a group that was unbiased. You know, as much as your family, your husband, your partners, your friends, they love you and they want the best for you. They're inherently biased, you know, they see things through a certain lens and that might not be the best lens for your next step in your career.

Lauren Imparato ([15:13](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=913.22)):

And this was something that I was throwing about, was throwing around about, um, once I exited IMU and really didn't know what to do about it. And then my co-founder, uh, Janelle Hallier and I met and she, you know, said that she was in a very famous global organization called YPO, and it didn't work for her as a woman the same way it worked for men. And she asked if I would be on her own personal board of directors that she was creating on the side. And I told her, well, no, I cannot be on yours because we're gonna go turn this into a business. And that's how we arrived at the Association.

Corey Andrew Powell ([15:44](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=944.91)):

Yeah, that's amazing. And I love this, a couple great nuggets there that you just addressed. One is you have to be a catalyst for real change and put the work in, not just talk about something. And so I love that you've, what you've said there, because another guest I had on the show, she's, um, a African American woman who's at Twitter and she's in a really prominent role there. And she did the same thing by creating this brand called Sisters in Media. And she didn't want young black women or women of color in general to have to go through that same thing that you just almost said, trying to find a mentor that was a woman who understood the dynamics, who was really going to help her and pull some strings. And it was, she had the same problems based on many of the same things you addressed. She didn't find real tangible help. So she started her own. And I think that's a, a metaphor for all of us to like be proactive and start.

Lauren Imparato ([16:34](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=994.23)):

To be proactive. Exactly. And, and to not just sit back. I mean, it's really easy to retweet a meme. It's hard to actually do something on the ground about it. Mm-hmm. <affirmative>,

Corey Andrew Powell ([16:41](https://www.temi.com/editor/t/o24W3SQdi7iHI5PW5OIwaywWOuy3q67Wso2FJKOYMo-UCVuIDqCoj2CtMfF8c2x9aPcUK8601aHjv1_HuYpnB7Wq3QQ?loadFrom=DocumentDeeplink&ts=1001.81)):

You know? Yeah. Absolutely. Thank you so much for your insight today, Lauren Imparato. We really appreciate having you here today on Motivational Mondays. Thank you for your time. Thank you for listening to Motivational Mondays presented by The National Society of Leadership and Success and available wherever you listen to your favorite podcast. I'm Corey Andrew Powell, and I'll see you again here next week.