

Ali Schultz: Reboot Women is a once a month collaborative conversation with Reboot's coaches, who identify as women, on the realities of women in work and life.

Ali Schultz: This one is for the wombs.

[00:03:00]

Ali Schultz: We'll go broad and deep on a bosom-full of topics that can weigh on a woman's heart and we'll find solidarity as we weave insight from a range of well-hewn threads of wisdom.

Ali Schultz: Our own experience as women in the workplace, as coaches, as mothers, as healers.

Ali Schultz: My colleagues and I aim to lift up the conversation, be savvy and soulful and include and reclaim all the parts of us in the process: The wounded parts, the fed up parts, the struggle-is-real parts, the desire parts, the wild parts, and the parts that are becoming.

[00:03:30]

Ali Schultz: We want to support the revolution in the mind, heart, gut, womb. I say that because I believe women have four brain centers that guide us. That inner revolution serves us all.

Ali Schultz: My name is Ali Schultz. I am the co-founder of Reboot. I am with my esteemed colleague, Heather Jassy.

Heather Jassy: Hi, everybody.

Ali Schultz: This conversation really spun out of, um, a long-held conversation that I felt we've needed to do at Reboot and Heather prompted me by saying she really wanted to dive in more with, um, the women entrepreneurs, and I said, "Well, let's- let's do this."

[00:05:00]

Heather Jassy: And these are the conversations that you and I have about being a woman (laughs)- and- and the journey that women face.

Heather Jassy: And so we look at this as sort of a continuation of that conversation, with more friends listening.

Ali Schultz: Yes.

[00:05:30]

Ali Schultz: So this will be, um, a series of podcasts, um, conversations that we'll, um- we'll do with more of our, uh, colleagues, um, and our, um, coaches who identify as women here at Reboot.

Ali Schultz: So it'll be a- it'll be a more full party, um, as we continue onward.

Heather Jassy: Mm-hmm (affirmative).

Ali Schultz: Um, but we kinda wanted to set the stage here and, um, maybe talk about why this felt so important.

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Ali Schultz: While this was still in ideation, although it went from idea to something fairly fastly, um, I surveyed all of our- our coaches and I said, "What- what do you hear from your- your clients that are women?"

Ali Schultz: And, um, uh, as we collected that, I- it was very eye-opening in terms of what- what was surfacing and, um, like s- some part of my gut like would groan and some part of me would be sad and some part of me would get like angry, depending on what the issue was, just because it was like, "Oh my god, this stuff actually happens."

[00:06:30]

Heather Jassy: Over and over.

Ali Schultz: Over and over.

Ali Schultz: Not only is the struggle real, but like these situations are- are totally real.

Heather Jassy: But there's also a shared experience of everyone feeling as though they're alone in it.

Heather Jassy: Absolutely.

Heather Jassy: Should we jump in?

Ali Schultz: Let's do it.

[00:08:30]

Ali Schultz: So one of the first bullet points I have here is, um, that women are critiqued on their communication, specifically their tone and their presentation, et cetera, instead of, um, being critiqued on like the content and the data in the business plan, for example, um, of their contribution.

Ali Schultz: This is in meetings, board meetings, in pitching.

Heather Jassy: What's really painful about this, for me, is that- that, you know, I mean, we're coaches, we- we speak to lots of leaders. I mean, many, many, most if not all

leaders have imposter syndrome, this fear that they're gonna be exposed as fraudulent or that they don't know what they're doing.

Heather Jassy: And for white men, this is mostly a process of just coming to terms with the fact that this is about facing their own demons and fears, that like becoming clear that what they fear is happening is not actually what's happening.
[00:09:30]

Heather Jassy: Um, but for women and people of color, there's- there's not only imposter syndrome, that's one layer, but also there's this whole layer of stuff that's happening that's not in your head (laughs)- it's real.

Heather Jassy: And so you are being judged on tone, presentation, style points, instead of the substance of your work.

Heather Jassy: And so there's this double layer of stuff.

Heather Jassy: And then for women of color, another layer of stuff to unpack. And, um, it can- I think it can feel like a fun house mirror a lot, or multiple fun house mirrors that we're sort of living in every day at work.
[00:10:00]

Ali Schultz: Just that alone is daunting.

Heather Jassy: Absolutely.

[00:11:00]

Heather Jassy: I mean, this is part of why we need other women around us who- who have a shared experience and- and not just that but to be able to talk about our stories and to talk about what we experience, because, um, you know, we are, at times, made to feel as though we're- we have to question our sanity, because we experience something so strongly and we're told that that's not actually real.

Ali Schultz: Mm-hmm (affirmative).

Heather Jassy: Um, and- and so, you know, often, uh, you know, I- I think that one thing that's so important about this is actually, um, having time to be connected to your own truth, to make space for your own truth, because the world is very loud and it'll tell you that your reality is not actually true.
[00:11:30]

Heather Jassy: Um, and that's why it's so important to make that space every day for yourself.

Heather Jassy: But, um, you know, I think we're talking about imposter syndrome and gas lighting. Really, you know, imposter syndrome just shows up in such a- a- a variety of ways. Um, but usually it just sounds up- sou- shows up like a very, very credible voice telling that- you that you can't do something for some reason. There's always a reason.
[00:12:00]

Heather Jassy: And, um, you know, I- I think that one of the ways that this shows up is, uh, women often feel like they need many certifications before they can do whatever. Um, they often feel underqualified.

Heather Jassy: And- and how this shows up is that we can hang out on the sidelines just waiting until we're qualified enough, and someti- sometimes that day never comes. And while we're hanging out waiting, we're not taking enough risk, we're not talking in meetings, we're not touting our successes, we're not asking for that juicy role.

[00:12:30]

Heather Jassy: Um, I wanna share a personal story about this. Uh, a couple of days ago, I got really in my own head about this podcast, um, thinking, you know, who am I to think I have authority to speak about women's lives? And, uh, you know, like, in my experience, my imposter syndrome always shows up with this cynicism that began like who are you to think-

Ali Schultz: (laughs)-

Heather Jassy: Or who am I to think?

[00:13:00]

Heather Jassy: And, uh (laughs)- you know, sounds very credible.

Ali Schultz: (laughs)-

Heather Jassy: Um, and I was talking about this with my husband, who- who, you know, said, "Well, why would you feel that way? You know, you owned a feminist bookstore, you served as a coach and therapist to scores or women over the years. Uh, you're an early female executive, the first mother with a baby at Etsy and you, you know, worked with the Etsy seller community, millions of women you talked to every day for years." (laughs)-

Heather Jassy: Right?

Ali Schultz: Mm-hmm (affirmative).

[00:13:30]

Heather Jassy: I'm a mother with two daughters. But, you know, if I just had a PhD in women's studies-

Ali Schultz: (laughs)-

Heather Jassy: Then I could do this thing.

Heather Jassy: So, you know, I've learned over the years to unschool myself from thinking. And, uh, this thinking. And generally like over time I c- I can unpack it. But there's still a process. It still comes up.

Heather Jassy: [00:14:00] And, you know, it's been such a- just a huge gift in my life to be a therapist and coach and get to understand that this is such a universal experience for so many incredible women that I know. Um, it- it- for me, it's been incredibly healing to see that in others, as well.

Heather Jassy: Um, but if you were to ask me: Who has the right to speak with authority about women's lives? I'd say any woman and I would totally mean it.

Heather Jassy: But different standards when it comes to myself, right?

Ali Schultz: You are more than qualified, and yet here- here is that persistent voice that constantly tells us-

Heather Jassy: We're all more than qualified and we hear, we see it in others, and it's har- it can be harder to recognize in ourselves.

[00:15:00]

Heather Jassy: Another thing that comes up a lot is that women tend to worry more about likeability and, you know, we worry about being a bitch and we worry about leadership, how to lead effectively without being aggressive.

Heather Jassy: [00:15:30] And, again, this is very real. There is a much smaller range of acceptable emotion tolerated in women in the workplace. And, you know, as a client told me, "I have to choose between making myself small so that I don't piss off my peers, or do my best work and everyone hates me."

Heather Jassy: That's a really shitty set of choices.

Heather Jassy: I mean, this also tracks to the fact that women are- are often given raises or promotions based on past accomplishments, while men are often given raises or promotions based on potential.

Heather Jassy: Can we also talk about motherhood a little bit?

Ali Schultz: Yes, let's talk about motherhood.

Heather Jassy: [00:18:30] You know, I think women worry about being taken seriously, if they wanna start a family and a company, and- and having a family just brings up all sorts of things. There's mom guilt, torn between work and family. Uh, you know, I've- I've often said often failing at least one of my jobs. Um-

Ali Schultz: Yep.

Heather Jassy: Sometimes both.

Heather Jassy: Um, you know, some women consider freezing their eggs while they're on a startup salary because they want to have options. They're not sure what those options are going to look like for them, uh, or whether there will be a place for them to be a mother.

[00:19:00]

Heather Jassy: Um, there's a huge shift in identity when one becomes a mother. Uh, and what does that mean for a woman, her work identity?

Heather Jassy: I mean, I will say this: A conversation that I have with a lot of friends and clients is- is about something that happens when you have a baby. It just, you know, it breaks you wide open (laughs) sometimes literally. Um, but your heart is so open and vulnerable and, you know, at least in my experience, this act of context shifting, um, between that vulnerability and then how one has to show up and be strong at work is just exhausting and overwhelming.

[00:19:30]

Heather Jassy: And then there's also just the mountain of minutiae to manage in addition to the actual caregiving of children on top of one's workload.

Heather Jassy: I mean, I can't- I can't talk about this topic too much. I get like anger on inside out and, you know, get really upset. But- but it- it's just- it- it can all be really overwhelming.

[00:20:00]

Ali Schultz: Yeah.

Ali Schultz: I don't know how moms do it. I am- I'm grateful for all of them and I look at what is actually involved and I'm like, "Oh my god. How- how do you stay upright? How do you stay sane? How do you, like, eat lunch?"

[00:20:30]

Ali Schultz: (laughs)-

Heather Jassy: Well, you know, when I- when I'm listening to all of this, I mean, it's mothers, but it's- it's all women. And I- I think (laughs) this can all sound really awful, but also we're incredibly strong. I mean, that's like look at all this. And we just do it. We just show up and we do it.

Ali Schultz: Yep.

Heather Jassy: Um, yeah.

Ali Schultz: Yep, we just show up and we do the thing.

Heather Jassy: [00:21:00] We show up and we do the thing. I mean, this is something you and I have talked about a lot that, um- that- that the, uh- the hero's journey for men can often feel, uh, you know, the Jack Kerouac on the road, discover yourself. And for women, it can just feel like moving back some minutiae for a little bit to claim a little bit of space for yourself for something to emerge.

Ali Schultz: Yeah.

Heather Jassy: It's such a- it can feel like such a different experience of attempting to make space for oneself.

Ali Schultz: Yes.

Ali Schultz: I think part of making space for ourselves i- as part of our heroine's journey.

[00:22:00]
Ali Schultz: I think part of that is really parsing through our own psyche and unloading all of the internalized stuff that we've taken on. Um, to really find at our core and at our ground really-

Heather Jassy: Mm-hmm (affirmative).

Ali Schultz: Like that strength that is- um, that's gonna get us through anything. That is us and that is our kinda just like this core central pillar of just who we are and our ability to take up space and the fierceness of what we know in moving on.

Heather Jassy: Absolutely.

[00:22:30]
Heather Jassy: And I- I- I think that, you know, we are- we are in the- in- definitely in the business of believing people can change and seeing people change and grow through incredible obstacles.

Heather Jassy: And, you know, I- I do think, to your point, it- it begins with knowing yourself and learning yourself because, you know, while we all share a collective experience of being a woman in the world, we all have an individual
[00:23:00] experience of that. We all carry different wounds and all this collective bullshit we have to deal with touches different wounds in each of us.

Heather Jassy: We- we react in different ways when these wounds are touched. Some of us lash out. Some of us close off and recede. And, you know, we've all developed different coping strategies to protect us. And while some of these coping strategies helped us up til now, which of course is awesome, but they're- they're not serving us anymore and they're actively working against us often.

[00:23:30]
Heather Jassy:

And- and so this ... you know, to me, this work is really about deeply understanding ourselves and unpacking our individual mythologies-

Heather Jassy: And understanding what- what is actually our story versus the story that we've been given about ourselves from everyone else or from the world.

Heather Jassy: And falling in love with that story, really.

[00:24:00]

Ali Schultz: Um, I'm thinking of some great books.

Heather Jassy: And, of course, we have one book that's been our inspiration book for this conversation.

Ali Schultz: Oh yeah, The Little Girl Who Gives Zero Fucks.

Ali Schultz: I cry every time I read it and-

Heather Jassy: Same (laughs)-

Ali Schultz: It belongs on the bookshelf of every woman of any age, actually.

[00:25:30]

Heather Jassy: Every woman.

Heather Jassy: And I love that it's written- it's written like a children's book for grownup women.

Ali Schultz: Yes.

Heather Jassy: You know, speaking to the little girl's self. Um, it- it- it touched me so deeply.

[00:26:00]

Heather Jassy: Do you wanna share a bit about this story? I think- I think it could be so meaningful to lots of the people listening.

Ali Schultz: Elodie-Rose.

Ali Schultz: Our hero.

Heather Jassy: Heroine.

[00:26:30]

Ali Schultz: She kinda goes through her day of like little Elodie-Rose like going to school and, um, coming home and experiencing, you know, like her- this fullness of

her inner life and her imagination and her dreams and her hopes and her inner fire and her just like vivaciousness and joy for life.

[00:27:00]

Ali Schultz: And then, you know, as she gets on the bus, she encounters like, you know, whatever cattiness is happening on the bus. And then she's like, "What? Why am I so like emotionally distraught by like this- this stuff that's going on?"

Ali Schultz: And then things will happen even at school. And, um, she- she'll be equally distraught. And she'll kinda come home at the end of the day and be like, "Why- why do I feel a little wrecked right now?"

[00:27:30]

Ali Schultz: She wakes up in the morning with a full basket of fucks. And, um, fucks a really like just the currency of an alive life. Like-

Heather Jassy: Mm-hmm (affirmative).

Ali Schultz: This is your energy, this is what your focus and attention goes to.

Heather Jassy: And they're fed by her dreamworld at night, right? All these ma- magical dreams she has of all the things she can do.

[00:28:30]

Ali Schultz: When we waste or give away those valuable parts of ourselves, um, using the metaphor of giving away fucks, right, out of our basket of fucks, the way that this book goes into it, um, eventually at the end of the day, we're like, "Where- where did all my energy go?"

Ali Schultz: This book, this book is this rhyming testament to staying true to yourself and really not giving a rat's ass about anybody else's feelings and what your teacher has to say. Not in a disrespectful sort of way, but in a way that is like 100% respectful of who you are, the boundaries required for this, I think, require something that is airtight.

[00:29:30]

Ali Schultz: You know what's yours. You know what's not yours. You know what you wanna do. You know what you don't wanna do. And you ride that line-

Heather Jassy: Hmm.

Ali Schultz: Consistently.

Heather Jassy: And one thing that I really like about this book, too, is that she ... um, I forget exactly where it was, but something to the effect of like, uh ... the one- the one critique I was having as we went along was like, "But there are some things I should be giving a fuck about."

Heather Jassy: She gets to that part, like, save your fucks for the people and the things that really need it.

[00:31:30]

Heather Jassy: So the climate crisis deserves my fucks. My neighbor who doesn't like the shrubs that I planted doesn't deserve my fucks.

Ali Schultz: (laughs)-

Heather Jassy: I mean hypothetically.

Heather Jassy: (laughs)-

Heather Jassy: And like you, I weep every time I read it. What is it that touches you so much about this book?

[00:32:00]

Ali Schultz: I really start crying, um, as she starts venturing through, uh, the history of women who have been-

Heather Jassy: Uh-

Ali Schultz: Um, belittled, their voices have not been heard. They have literally been burned at the stake. The ones who have known so fiercely who they are.

Heather Jassy: [00:34:00] The first time I read it, I wrote you and said, "I'm weeping because I'm thinking about all the fucks I've given to people who don't deserve them."

Ali Schultz: Yeah.

Heather Jassy: Uh, but- but the part that was so touching to me was the first morning after she gets this realization she doesn't have to give them away, and she goes to share with her friends and they say- they- they basically shame her. They tell her it's not true, it's not real. And then they- they, uh, belittle her about petty things, about her appearance, and it's their way of sort of silencing her and making her stick to the social code.

Heather Jassy: And she goes ... I love the part where she- she- she has this rejection and then she says, "I can- I can give away my fucks over this, or I don't have to." And she goes and sits in the back of the bus and stares outside and dreams of being a CEO and an astronaut.

Ali Schultz: (laughs)-

Heather Jassy: And she keeps it in her basket (laughs)-

[00:35:00]

Heather Jassy: And that was a beautiful book.

Heather Jassy: Yeah.

[00:35:30]

Ali Schultz: Amy Charlotte Kean writes, "My dears, some people are born to be bad. They'll fight to extinguish the fire you had. In a bucket of crabs, when one tries to climb out, the rest pull their legs back with no shred of doubt. Their collective ambition to remain in a cave because crabs don't fancy their friends being brave."

Ali Schultz: Which really brings up this image of crabs in a bucket, too.

Ali Schultz: Crabs in a bucket is what happens when a bunch of women get together and they pull each other down.

[00:36:30]

Heather Jassy: Yeah.

[00:37:00]

Ali Schultz: It's like, are we insecure? Do we not trust each other? Um, do we not trust ourselves? Like are we just ... have we somehow been like internalized or indoctrinated to like not find community in each other?

Ali Schultz: I don't know what it is, but it, um- it- it feels like a f- like this, uh, everyone's a little threatened by everyone else and then things can get weird or passive aggressive. And, um, it's really awful to be around, in general.

Heather Jassy: And in workplaces, it also just feel- it can feel like scarcity.

[00:37:30]

Ali Schultz: Ah.

Heather Jassy: That there's- there are only so many slots and only, you know- only one crab gets in and we're not gonna let it be that person. Right?

Heather Jassy: I'm reading this incredible book called How Women Rise. Um, uh, Sally Hegelsen and, um, you know, one of the things she talks about is that women are- are actually more likely to leave jobs that don't ... it- it's not just about the promotion, it's not just about the money. Those- those are- those are important, but- but also because they're- they are more about recognition. Right? They're about being recognized for what you're doing.

Heather Jassy: But for women it's- it's equally important to have a place where you enjoy your day to day, you like the work, you like the people, you don't feel like

[00:38:30] you're in the bucket of crabs. Right? It's- it's- it's ver- it can be much harder to- for women to, um, compartmentalize around, you know, when you're in a crab bucket all day.

Heather Jassy: Much can be harder for women than men.

Ali Schultz: Our friend and colleague, told me about Gail Evans-

Ali Schultz: Who's the author of She Wins, You Win. Gail says that every time a woman succeeds in business, every other woman's chance of succeeding in business increases. And every time a woman fails in business, every other woman's chance of failure increases.

[00:39:30]

Ali Schultz: It's related to this crabs in a bucket thing, 'cause like if we're pulling each other down, we're not helping the collective.

Heather Jassy: Right.

Ali Schultz: Imagine a different world.

Heather Jassy: A crab bucket's sort of a ... the image is just a lot of people stuck in one small place together.

Ali Schultz: Mm-hmm (affirmative).

Heather Jassy: A lot of crab stuck in one small place together.

Heather Jassy: So the opposite is th- is something that feels more expansive. As if there are a lot more choices.

Heather Jassy: What do we feel is the path out of this? Think we have some theories, right?

Ali Schultz: We believe that there's a way out. We believe in new possibilities.

Heather Jassy: We do.

Ali Schultz: Yeah.

[00:43:00]

Ali Schultz: Um, so we also know that, uh, the inequities that we face are real. Um-

Heather Jassy: Mm-hmm (affirmative).

Ali Schultz: But it's how we internalize those situations and the large- the much larger message around who we are supposed to be, um, that determines what we make of ourselves and the ripples that we make in the world.

Ali Schultz:
[00:43:30] That inner roof- inner revolution starts deep within. I would say it probably starts with knowing your worth and healing the wounds that make you believe you're not enough.

Heather Jassy: Hmm.

Heather Jassy: Yeah, I mean, we all share and experience, we are all women in the world, and there's stuff that happens to all of us.

Heather Jassy:
[00:44:00] But, um, we also have different wounds. This touches different wounds in each of us. And, you know, we react in different ways when these wounds are touched. We react to our society in different ways and it's a very individual process.

Heather Jassy: And some people, um, have formed the reaction of closing themselves off. Some are reactive. You know, we all have different ways of processing this stuff that we live in. Right?

Heather Jassy:
[00:44:30] And so, you know, we believe that the beginning of the way out is through self knowledge and understanding your wounds and- and this is another version of not having to be complet- like have the PhD in women's studies before you have the right to speak. You don't have to wait until the wounds are healed to start moving forward. Right?

Heather Jassy: And so, um, this- this is really about starting from a place of deep understanding of ourselves, understanding ... and to- to your point, what's really ours, what's really our voice, and what's the voice that we've been told is reality that is not ours, no thank you?

Heather Jassy: Right?

[00:45:00]
Heather Jassy: Being able separate those two things.

Heather Jassy: And- and to be able to, you know, really begin to approach ourselves with- with benevolence.

Ali Schultz: And- and to be able to take up space, really, and-

Ali Schultz: And own our right to be here.

Heather Jassy: That one's huge.

Ali Schultz: It really shows up when I do sessions with clients and horses.

Heather Jassy: Hmm.

Ali Schultz: 'Cause the horses just they innately like they know their worth, and as a herd member, um, if you're not taking up space, you're just gonna be run over.

Heather Jassy: Can you talk about the- the horse and what the horse may feel as taking up space? Like how does that show up to a horse?

Ali Schultz: Um, so for a horse as a prey animal, meaning that and like the horse could become someone's lunch out in the wild, um, just by the nature of things, um, they have their body, and that is effectively all they have.

[00:46:30]

[00:47:00]

Ali Schultz: And their body and how they're oriented in space, um, and their kind of like perceptual sense of who they are is literally a bubble.

Heather Jassy: (laughs)-

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Ali Schultz: Horses operate through space. Like their whole bubble is really who they are.

Ali Schultz: Horses really don't lose that sense of self, um, in the sense that they don't- they don't really lose that foundation of who they are-

Ali Schultz: 'Cause they're so intimately connected to it. From a survival point of view.

Ali Schultz: That part of their neurology is- has evolved to help them survive, um, through epochs and millennia, um, for 55 million years.

Heather Jassy: And- and they have all that sensitivity and intuition without a film strip running that- that tells them, "Hey, don't listen to that intuition, hey don't step away from that person." They just do it.

[00:51:00]

Ali Schultz: See, humans have this prefrontal cortex that gets in the way.

Ali Schultz: We kinda get snagged by thinking, oh, does this person like me?

Heather Jassy: It touches a lot of things that we're at- we're getting at here around intuition and likeability and a number of things that we feel are part of the path out.

[00:53:00]

Heather Jassy: The most confident woman I've ever met, this incredible woman I used to work with and I thought, God, I wanted to know what her mother did to help her be so confident, because I wanna raise my own daughters to be this way.

Heather Jassy: So I- I asked her, and she said, "You know, the most imp-"

Heather Jassy: "What did your mother do? How did you become so confident?"

Heather Jassy: She said, "Well, first of all, my mother taught me that I don't need to worry about people liking me. And when I'd come home from school and I'd say, "Oh, so and so wasn't nice to me today," she'd say, "Well, who says everybody has to like you?""

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Heather Jassy: (laughs)-

Heather Jassy: I thought, "What a gift this woman's mother gave to her."

Ali Schultz: Mm-hmm (affirmative).

Heather Jassy: Um, I mean, how many of us are taught instead that when someone doesn't like us or- or when someone rejects us that we need to go fix it, that we must've done something wrong, that it must be us.

Heather Jassy: Not simply that, you know, some people are not gonna like us and it's okay. It's not an imperative. It doesn't define anything about who we are. That person just doesn't like us. Okay?

[00:54:00]

Heather Jassy: It seems to me that so much of what we're talking about is actually perfection. Perfection grants us permission. So once we're healed, once we're brave, once we've like decided that we have the right to take up space or ask for permission, that's when we get to do all of this. And until then, we're paying some sort of penance.

[00:57:30]

Heather Jassy: And instead we just decide my glorious, imperfect self has the right right now to take up space, to speak up at meetings, to not give a fuck if people don't like me. All of that. Like I have all those rights right now, they don't have to be granted to me by anyone else.

Heather Jassy: And I don't have to be perfect to get them.

Heather Jassy: They're inherent to me.

[00:58:00]

Ali Schultz: I had this conversation with so many people in the past two weeks.

Ali Schultz: One of which was one of my doctors and one was a client and they both said something similar, like, "Man, I was so knocked off course by this one moment, for whatever the situation was for each of them, like they were just emotionally like triggered, for lack of a better word.

[00:58:30]

Ali Schultz: And they just- they worked with it with- for themselves. They stayed with themselves. They, they inquired within. They found space and gave themselves space, to navigate their what was happening for them, before they reacted.

Ali Schultz: They gave themselves that space to like choose: How do I wanna be right now? How do I wanna respond to this?

[00:59:00]

Ali Schultz: You don't become bullet proof. Like that sense of perfection isn't like this armor where like all the sudden like life shits on you and it just washes off.

[00:59:30]

Ali Schultz: But like there's no- there is no place that you reach where it's like, "I am impervious to-"

Ali Schultz: "The experience of my humanity."

Heather Jassy: (laughs)-

[01:00:00]

Heather Jassy: But the cycle can get a lot faster, where, you know, the- the thing happens, you spin out, and- and the- and you recognize and name it-

Heather Jassy: And you ha- there's some pattern recognition about how to- how to unwind from this thing.

Heather Jassy: And that gets faster and faster and sometimes it's immediate. (laughs). Over time. Sometimes it's not.

Heather Jassy: [01:00:30] And- and also we talk about this as though it's- it's linear, but, you know, when you run a company and you're in this incredibly stressful, compressed environment, when, you know, you have to grow so much so quickly and you're constantly having to use new muscles.

Heather Jassy: We're- we're so vulnerable to defaulting back to things that- that we may have learned and forgotten.

[01:01:00]

Heather Jassy: When we talk about voice, paying attention (laughs) listening, we're really talking about making space for yourself to be in discourse with your inner voice constantly.

Heather Jassy: To be really tuned into that.

Heather Jassy: And it's definitely hard when you're in a busy company. It's definitely hard when you're a mother, it's just hard to be in the world and be so connected to your intuition that- that it becomes louder and more powerful-

Heather Jassy: Than all these other voices that are telling you who you should be or what the truth is.

[01:03:00]

Ali Schultz: Where we're constantly having, um, to protect that magic. The magic that we know and- and the voice that does come through so strongly.

Ali Schultz: Through our heart channel.

Heather Jassy: We're sort of getting at boundaries it's really hard to have boundaries when you're not connected to what your needs are.

[01:04:30]

Heather Jassy: And this is why it comes so much back to that time spent in discourse with myself being connected to your horse body.

Heather Jassy: Being able to always be connected to that.

Heather Jassy: I mean, one of the, um, first exercises I do as a coach with a lot of women that I work with is, um, have them create a resentment list. And I have people track the things that they resent and when- when I ask women, "Like, can you just identify what resentment feels like in the body?" It's very easy to- to grab that. Right?

[01:05:00]

Heather Jassy: Resentment, to me, is not just a- not just a feeling of resentment takes up space, but resentment is also a sign that we have some sort of expectations or boundaries that are being trespassed. It's something we've picked up that we actually don't want.

Heather Jassy: I get some long lists through (laughs)-

Ali Schultz: I'm composing mine right now.

[01:05:30]

Heather Jassy: And I often tell people like you're probably gonna feel nauseated as you make this list. Right?

Heather Jassy: And I get some reactions of horror when I assign this to people.

Heather Jassy: But, you know, it- it- it's actually so incredible when people start going through their days and saying, "Wow, look at all these things that are taking up so much space."

Heather Jassy: [01:06:00] When we go back to this idea of only having a certain amount of prana or life force or willpower every day and giving away all (laughs) this to other people, picking up the things that are left behind, picking up the things that no one else will pick up. Takes up a lot of space.

Ali Schultz: Even just the resentments in daily life.

Heather Jassy: Absolutely.

Ali Schultz: It's like they cling to us like barnacles.

Heather Jassy: Absolutely.

Heather Jassy: [01:07:00] And, you know, if I go back to the- *The Little Girl Who Gave Zero Fucks*, you know, there was- there was such a theme in that book about hanging on to the sanctity of the space to dream.

Heather Jassy: Going to the back of the bus and looking out and letting herself dream instead of caring about what's happening. You know, allow ... holding onto her dreams every night, deciding she's gonna keep them for herself all day.

Heather Jassy: [01:07:30] There's such a theme of taking up space and saying, "No, this is mine." And protecting that space, um, with vigilance.

Ali Schultz: I resonate with that so much.

Heather Jassy: Yeah.

Ali Schultz: 'Cause I was the girl in the back of the bus.

Heather Jassy: Hmm.

Heather Jassy: Me, too.

Ali Schultz: Like, I still feel that way.

Heather Jassy: Tell me about that.

Ali Schultz: Every night, still, like, I go to bed and it's like I steep in like the most burning desire I have for like the thing that I wanna manifest in this lifetime.

[01:09:00]

Heather Jassy: Mm-hmm (affirmative).

Ali Schultz: Whether it's, um, a farm or, you know, for awhile it was Reboot.

Heather Jassy:

Ali Schultz: That fire, that dream fire, does not die. And it's so crystal clear. And when it's given space, stays crystal clear. It's such a gift to be so connected to it.

[01:09:30]

Ali Schultz: I operate in the world with such a clear knowing of what I want.

Ali Schultz: My priorities are really clear, I know exactly where I want my energy to go.

Ali Schultz: And I get flak for that all the time.

[01:10:00]

Ali Schultz: Growing up it was, "Jeez, Ali, you're so selfish."

Ali Schultz: And I'm like-

Ali Schultz: "Really? How is this selfish? This is like the most radical form of self-care."

Ali Schultz: Of course I didn't have that language then. But I was ... I would hear that word and I would just be like, "Why did somebody just smack me on the nose for being so fully me?"

Ali Schultz: I'm grateful. Grateful for whatever practice I've just been- been doing, holding onto my dreams for so long.

[01:12:00]

Heather Jassy: I mean, my experience of this is that when I was younger, it was so easy to be connected to that dream, for me.

Heather Jassy: That it- it felt so vivid and so real and I had- I feel like I had more time and space to really, I love that word, to steep in it like tea. You know, just to- to luxuriate in it.

[01:12:30]

Heather Jassy: As I've gotten older, and I think with motherhood, it- it becomes harder to find time to steep in it.

Heather Jassy: But when I do, it's always there.

Heather Jassy: It's just always there, it's so close. And I- you know, I ... my approach with clients has always been, you know, okay, first sometimes we just have to make

[01:13:00] empty space. Right? We have to clear out whatever you're doing that you resent. We have to like get help for you. Whatever we can to make some space, because when you make space, it's all there.

Heather Jassy: All those dreams, they never go away.

Heather Jassy: And it really is just a matter of just making empty space to commune with them.

Heather Jassy: And it's so beautiful, because there are moments where I'm like, "Do I trust this process? Do I trust that we've really cleared the space?"

Heather Jassy: But it always is. I mean, it really always is.

Ali Schultz: I love that.

Heather Jassy: I do, too.

Heather Jassy: I remember, reading years ago that Robert Johnson, you know, talks about.

[01:14:00] Heather Jassy: How when we're young, we get to live in the shadow world, we get to like fully experience a range of what just being human and in our- living in our wildness. And then we become ... you know, I remember it so distinctly, 'cause he said, "When we become about eight, we have to start conforming. We have to start changing. We have to start shifting. There's this whole ... we're given like a certain amount of leniency when we're young to be children, then when we're thrust into the world.

Heather Jassy: And, um, this is really tender for me because I- I have an eight year old daughter and she's hit that age and I'm watching it happen and watching, you know, the- the tension between the wildness and the girl who dreams also suddenly being tuned into what other people are thinking about her.

Ali Schultz: We keep piles of quotes around at the Reboot office. And, uh, I ran across one this week from Brené, the beloved Brené Brown.

Ali Schultz: "If you trade your authenticity for safety, you may experience the following: Anxiety, depression, eating disorders, addiction, rage, flame, resentment, and inexplicable grief."

[01:15:30] Heather Jassy: I don't know much about gestalt psychology, but I see a gestalt, uh, therapist. And one thing she talks about a lot is that, um, in the theory, the life layers at the very center, that's where we're really fully integrated, living fully in our

[01:16:00]

aliveness. But to get to that, we have to go through the role layer and the death layer.

Ali Schultz: Hmm.

Heather Jassy: We have to allow all of our, you know, these preconceived notions of who we have to be in the world [inaudible 01:16:16] and- and, you know, so many, you know, to get to Brené's quote, you know, so much of what we see as (laughs) malfunctioning coping strategies are about avoiding that death layer.

[01:16:30]

Ali Schultz: Hmm.

Ali Schultz: Yeah, it- it's, uh- man, it just feels like it's death of the ego. Right? It's death of, um, those things that kinda hold us hostage a little bit.

Heather Jassy: Yeah.

Ali Schultz: But really our true self.

Heather Jassy: [01:17:00] The ego's such an interesting one. You know I- I, uh, had a Zen teacher in my 20s who ... I had a real reaction to the ego stuff (laughs) you know, and I would talk to him and said, "I have a real problem with this because I don't even feel like I have an ego yet. I still can't say no. I still- you know, I'm still struggling for space."

Heather Jassy: And he said, "Your lesson at any moment is to learn that which is difficult for you."

Ali Schultz: Hmm.

Heather Jassy: [01:17:30] If you have trouble saying no, you're ... and extending to others, your job is to learn how to extend. If you can't say no, you have to learn to say no so that you can actually choose to say yes.

Ali Schultz: Hmm.

Heather Jassy: Right? It had a profound impact on me.

Heather Jassy: And so I always look at it as like the work that we're doing in every moment or in each phase of our life is a little different.

Ali Schultz: Mm-hmm (affirmative).

Heather Jassy: At times we're building ego, we're building a strong back. At other times, we're breaking that down a little bit. We're- we're- we're letting go, we're changing.

[01:18:00] And so this- this is- this work is a constant discourse to figure out, you know, how we stay in dialogue with our true self and like looking at what we're doing and how that's either helping or hurting or enabling the best dream of ourselves.

Ali Schultz: Let's just circle back to tall poppy syndrome.

Heather Jassy:
[01:23:00] Yeah, I mean, the tall poppy syndrome is this idea, it's this image of a- of a field of flowers with one poppy that might stand above the rest. And, uh, gets its head chopped off so it's the same height as the others. And it really describes aspects of a culture where people of high status are resented, attacked, cut down, struck- strung up and criticized when they've been classified as superior to their peers.

Heather Jassy: And I- and I'm sure that this is, um, an image that might resonate for a lot of women. And the thing about the poppy is the poppy usually ends up feeling like something's wrong with her.

Ali Schultz: Mm-hmm (affirmative).

Heather Jassy: Hmm.

[01:23:30]
Heather Jassy: Not that she was doing such a great job that she was punished, but actually that- that, uh- that she did something to cause the beheading.

Ali Schultz: Hmm.

Ali Schultz: It takes so much bravery just to stand and to be who we are.

Heather Jassy: It does. It does.

[01:24:00]
Heather Jassy: And- and sometimes we're punished for it.

Heather Jassy: But, you know, the truth is, you know, there are often repercussions for taking risks, for putting yourself out there. I mean, uh, often- sometimes the experiences, people are like, "I did this thing that really scared me and it was all fine.

[01:24:30]
Heather Jassy: But there's a feeling, like I didn't ... it actually wasn't that scary.

Heather Jassy: And then there are other times that people do this and put themselves out there and they're actually, you know, the tall poppy syndrome. Right?

Ali Schultz: Yes.

Ali Schultz: Yes.

Ali Schultz: And circling back to even taking up space. Um, and, uh, being okay with being you, fully. Yeah. And-

Heather Jassy: Yeah, yeah.

Ali Schultz: Being A-okay with being all of that much, um, is really such a potent thing.

Heather Jassy: Absolutely.

[01:25:00]

Heather Jassy: You know, I used the example earlier of a client who said, "You know, I either have to choose between, you know, being small, making everybody okay, being my best self, making everybody- everybody hating me, essentially."

Heather Jassy: And I said, "Okay, well which of these would you rather ... if you're gonna use either way, which one would you rather do?"

Heather Jassy: (laughs)-

Heather Jassy: Right?

Ali Schultz: Yeah.

Heather Jassy: Um, but, you know, as Glennon Doyle says, we love her. Um, I know we both love her. She says, "You'll be too much for some people. These are not your people."

Ali Schultz: These are not your people.

[01:25:30]

Heather Jassy: Yeah.

Ali Schultz: That's so reassuring.

Heather Jassy: It is.

Heather Jassy: Because they're- they may not be but other people are.

Heather Jassy: It sounds so simple, but, you know, um, it is a matter of finding your people who- who don't- the women ... other people who don't wanna be in the crab bucket.

Ali Schultz: Yes.

Heather Jassy: Who actually wanna be birds on a wire, flying free, sitting next to the other birds.

Ali Schultz: Yeah.

Heather Jassy: If they choose.

Ali Schultz: This has been fantastic.

Heather Jassy: This is really fun.

Heather Jassy: Thank you.

[01:27:00]

Ali Schultz: There is a poem by Ev'Yan Whitney called The Too Much Woman that I think is worth reading right now.

Ali Schultz: I'll use it as an invocation for not only this series of conversations that we'll have here at Reboot for women. Um, but for you, right now, as you venture onward into your days, into your weeks, and, uh, all the ripples that you will create that flow through that.

[01:27:30]

Ali Schultz: The Too Much Woman, by Ev'Yan Whitney.

Ali Schultz: There she is, the too much woman. The one who loves too hard, feels too deeply, asks too often, desires too much.

Ali Schultz: There she is, taking up too much space with her laughter, her curves, her honesty, her sexuality.

Ali Schultz: Her presence is as tall as a tree, as wide as a mountain. Her energy occupies every crevice of the room. Too much space she takes.

[01:28:00]

Ali Schultz: There she is, causing a ruckus with her persistent wanting, too much wanting. She desires a lot, wants everything, too much happiness, too much alone time, too much pleasure. She'll go through brimstone, murky river, and hellfire to get it. She'll risk all to quell the longings of her heart and body.

Ali Schultz: This makes her dangerous. She is dangerous.

[01:28:30]

Ali Schultz: And there she goes, that too much woman, making people think too much, feel too much, swoon too much. She, with her authentic [prose 01:28:41] and

self-assuredness in the way she carries herself. She, with her belly laughs and her insatiable appetite and her proneness to fiery passion. All eyes on her, thinking she's hot shit.

[01:29:00]

Ali Schultz: Oh, that too much woman, too loud, too vibrant, too honest, too emotional, too smart, too intense, too pretty, too difficult, too sensitive, too wild, too intimidating, too successful, too fat, too strong, too political, too joyous, too needy, too much.

Ali Schultz: [01:29:30] She should simmer down a bit, be taken down a couple of notches. Someone should put back- put her back in a more respectable place. Someone should tell her: Here I am, the too much woman, with my too tender heart and my too much emotions, a hedonist, feminist, pleasure seeker, empath.

Ali Schultz: I want a lot: Justice, sincerity, spaciousness, ease, intimacy, actualization, respect, to be seen, to be understood, your undivided attention, and all of your promises to be kept.

[01:30:00]

Ali Schultz: I've been called high maintenance because I want what I want, and intimidating because of the space I occupy. I've been called selfish because I'm self-loving. I've been called a witch because I know how to heal myself. And still, I rise. Still, I want to feel and ask and risk and take up space. I must.

[01:30:30]

Ali Schultz: Us too much women have been facing extermination for centuries. We are so afraid of her, terrified of her big presence, of the way she commands respect and wields the truth of her feelings. We've been trying to stifle the too much woman for eons, in our sisters, in our wives, in our daughters, and even now, even today, we shame the too much woman for her bigness, for her wanting, for her passionate nature. And still, she thrives.

[01:31:00]

Ali Schultz: In my own world and before my very eyes, I am witnessing the reclamation and rising up of the too much woman. That too much woman is also known to some as wild women, or the divine feminine. In any case, she is me. She is you. And she is loving that she's finally, finally getting some air time.

Ali Schultz: [01:31:30] If you've ever been called too much or overly emotional or bitchy or stuck up, you are likely a too much woman. And if you are, I implore you to embrace all that you are, all of your depth, all of your vastness. To not hold yourself in and to never abandon yourself, your bigness and your radiance.

Ali Schultz: Forget everything you've heard. Your too muchness is a gift. Oh yes, one that can heal, insight, liberate, and cut straight to the heart of things. Do not be

[01:32:00]

afraid of this gift and let no one shy you away from it. Your too muchness is magic, is medicine, it can change the world. So please, too much woman, ask, seek, desire, expand, move, feel, be. Make your waves, fan your flames, give us chills. Please, rise. We need you.

[01:32:30]

Ali Schultz:

That is the *Too Much Woman* by Ev'Yan Whitney.

Ali Schultz:

Thank you for joining us today.