

# Ep 147 Erin Gallagher

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## SPEAKERS

Erin Gallagher, Jen Marples

### Erin Gallagher 00:00

When we see the lack of women and women of color, in particular in positions of power and influence, it has nothing to do with ability, aspiration or ambition. It has everything to do with access. That's what's really happening there. These women are not even a part of the consideration set. So often when you have an algorithm or a decision that requires someone meets these certain criteria, and those are criteria that are 10 to 15 times more difficult for women to meet than men. Of course, you're gonna have a bunch of men then to choose from, we have to start really inspecting and being more diligent about questioning the systems that we are inside of that we perpetuate by just continuing to do the thing that's always been done and start saying what needs to change and what needs to be different.

### Jen Marples 00:55

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, the champion of midlife women and cheerleader for all women dedicated to helping you embrace and rock the second and best half of life. Each week, I'll bring you conversations with incredible women who will inspire us educate us and motivate us to live our best midlife. I'll also pop on solo to share my best advice, tips and tricks. To help you unapologetically go for your dreams, embrace your age, and become unstoppable. If you're itching for a change, ready to pivot or looking for a second act. Stick around as this is the show for you. And know this, you're not too fucking old. Hello, everyone and welcome to the Jen Marples show today I have a most fabulous guest, you're going to love her. Her name is Erin Gallagher. And you've probably heard of her and I'll tell you why. She is the CEO and founder of Ella and inclusive network unlocking women's access to human social and financial capital. We love that. She's the founder of the hype Women movement. And she also just launched a shiny new podcast called hype women. And she is a top voice on LinkedIn, you guys she's got like over 50,000 followers on LinkedIn I fight for I don't know, the sad little 50. But I'm like 50,000 my word, every follower counts, every follower counts, of course, and you're going to understand why everyone's following her once you get to know her today. So she's basically just a bad ass voice for all things, women's rights, and women being at the top. And she's also a shiny new two times South by Southwest panelists. So that just got announced. So she is going to be at South by Southwest in the spring, which I'm going to try to get to. And we have a very fun connection that we went to the same high school. So I graduated a million years ago and put a high school in Hawaii. And so Aaron was there for a few years. We weren't there at the same time. But we all know

you've heard me talk on the gym or Apple show. There's Eddie who I connection. Anybody spent even a half a minute in Hawaii, We're BFFs for life. Aaron with all of that. Thank you for being here. And I cannot wait to get into such a juicy conversation today with you about all things women and women supporting women.

**Erin Gallagher** 03:07

It's gonna be juicy Jen, and I'm so excited and grateful to be here. And yes, our Hawaii connection is totally wild. Having grown up there and live there twice the daughter of a Coast Guard officer, my mom who was in the Coast Guard for 25 years. live there. Firstly, fourth grade and then ninth and 10th grade is when I went to Panama and I have a ton of friends who are still deep members of my sisterhood to this day who went to put a house so totally wild what a wild time and you know, Barack Obama also point out how alum and so it's a great school.

**Jen Marples** 03:40

It really is. And we always kind of joked like, you know, like graduated solidly in the middle and you know, people are going up to Princeton and Juilliard and doing all these amazing things. Yes, the president Barack for the high school, the founder of AOL, yeah, eBay, couple of those little companies. You might have heard of Mike, you know, I did. We did. All right. Who's just Joe because it was it was the land of the overachievers. But it's a beautiful, wonderful school. Sidebar, one of my girls actually got in, she applied. She put herself through the application process and got in we just couldn't make it work because it's not a boarding school. Yeah. So she would have had to live with my parents. And they're kind of like, it was a big ask. It was Sure. Absolutely. I was very proud of her for getting herself that's amazing.

**Erin Gallagher** 04:21

Now that's a big achievement. It's it's a it's a tough school to get into.

**Jen Marples** 04:25

It really is. So I digress. But that was a big day for us and the family. I was just so proud of her for you know, for our kids just it's not if you win or lose, it's how you play the game and she stepped up and out. So that was a huge achievement. Anyway, let's get into it. So before we get into our deep talk about all things women and women supporting women, tell everybody where you've been and how you got to where you are today because I know we have some similar journeys to use to be in the PR world. Same as me. I used to own a PR firm of course, we've got that Hawaii connection, but where did Aaron turn into this voice? Big huge voice in the women's movement, let's just call it. Yeah,

**Erin Gallagher** 05:03

thank you. It's been fits and starts over time. But when I turned 40, that's really when I just absolutely came out of the cocooned chrysalis and turn from that crawling caterpillar that was really falling in line. And being a good soldier and all of the organizations where I'd worked to that butterfly that said, I'm out of here, I'm expanding, I'm, I'm spreading my wings, and I'm leaving. But you know, my, my journey was not a very linear path, I thought I wanted to be a lawyer, I went to University of Michigan, it was an English major, you and I both talked about being English majors, that I wanted to be a lawyer. And so my first job out of college was actually at a nonprofit, called service members Legal Defense Network,

our entire mission was to lift the ban on gays in the military, which we ultimately did. That was where I sort of kicked off my career in DC. And I went from there to spend the next 15 years working in agencies, PR agencies, doing marketing, communications, and really just falling in love with the power of storytelling, and realizing how much a platform and a position of power and influence can have in the world. And the power that brands and individuals who have that following can have. So I paid attention to that I understood that I respected that. And then started my first company with two other women, and 2019, a diversity consultancy. And we spent two and a half years there. And then I left I left when I turned 40, because I really just wanted to get back to women, I wanted to get back to focusing on women, we are not a niche market, women are 51% of the population, we are half of the labor force, we were more than half of the labor force before the pandemic but you know, slid us back 40 to 50 years in terms of our progress. And we also carry the weight of 85% of consumer buying power. So the power of women is so unbelievable, and I just aspirationally with the work that I'm doing, I'm trying to achieve two things. I want to accelerate women into positions of power and influence. And I want to help women build generational wealth. If women are running everything, and they have more money, we will all do better because of it. I

#### **Jen Marples** 07:12

love it, love it, love it. And it's so important. We're so aligned, and what we want to do what we want to see for women, and it really it's shocking to me, and then we follow a lot of the same people. And we see the same research and the same studies, the fact that we've been ignored, so the over 40 women has completely just been ignored, we've been marginalized, I like to say, I know you agree ageism is sort of that last little box in the DEI, you know, column that we have to check. And I just, it's like, we just have to Rage Against the Machine, because there's no reason for it. Except that, you know, corporate America is built by men, and I'm not going to man bash, whatever, we just want equality, like I'm married to a white guy, whatever. And I'm on him all the time to make him think differently, because they've been taught the way they've been taught. So that's probably a whole separate conversation. But no, you and I are both sort of putting all our effort into supporting women. And the juicy conversation we're gonna get into today, too, is about how we can better support each other. So I know a lot of the times I think we feel like we're preaching to the choir. But when I was going out with something about a year ago, and a friend of mine actually said she's super duper in a big, corporate, very visible job at a big tech company. She's like, Jen, you have to understand women still to this day do not know what it's like to be fully supported by another woman. And that blew me away because well, I've worked for myself for a long time and and been in very female focused industries that it's like what, but it's shocking, but not shocking. So we're gonna get into that. So tell everybody what you do as far as because you do these dinners, these Fareway dinners. So I think that's really interesting, exciting, because I bring women together as well. So tell us a bit like how you are bringing this to life. And then we're gonna get into juicy the hype women discussion.

#### **Erin Gallagher** 08:52

Yeah. And I think that it's even what you said about so many men are in leadership roles, we know that we know that the fortune 500 is occupied by 450 CEOs that are men and so it's not about again, man bashing. I also am married to a straight white man. And I think there are a lot of incredible men in this world. What it's about is the systems that were built by and for straight white men that are exclusive to everyone else. That is problematic, right? That word exclusive has been sold to us as something that's

sexy, like, wow, be a part of this club. It's like no, no exclusive means you are excluding you're excluding people that don't look like someone else or have a specific archetype that fits that mold. So the idea of the fairway was straight white men have been doing business on the golf course for 300 years. They have been out there talking about business talking about their investments, sharing opportunities with one another giving each other backdoor access to jobs. And women and people of color have not been invited. And if we show up, we're not included, the conversation completely changes. I've been really frustrated to see even in the past Last year, more studies and and research and headlines come out saying women you got to get on the golf course, that's where it's happening. And it's like, you guys, you're missing the forest for the trees. If we go out there with those men, they are not going to give us access to their human social and financial capital, they're gonna hold it close to their vest and keep it for the other men in their lives, because they've been conditioned to do that. So I wanted to create our own fairway, a place where women could do that same thing in a way that is more natural to us comfortable, psychologically safe, and that's over dinner and drinks, we actually have our 19 fairway dinner than Chicago. And we've been doing this for about a year, completely self funded and bootstrapped. And we bring together 20 Women at each of these dinners. It's very highly curated, consciously curated, you have women who are fortune 500. C suite, you have women who are mid to senior level rising stars across all different types of organizations and businesses. And then you have founders and entrepreneurs. Because what I found is when you bring those three types of groups together, they can do business together. It's difficult if you bring all founders together, because founders are usually in growth mode and trying to, if there are a small business that's just started up they're trying to build, so it's much more difficult to lend a hand to someone else they need the help. If you have all senior women together, unfortunately, they've been conditioned to see one another as threats and competition, and so they aren't as likely to reach out. So you have to bring these three groups together and be really intersectional across age and level and industry and motherhood and marital status, you really have to bring that diversity to that room. And we have increased Women's Welfare more than \$7 million over the course of these 18 dinners. Because women are doing that we are, we're giving each other that access without making someone jump through the hoops. Because so often the reason that it's you know, I say this a lot, because I really believe it, when we see the lack of women and women of color, in particular in positions of power and influence. It has nothing to do with ability, aspiration, or ambition, it has everything to do with access. That's what's really happening there, these women are not even a part of the consideration set. So often when you have an algorithm or a decision that requires someone meets these certain criteria. And those are criteria that are 10 to 15 times more difficult for women to meet than men, of course, you're gonna have a bunch of men than to choose from. So we have to start really inspecting and being more diligent about questioning the systems that we are inside of that we that we perpetuate by just continuing to do the thing that's always been done and start saying what needs to change and what needs to be different. So that's what we're doing with the fairway. And it from it has come a membership and an app. And so women are continuing to build that business together.

**Jen Marples** 12:55

I love love, love that. And you made me think of something to just do like changing the sim systems. And I was just having this conversation with my daughter's, I can't remember just about salary transparency, and all of that, who we could immediately just, you know, cut the shit and cut to the chase really quick by doing things like that. And I think certain states are starting to require that. Because I

remember I saw somebody actually posted on LinkedIn just like I really, I applied for my job under the man's name. And the job offered me like 40 or \$50,000 more. It's like

**Erin Gallagher** 13:28

it's insane. It happens every day. And it happens

**Jen Marples** 13:30

all the time. And it makes me crazy. Yeah, so I'm so glad you're doing that. So let's dig into the hype Women movement. And so for all of you who don't know, I'm going to just dial it back for a second. So when it was the Oscars, right as the Academy Awards,

**Erin Gallagher** 13:42

it actually started with the Golden Gloves, gloves.

**Jen Marples** 13:46

Okay, it was me it was the Golden Gloves. So it was when everything everywhere all at once such a great movie was up for all the awards and Michelle Yeoh is up for Best Actress. And when she won, and then there's this picture. I'm gonna get all emotional because it was so great. I love Jamie Lee Curtis. I love love, love her. And she was like screaming and you can see the joy in her being so happy for another woman and I love the fact that they are two fabulous badass midlife actresses who are just so incredible. And, you know, as Jamie Lee Curtis is face like screaming for Michelle Yeoh. So Aaron jumped on and said, This is what it means to be a hype woman. We have got to cheer with everything in our fiber and our being for everybody else's wins. And I know is like revolutionary, and it totally struck a chord. So tell me what happened when you did that?

**Erin Gallagher** 14:35

Yeah, I think it's something that we don't see enough of, and that's why it was such a I had such a visceral reaction to that image. Because seeing if you didn't have the context of what was happening, you would have thought that Jamie had won an award because of the way that she was reacting but she actually felt that level of excitement and connection and cried it in her friend, so I wrote a LinkedIn post and said, ladies, this, this is our mantra for 2023. Because this was January 10. I'm like unabashed hype women, that's what we are going to do, we are going to decondition from what we've been told our entire lives, that, especially in corporate America, women are our competition, that they are threats to our success that one woman's accolade detracts from our ability to create something for ourselves. There's such a scarcity mindset that has been built into us. And it's not our fault. But it is our responsibility to make a different choice and to recognize that conditioning, and start to start to take the steps to unlearn. Because, of course, we think this, there's very little women in very senior roles. So the thought is, there's only one spot and if she got it, then that was mine. Men don't have that they have an abundance mindset, because there's always a place for them. They are everywhere, they are running everything. Therefore, when they tell their friend about something, they don't think to themselves, this might be my opportunity that I'm giving up to him, they think we're both gonna be riding on a yacht together. So we have to start to sort of apply that same idea to the way that we see one another. And I also believe that this was ingrained in us very purposefully by a patriarchal structure that said, if we make women think that their competition is women, they're going to spend all this time in fighting, and

we're just going to sail right past them continuing to do what we want to do in the world. So if again, that 51% of the population, half of the labor force actually decided to start supporting each other, we could take over, we could take over everything. The other sort of message and the call to action in the post was, when you see another woman do something, celebrate her post about it, use hype women as a hashtag, you might have that first inkling that says to you like, oh, Jen has a podcast? Well, Isn't she so special? That can be the first thought that you haven't instead, save yourself. Of course, I think that way, it's what I've been taught to think my whole life. Guess what, that's amazing that she's done that I'm gonna go talk about her and celebrate her and say her name and rooms when she's not there. So that's what we have to start doing. And that post went viral. And then some a friend shared it with Jamie Lee Curtis, and she posted on her Instagram to her 6 million followers. And then 15 global publications picked up the story. And as a former PR person, knowing what it is to get placement and how how much pitching and relationships are required to do so in those you know, big places like the Today Show, and people and HuffPost none of this was pitch. And that just means that there's something happening in culture, there is a seismic shift in the way that women are viewing one another. And this struck a chord, we've continued to follow that. And I've created a media platform essentially around hype women, which has the podcasts that we launched on women's equality, the October 26. And we have a book in the works and many other exciting things. Well, I love

#### **Jen Marples 18:04**

it. I feel like we're such kindred spirits, because I talk about almost exactly the same thing. And we're going to just kind of have to keep talking about it and keep talking about this. And I tell the women or my clients, I said you know, just when you cannot stand the sound of your own voice still only know that 10% of the people are hearing what you've got to say. And so I will never stop saying this about supporting women because I too, I go out about this very same thing of like, why we have these thoughts and turning those thoughts around using your reaction as you know, information. It's like, well, maybe I want to start a podcast. So instead of what the hell is she let me get off my ass and go do my thing. It's just telling me that I want to go do my podcast. But it's really walking women through that history. It's the advertising the conditioning, the patriarchy, we had to fight for guys, we had to fight for this. We've all been told also in the history of time that we're never good enough for like to this to that that's what I came up with. You're not too fucking old. It's really like, you're not to fucking anything Young. That's right old fat, thin, quiet, right? Like, whatever. It's just, it's all a bunch of bullshit it is. And so we really have to just empty our minds. And I know, too, that you had mentioned this, and I'm a firm believer that you know, the way out is for us to collaborate and work together. It's not to be in our silos. Where does the net we're going to be where we are in 200 years, our daughters, they will not see the next generation will not see this what we want unless we really bound together and lock arms. Absolutely. And do it together. And it's going to take extra time that we all don't have, but we have to do it. We have to be intentional. We want to make change. So in that vein, what do you think the top three to five things are right now that women can do to become hype women.

#### **Erin Gallagher 19:53**

I think it's going to be a really sort of simple tactical process. I think that the first and easiest thing is to once a day, celebrate another woman, it could be honestly, very publicly on a stage or on a social media platform. It could be when you're at pickup and you say to another woman, oh my god, I love your jacket. These are the types of things that just start to create a compounding effect of positive



energy and connection. And, and the collective is the way that we're going to do this. So once a day, just say one kind thing about another woman to her or about her out in the world. The next is when you have that moment where you actually go to that place of jealousy or envy, check yourself. So in order to be a hype woman, you also have to acknowledge that inside of you, you have conditioning that makes you think of other women as competition. There is not a single woman on this planet, if she's being honest with herself that hasn't had a moment where she has felt that where you look at another woman and you are comparing yourself to her, you're comparing your your body where you are in your career, you're comparing your home, your car, your spouse, whatever it looks like. And so when you have that moment, just check yourself and say, of course, I'm comparing myself, I have been taught to do that. I am not going to spend any more energy thinking negative thoughts about her. There's this difference between jealousy and envy that my therapist taught me a while ago. And I don't even know if by definition, it's true, but I don't care because it's so good. Because jealousy is I want what you have. So that's me going, oh my god, Jen has the cutest background for her podcast. This is amazing. Like, I'm so jealous. So I am inspired, I want to do that I want to create that look, envy is I don't want you to have what you have. And so there is something much darker there that has come through with women over the course of time, especially in corporate, especially in senior roles, where women are undercutting each other, and they are leaving each other out of opportunities and conversations because they do not want them to have success. Again, scarcity mindset. When we have those moments, we have to recognize them and then make a different choice. You once a day start to get in the habit of hyping another woman, check yourself and you're having those moments where you are comparing another thing has nothing to do with other women, it has everything to do with yourself. If you don't love yourself and say kind things to yourself, it is so much more difficult to do it for other people. So there's a lot of internal work that needs to be done. For each of us in starting to ship the self talk. I am meaner to no other woman than myself when I am thinking about my aspirations, my ambition and where things have fallen short, or I didn't get what I wanted, or I you know, haven't hit whatever milestone I'm expecting. So you also have to start to really focus on yourself, how are you going to pour in how are you going to be kind to yourself again. And then I think you also start to surround yourself with women who have that same energy, I have had some real changes of heart in the past few years on people that I work with people that I have gotten into business with people that I spend my time with, on a social level friends, I am really scrutinizing that time and saying I have to be really conscious about the energy that people put out into the world and how that impacts me. And I will only surround myself with those that are caring and good people and do not represent so much of the narcissistic sort of behavior that I have been drawn to in the past, you know, narcissists can be really successful people and also very charming, figure out like, why am I attracted to this person's energy? And is that because it's familiar, and it's something that I've actually done a lot of work to outgrow? Or is it because it's authentic and true and real. And so that has been my journey of on doing those connections that have created less of that hype, women energy. And so it's really about thinking about the 360 degrees of like the world that you have created for yourself, who are you surrounding yourself with? How are you talking to yourself? How are you talking to other women? And how are you deconditioning and unlearning from what you have been told that is false about you and other women?

### **Jen Marples 24:22**

Oh, I love all those tips. Those are so great. And I think the most important one you said is really it's the looking at yourself and healing yourself because I know we've all been in a place where it's the shifts

been hitting the fan, you're not happy with yourself. I've talked freely about sort of my breakdown and how I was uninvited to a friend's house because I was deep and dark and falling apart and you know, needing needing Jesus and a whole lot a lot of other stuff. So I know it can be hard but that I think the most radical act we can do as women is heal ourselves. Because it everything sort of comes from this place of healing and love and when you like you say when you love yourself Have you think highly of yourself, you're going to bring that out into the world. But if you're also depressed, and I just had somebody on the on the podcast talking about, you know, denying your true gifts and your true nature, so when you stuffed that down, then you also you're going to go out and lash out at people because you're not living in your true purpose and your true passion. And so there's a lot of unpacking. And I know, I know, it's hard of women listening right now that they're, they're kind of in it, and they just, they can't step back. But we have to take responsibility for ourselves. And I talk about this a lot, we've got to like, show up, and we've got to do the work. And we take radical responsibilities, what it comes down to. So then when you do and you show up, you are going to automatically shed layers of people, I've done it to the past couple years. And I know when I'm in a big transitory time, it's like, the kids aren't young anymore. They're older. So you're not around all those parents. And you see the people that fall to the side. And I like to say it's like, I'm sure you didn't go, we're not going to be friends anymore. You just let people fade away, wish him well let them go about their business. But it's so important because when you're around other women like Aaron, I'm so attracted to you, because you're so authentic, you know, you practice what you preach who you are in line with who you are in real life, and you have a point of view, and it's very strong. And I know this is gonna lead me into my next question. Women are terrified to show up as their true real selves. And I know why I've got my definition. But I'd love to hear why you think it's so hard for women to actually show up and take a stand and be who they are. Because the world is demanding that we come out there and show ourselves to the world. So why is it so hard for women to do that? Yeah,

**Erin Gallagher 26:41**

I think it's a personal question, as well as a collective experience. Because I'll speak for myself, the reason I had a hard time coming out to the world as who I was before I turned 40 is because I let other people tell me who I was. So even if I thought I knew something about myself, and I was starting to go that direction, and share that with the world and be more out about it. I was getting feedback that that wasn't correct. That wasn't acceptable, that wasn't attractive. asking hard questions wasn't a good thing, talking about the hard stuff. It made people see me as a liability versus connected to me because I was being honest. And so I think for me, I let other people tell me who I was for too long, personally and professionally. And when I turned 40, it was just a transformative year for me, because it's that milestone birthday. And you know, I think it was like we were coming out of the pandemic I had, at the time I was just last year, my kids were five and three, and I just sort of said, how much longer? Aaron, do you want to let other people tell you what you're capable of? And how much longer are you going to shrink to fit into the box that they have decided, is big enough for you and what you hoped to achieve? When I went out on my own and started my own company? That was the first time that I felt permission to tell the truth? Because I answered to no one. I was just thinking about this this morning. It's funny, you asked me this question. Every other time in my life that I had sort of said something that might be considered really personal or like disruptive, it was really just about like, what happened to me in the world, right? So it wasn't, I was telling the story that took place, I was told by people that I worked for and worked with, you can't do that, you represent us, you are an extension of us. And so we are not



okay with you telling the truth about your experience. And that is the position that many women in corporate are in. And so I have a deep, deep empathy. I'm not delusional about saying hey, CMO of fortune 500 company, go tell the world about your abortion, I'm not sure that you are going to be like surrounded and, and held when you do that. So everyone has to make their own personal choice. I'm in a place now where I don't have anything I have to hold back. Therefore, I feel deep responsibility to say what I know other women can't say. And so I will show up it and talk about the hard stuff and say, what I've been through struggles and successes, and I get blowback all the time, but these are from people that I don't know. And so I just block and delete them. You know, I used to spend a lot of energy trying to decipher whether or not what they said had truth to it. And now I just don't fucking care. I really don't give a shit what your opinion is of what happened to me, because I'm just telling you what happened. And so your anger that you're projecting onto me has so much more to do with something you need to navigate and deal with and heal around. So I don't have to spend any more energy. So that's the other thing that's changed. For me Jen is like, I don't waste any more energy trying to fix other people. And I spent a lot of my life doing that and feeling deep responsibility for solving other people's problems. And, of course, the work that I do is about the collective experience of women and making sure that it's a more equitable world, but individual issues that people have with me, not on my to do list. Yeah,

#### **Jen Marples 30:13**

not your circus, not your monkeys, so to speak. I'm glad you said that. Because yes, there are a couple different things, there are the women who are in corporates that are not working for themselves, yes, it is risky. And there are other factors. And we need to understand and appreciate that and also support and understand that those women, there's a limit, there's an absolute limit. And I'm like us, I've worked for myself for 20, something near so I can say what I want. And people are going to run away screaming, and then the other people are going to come towards us. And so that's I say this all the time, it's like if you try to be for everyone, you're going to be for no one. That's right, especially if you're in a place of leadership, and you've got a voice I've got, you know, my platforms that we can say different things that somebody else can be is constrained by sort of a corporate situation. But what I find interesting to working with so many female entrepreneurs are and then they've got their own business, and they've got their own platforms, and there's nobody looking over them. There's still so many of them. So terrified to show up. And this is just to talk about the fluffy things. This is just to try to show up and promote their business because they've been so conditioned. We've all been conditioned that I literally had in this last mastermind, these fabulous women and this one woman was like, but I feel so salesy, but you've got to talk about what you offer. And it's so special. And if you don't, no one's going to know you're absolutely changing people's lives with what you are offering. But it's still so hard. And so I just I have so much compassion and empathy, because we've all been kind of just told, we need to kind of sit in our little spots and be quiet look cute. Don't you know, don't ruffle feathers. And if you've haven't had the opportunity to do the work and kind of dig deep, it's really hard. When in a life a big things happen. I've been talking to women, they'll DM me, like why aren't women standing up? And using their voice? I said, you have to understand a lot of women don't feel safe. Yeah, myriad reasons.

#### **Erin Gallagher 32:08**

Absolutely. And they shouldn't most women shouldn't feel safe in the world. It's a really unsafe place for us. And so it's completely understandable. And also everyone has their own way of processing so so I think we have to spend less time telling other people how they have led us down because they haven't

done something we expected of them that was never agreed upon or communicated. And just working on our damn selves, right, I received DMS all the time, when things are happening in the world. There's something horrific happening in the world every single day. And I speak out on so much of it. And I'm not going to get to everything because some of it is also protecting my own sanity and peace. Again, it's when you have that instinct to attack another person. And to give them negative feedback. I would ask yourself first, like, why is this triggering for me what's happening in this moment that's making me feel this way, because so often it has absolutely nothing to do with that other person. And it has everything to do with an unhealed wound. I would really encourage people to pause in those moments, instead of immediately getting on social media and pushing something out into the world as far as women are having a hard time talking about themselves and promoting themselves. I mean, again, this is conditioning. This is why hyper women is so powerful, because the point of it, and my my CALL to WOMEN was say something good about yourself and tag me and I will repost you and I will share it and I will yell it from the rooftops because you need to hear someone say back to you. That is amazing. Once you start to have that happen over and over again, you realize like, I've been told self promotion is gross and self indulgent and selfish. But actually, this is how I build my business. This is just my work. When men do it. We say they're leaders. They're innovators. They're transformative. When women do it, or like they're egotistical, they're self important. So if we look at that, that has nothing to do with reality has everything to do with how we've been conditioned to view men and women in the world and and view their success in view of their ambition. I think it's problematic. There are a lot of organizations out there, specifically women run women filled organizations, who also say to these women, you are not allowed to promote your work or yourself inside of our org. That's not what this is for this is for connection. Well, how the hell are we supposed to make more money than men have never been told, don't talk about your work in any sense of the word and in any space that they've been. And yet we are told every day, what we're not allowed to wear, say do. So you just have to start to like, think about the spaces that are telling you to make yourself smaller and to disappear and decide how much more energy you want to put into those places. Whoo, I'm

### **Jen Marples 34:56**

so glad you said that. I had joined a couple different networking groups and promptly was like, these are not for me for that same reason. And it's interesting. And again, it's that the people running them. It's like that old school conditioning of like, oh, man, why am I here? I'm just gonna go get mine with girlfriends. Like, it's, this is like networking and it's not men. It's also because I've taught this to women as well as like, and when you do come in, also not shoving yourself on somebody, but what can I do for you? So but also not being afraid to Aaron, you know, I feel like you might know somebody at this company, me not being afraid to ask you. And then now Aaron, is there something I can do for you? Do you need a connection? Do you have something happening? Can I print something out for you? Yeah. So we get used to this exchange? Because the dudes like you said they've been doing it forever. It's like, come on, come into this investment deal. And yada yada yet. I mean, that's, that's a whole. That's a whole other conversation about all that. That's why Yeah, so when you come in with that mindset, and I'm in a beautiful leadership group, that it's very much encouraging. What do you need help with right now? What do you need amplify? That's exactly right. And then, conversely, the old don't come out your friends to pick their brain. Nothing drives me crazy. Because again, it's this. And I just did this with a friend. I said, No, you can't take me out for a glass of wine for an hour consultation. This

**Erin Gallagher** 36:09

is how I make my living. That's right. That's right. Absolutely. And I would never want you to do it either. I would never want you to do it either. And now when we actually have said it, I think you do want to invest in my in my social and human capital that I'm going to share with you. Right, we're also told don't do business with friends, because like, look, then Janet's gonna fuck it up. She just wants to have a glass of wine with you. And now you've been so withholding that you don't want to talk about business and you say, here's the deal, girl, we are friends. And we have the potential to do business together, both can exist. And when we get to that place where I am starting to share my human capital with you, that is going to turn into financial capital, then we are in a place where we have to do an exchange that's monetary, or exchange of services or whatever. But it's not free, right. And so women have to stop doing free work, we have to stop speaking for free, we have to stop letting people pick our brains, we have to stop doing unpaid labor, on boards and other places where I mean, we know this \$10.9 trillion in unpaid labor every year is what women do. That is an entire global economy. What if we were paid that I think we would run everything, this is the issue, these small choices in these moments matter, because they add up to the course of your week and month and year. And we do have to be in spaces that encourage us to ask for what we need and to offer what we can give. And that's exactly what we do at these dinners. They just part of the exercise in the room is tell us what you're doing. And tell us what you need in order to move your career forward. And immediately in that space, what ends up happening is a woman across the table says, I can help you with that, I can make a connection for you. I know the person that is in charge of that. And so you start to make those connections. And all of a sudden, we're all doing work together. And everyone is making money. Making money is not a dirty thing. And women are told so often, if you're doing mission driven work, then you should be doing it because you care about it. And for free, right because being paid. I mean, this was this is the conversation that I had with Shannon watts, the founder of Moms Demand Action. She was the executive director for 10 years, and she did so unpaid. And it is completely insane to me, because no man would do that shit for free, it wouldn't happen. And so we have to stop creating organizations and signing up for work that is not valuing our time, in the way that men's time is valued. And this isn't, you know, this isn't even broadsky quote and philosophy in her book, fair play where it's like men's ideas, and men's time is viewed as diamonds. So it's, you know, it's finite and precious, and women's time is viewed as sand. It's infinite, and like worthless. And we have to make that shift and it starts in the home. But it continues in the way that we engage with our community and the way we we create and build our careers. So don't do anything for free anymore. So I love rod ski.

**Jen Marples** 39:08

You just made me think of this survey or something that came out they said survey says that women like in middle age or later in life are insecure about their fight more insecure about their finances than men. And all the comments are like, well, first of all, you can start paying us the same. I mean, Are we mad? And then all the unpaid labor, the secondary job, like you said, like everything has been built on the backs of women. Yeah. That's like another conversation. It does make me crazy,

**Erin Gallagher** 39:35

right? It's like enough. What's the fucking surveys? What are you going to do about it? Right, like, let's

**Jen Marples** 39:39

change the broken systems for God's sakes. Correct. That's Oh, my God. All right. Let's take Okay, deep breaths, deep breaths. We've got our work to do. Well, we've all collectively got our work to do. Yes, we do. Oh, my God, I could talk to you forever. I have two final questions for you. Once a statement and one final question, okay. Because I know you've just you've entered and sort of the middle life phase. And it's sad to think that we are actually, you know, put out to pasture after the age of 40. But that's why we're doing this important work and how I'm like, It's, that was I was joking, everybody when I invited Aaron to be on the podcast, it's the hashtag hype women meets the hashtag why and TFO? Is it's like, you're not too fucking All right. Oh, let's throw Yes, fireworks. That's right. So what do you think the best thing is about being in that life? My

**Erin Gallagher** 40:29

quick first answer that comes to my mind is not fucking caring what people think anymore. That is, that's the first thing that comes to my mind. Because it really is a shift in mentality of, that's why I can say what I say it's why I can be more out there. It's why I'm willing to take risk. It's because I believe it's the right thing. And I think that I have value and worth that I'm bringing and I could have impact. Therefore, people's reaction to that I recognize has so much more to do with them than it does with me, that took me a long time to get to but I have enough years under my belt, personally and professionally to see how this plays out. And that's really the place that I'm at now is like, Listen, I am not here to be likable. likability is a trap meant to keep women silent. Because if you want to be likeable by everyone do and say nothing, that no one can react to you. Every time I put something out into the world, I am opening myself up vulnerably to people's feedback and reaction. More often than not, it's positive and it's supportive, and it builds more relationships. But you absolutely have the people that are there to be trolls and to yell from the gallery while people are actually down in the realm doing the work whenever that

**Jen Marples** 41:44

plays in the ring. Thank

**Erin Gallagher** 41:46

you. Like it's another R word. But my anti fog, perimenopausal medication hasn't kicked in yet, so I couldn't remember the word. So thank you so much, girl.

**Jen Marples** 41:55

I got you. I know right? There fighting it out. Yeah. And I've had people come at me with like, well, you are all those like, oh, wow, that's okay, great. I'm just gonna cry into my pillow tonight not get up tomorrow morning. It's

**Erin Gallagher** 42:08

like, I think it's incredible that like, that is supposed to be a negative comment, or that's supposed to be a diss people can't help when they're born. And so I've actually been, I've experienced absolutely in my corporate career, the opposite end of ageism, of being told, I'm not ready. I'm too young, I don't have enough experience. So we've got to stop carrying decades old archaic ways of thinking into our new world and our workforce. And because the world is completely different than it was 1015 20 years ago. So that excuse doesn't work anymore. And I think it's again about how do you decide where you're

going to spend your time and energy who you're going to work with? And for? Are they people that are carrying old ways forward that no longer work? Are they those that are willing to disrupt and to innovate and to try something new, even if they're not sure how it's going to work out? Because it could be the thing that turns us all

**Jen Marples** 43:01

around? Oh, my God, we could literally talk for two hours, Aaron. I know. I know, girl.

**Erin Gallagher** 43:08

I mean, we will we just will only do this much time for the podcast, but

**Jen Marples** 43:11

we have we save everybody but we will we we're gonna we're gonna definitely be talking more. So everyone finishes this statement. I'm not too fucking old to change.

**Erin Gallagher** 43:21

Yeah, boom, I'm not too fucking old to change. And honestly, I think about that every week, something that worked for me last week may not work anymore. And we are sometimes we feel that when we change, we are admitting that we were wrong, or that we aren't good enough, when in reality, if we're not always constantly growing, what is the point? And so I would hope that I would continue for the rest of my life to be open to changing all the way to the end. Because it means that I'm paying attention and I'm willing to heal and grow. I

**Jen Marples** 43:54

love it. Yeah, we get to change every day if we want every day. I mean, that's that's the beauty. I think about being in midlife too. It's just, there's no beginning. There's no end. It's just day to day. It's just day to day. I want to do this today. Tomorrow, I want to do this and it's okay. Again, I could talk to you forever. But we've alas we have to wrap it up. So where can we find you stalk us support you and get more of you. The place

**Erin Gallagher** 44:16

I spend the most time online is absolutely on LinkedIn. So come connect with me there send me a message and follow the content that I'm putting out into the world. You can also find me on my website Ella for all.com and connect with me there and on on Instagram, but LinkedIn is probably the best place to have a two way conversation.

**Jen Marples** 44:36

I love it and we'll link all that in the show notes. Well, Erin, it has been such a joy having you here so I'm your hype woman.

**Erin Gallagher** 44:43

Jen, I'm your hype woman. We're not too fucking all to hype each other. No, man oh man, that would have been a better way to answer your questions shit. I should have said I'm not too fucking old to hype



women. Well, I like my I love my branding and marketing hat like with my I guess like rest of my brain today but but

**Jen Marples** 45:02

guess what we get to change it so then we can just change it to that one

**Erin Gallagher** 45:06

we could we could write both are good but yes, all of the things thank you for creating this space for us to have this conversation for for making this conversation possible for so many women and pushing the boundaries and the limits of what we've been told we can be. You're doing amazing work.

**Jen Marples** 45:20

Thanks Erin. I adore you hug women forever