

Ep 220 V2 Erin Gallagher

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SPEAKERS

Erin Gallagher, Jen Marples

Jen Marples 00:10

Jen, hello and welcome to the Jen Marples Show. I'm your host. Jen Marples, founder of the Jen Marples agency, mentor to women worldwide, and your number one champion and cheerleader dedicated to helping you embrace and rock midlife. The Jen Marple show has one goal, to empower you so you can go out and empower the world. So each week, I'll bring you conversations with incredible women who will inspire us, educate us and motivate us to live our best lives. I also pop on solo to share my best advice, tips and tools to help you unapologetically go for your midlife dreams, embrace your age and become unstoppable. If you are looking for a change, ready to up level your life in business or pivot into something new, then this is the show for you. And know this, you're not too fucking old to step into the midlife spotlight and claim all that you desire. It's your time to shine, and I am so glad you're here. 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's the founder of the hype Women movement, and she is a podcast called hype women. She is a top voice on LinkedIn, and you're going to understand why everyone's following her once you get to know her today. So she's basically just a badass voice for all things women's rights and women being at the top. And she's also a two time South by Southwest panelist, and we have a very fun connection that we went to the same high school. So I graduated a million years ago, Punahou High School in Hawaii, and so Erin was there for a few years. We weren't there at the same time. But Erin, 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

Erin Gallagher 01:59

women. It's going to be juicy, Jen, and I'm so excited and grateful to be here. And yes, our Hawaii connection is totally wild.

Jen Marples 02:07

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 used 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,

Erin Gallagher 02:33

yeah, 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 turned from that crawling caterpillar that was really falling in line and being a good soldier in all of the organizations where I had worked to that butterfly that said, I'm outta here. I'm expanding, I'm spreading my wings, and I'm leaving but my journey was not a very linear path. I thought I wanted to be a lawyer. I went to University of Michigan. I was an English major. You and I both talked about being English majors. Thought 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. And then started my first company with two other women in 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 it, 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.

Jen Marples 04:36

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, it

Erin Gallagher 04:45

actually started with the Golden Globes, globes. Okay, it

Jen Marples 04:48

was made as the Golden Globes. So it was when everything, everywhere, all at once, such a great movie was up for, you know, all the awards, and Michelle Yeoh was up for Best Actress, and when she won, and then there's this picture. I mean. 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 could 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, it was Jamie Lee Curtis's 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 it was like revolutionary, and it totally struck a chord. So tell me what happened when you

Erin Gallagher 05:37

did that. Yeah, I think it's something that we don't see enough of, and that's why 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 pride 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 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 is 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 going to 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 infighting, 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 in 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 have, and instead say to 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 in 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 it on her Instagram to her 6 million followers, and then 15 global publications picked up this story, and as a former PR person, knowing what it is to get placement and how much pitching and relationships are required to do so in those big places like the Today Show and people and HuffPost, none of this was pitched, and that just means that there is 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 podcast, and we have a book in the works, and many other exciting things. Well,

Jen Marples 09:02

I love 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 it, just when you cannot stand the sound of your own voice, you'll 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 who the hell is she, let me get off my ass and go do my things, 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. We're like to this, to that. That's how I came up with you're not too fucking old. It's really like, you're not too fucking anything. Young, that's right, old, fat, thin, quiet, 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

10:29

arms absolutely

Jen Marples 10:30

we 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 if 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 10:47

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 when 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 shift 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 gone 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 15:16

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 shits 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

15:35

friend's house because I

Jen Marples 15:36

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 then everything sort of comes from this place of healing and love. And when you, like you said, When you love yourself and 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 stuff that down, then you also, you're going to go out and lash 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 of years, and I know when I'm in a big transitory time of 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 them well, let them go about their business. But it's so important, because when you're around other women, like Aaron, I'm so I'm attracted to you because so authentic. You know, you practice what you preach. Who you are in line is who you are in real life, and you have a point of view, and it's very strong. And I know this is going to 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?

Erin Gallagher 17:34

Yeah, 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 my so it's just last year, my kids were, you know, 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 hope 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 I 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're 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 I have 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 gonna 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 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 end of world, but individual issues that people have with me, not on my to do list.

Jen Marples 21:07

Yeah, 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 corporate so if they're not working for themselves, yes, it is risky, and there are those 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 you, because I've worked for myself for 20 something years, 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 maybe is constrained by sort of a corporate situation. But what I find interesting too, 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, but you've got to talk about what you offer, and it's so special. And if you don't, no one's gonna 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 haven't had the opportunity to do the work and kind of dig deep. It's really hard when you know life, 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 for myriad reasons,

Erin Gallagher 22:56

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've let 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 receive 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 having a hard time talking about themselves and promoting themselves. I mean, again, this is conditioning. This is why hype 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 are transformative. When women do it, we're like they're egotistical, they're self important. So if we look at that, it 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 view their success and view their ambition. I think it's problematic there. 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 then 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

Jen Marples 25:42

places. Ooh, I'm 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, then why am I here? I'm just gonna go get wine with girlfriends. Like, it's, this is like networking, and it's not minutes 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, say, 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? Can Do you have something happening? Can I pimp 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 and that's a whole other conversation about all that. That's right, 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 amplified? That's exactly right. And then, conversely, the old, don't come at your friends to pick their brain. Nothing drives me crazy or 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 is how I make my living. That's

Erin Gallagher 26:57

right. That's right. Absolutely. 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 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 Jen, it'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 wanna 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 repaid that? I think we would run

everything. This is the issue, these small choices and 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. It is 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 being paid 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 is an eve rodsky 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.

Jen Marples 29:52

So I love rodsky. Oh my god, I could talk to you forever. I have two final questions for you. One's a statement and one's a final question. Hmm, okay, so what do you think the best thing is about being in midlife?

Erin Gallagher 30:04

My 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 likable by everyone do and say nothing, then 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, whatever that place in the ring. Thank you. I was 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,

Jen Marples 31:30

girl. I got you I know, right? They're finding it out. Yeah, and I've had people come at me with like, well, you are old. I was like, Oh, wow, that's okay, great. I'm just going to cry into my pillow tonight, not get up tomorrow morning.

Erin Gallagher 31:44

Also, like, I think it's incredible that like that, that is supposed to be a negative comment, or that's supposed to be a dis 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 they'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 this all

Jen Marples 32:37

around? Oh my god, we could. We could literally talk for two hours. Aaron,

Erin Gallagher 32:42

I know, I know. Girl, I mean, we will. We just will only do this much time for the podcast, but

Jen Marples 32:48

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

Erin Gallagher 32:57

change. 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 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.

Jen Marples 33:28

I 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 a 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 you, support you, and get more of you. The place

Erin Gallagher 33:50

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 and on on Instagram, but LinkedIn is probably the best place to have a two way conversation.

Jen Marples 34:04

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

Erin Gallagher 34:10

Jen, I'm your hype woman. We're not too fucking old to hype each other. No, ma'am, Oh man, that would have been a better way to answer your question. Shit. I should have said I'm not too fucking old to hype women. Well, I like my, I left my branding and marketing hat like with my, I guess, like rest of my brain today, but, but guess what?

Jen Marples 34:30

We get to change it so then we can just change it to that one. We

Erin Gallagher 34:34

could, we could, right? 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. Thanks, Erin.

Jen Marples 34:48

I adore you. Hype women forever. Woo, woo.