



Heidi Hauck: Hello and welcome! This is Heidi Hauck - I help Badass Bleeding Hearts release old stories, reclaim their power, and build thriving businesses that make the world a better place.

As part of my mission to empower my fellow Badass Bleeding Hearts, I'm interviewing entrepreneurs from a wide variety of fields and specialties, sharing pieces of their journeys as they've built their own thriving businesses that make the world a better place. I hope their stories and insights will help you to see the possibilities for your own dreams, purpose, passion, and journey.

Welcome and thank you for joining me Desiree Adaway.

I am so pleased to present this amazing woman. She is a coach, a trainer, a consultant. She teaches and facilitates equity and inclusivity training. She's also a leadership coach.

On her website she has a line on her about page that is just so beautiful, she says, "I hold a vision for people's lives, workplaces and communities until they can hold it for themselves."

Thank you, Desiree so much for joining me today.

Desiree Adaway: Thanks for having me.

Heidi Hauck: So I like to start everybody off with what I jokingly refer to as "the easy question." And that is, what is the big why or the purpose that drives the work that you do?

Desiree Adaway: Well that's easy. It's something that I actually physically wear on my body. Which is, I have a bracelet and it says "Liberation."

Heidi Hauck: Beautiful.

Desiree Adaway: And I always tell people my work is not about fame. My work is actually about freedom. And it is how do we let ... how do we dismantle the chains, internal and external, that hold us down and hold us back.

And some of those are systemic and institutional and some of those are through our own trauma and some of them are through our own doubts and insecurities.

So, I'm about living free lives.

Heidi Hauck: That's beautiful, that's beautiful. And it's something that I see very clearly in the way that you show up in the world.

You are, you know this word "authentic" gets thrown around and at this point it's pretty beat to death but you are an incredibly genuine, real person. I see no façade in the way that you show up in the world.



Desiree Adaway: You know it's fascinating because people are always like, "How do I find you online?" And I'm like, "Desiree Adaway." Right? Because so many people don't use their own names.

Heidi Hauck: Right.

Desiree Adaway: And, literally Desiree Adaway on Twitter, Desiree Adaway on Instagram, Desiree Adaway on Facebook, desireeadaway.com.

Like always my name. And I do that for a couple reasons. I don't think women own their names and their skills enough, that we feel like we have to name something, 18 other things when the reality is that people who work for me are... it's me that they're buying. It's the ability to work with me, my skill set, my history, my experience that I bring.

And I wanna own that, I wanna own that proudly. And I don't own that as "I know everything" 'cause Lord knows I'll tell you I don't know that, I don't know that at all.

But I know people who do know that. I know how to find the people, I know how to find the thing that you need if I can't give it to you personally.

So in that sense, I do do that and I am very clear that I don't say anything on social media or on my website or in any way, shape or fashion that I'm ashamed of or that I hide from.

Heidi Hauck: Mmhmm.

Desiree Adaway: So yeah, so when you Google Desiree Adaway, it's very clear to you who I am and how I navigate the world. I do that so that people can select away from me or they can be like, "Yeah, I want some more of that."

Heidi Hauck: Right, right. And that's ...

Desiree Adaway: So that's very intentional.

Heidi Hauck: That's an interesting thing. I know that a lot of online entrepreneurs are kind of afraid to be too bold, too outspoken, they're afraid to offend anybody or be that sort of catalyst of controversial opinions.

And that is clearly not something that you are afraid of.

Desiree Adaway: I just happen to think neutrality is a myth.

Heidi Hauck: Right, right. Well and so what I would love to hear from you is... because I think that where the fear that online entrepreneurs come from is, "well you know if I speak this controversial opinion I'm going to repel people. It's going to hurt my business," right?

So I don't get the sense that that has been true for you at all.

Desiree Adaway: Again, it invites more of my people to me.



Heidi Hauck: Yeah.

Desiree Adaway: There's also a place on my website under kind of like who I am where I talk about my beliefs, like what I stand for... and let me just say I wrote this four years ago and I actually am in the process of editing it because "stand" is ableist language.

And my learnings have continued to evolve as I do this work. But I talk about how ... and what I will be writing is I stand in solid... I'm in solidarity with. But in the language that's on there it still says "I stand with," which is being changed.

But I made it very clear. You know like, I'm in solidarity with marginalized communities and groups. I'm in solidarity and I'm a big believer in the right to direct action.

So if you're an organization and you don't think that people should be in the streets protesting, if you don't think that direct action is a legitimate way for marginalized folks to show up, then I am actually not the person for you to hire. Because I will always stand on the right of people to fight for their ability to be free in a way that works for them, not what I want, in a way that works for them.

I don't get to tell people how to find their freedom.

Heidi Hauck: Yeah

Desiree Adaway: It's not my job.

Heidi Hauck: Yeah

Desiree Adaway: So there are definitely organizations that... they won't hire me and they're probably the larger, more conservative, for-profits or businesses ...

But that's not true, I've had some pretty large corporations hire me.

But yeah I make no bones about it. I'm the person that says the thing in the room. I'm the person that wants to have the difficult conversation. I'm the person that's gonna say what needs to be said. And if you are not ready to hear it, I am not the person that you hire.

Heidi Hauck: Right. So I imagine that the people who do hire you then, part of what that means is that they are actually ready to have those difficult conversations.

Desiree Adaway: Absolutely.

Heidi Hauck: It means that they're actually ready to take the steps and they're not just hiring you to like check off a box and say, "We did inclusivity training."

Desiree Adaway: Well I say that on my website too, that I'm not about box checking. So if you are like, "I have to do a yearly diversity training and we just want somebody to come and do it for three hours so we can check our box," I'm not your person.



Desiree Adaway: Because if we're not gonna talk about how are you taking these concepts, these frameworks, how are you building them in, how are you operationalizing them, then I'm not your person. Go and hire somebody who'll just show up and do a training.

Heidi Hauck: Right.

Desiree Adaway: If you're saying, "We want this training and now we want coaching for our managers, we wanna figure out how we operationalize, we want somebody to review the language on our websites and our collateral. We want someone to help us figure out how do we apologize, how do we look at bias and performance?"

Oh, I'm down to do all of those things with you.

Heidi Hauck: Right, right. Which means that the work that you're doing is more effective, which means that you're actually doing the work that you set out to do.

You're not just checking your own make money box.

Desiree Adaway: No I don't, I do not do that at all.

There are plenty of people I say, "I'm not your person," so I'll tell you, "I'm not the person. If you want me to help you process your emotions around some of these issues." So I'm not gonna leave someone open and bare, like ripped open as they're talking about these really difficult discussions.

But I'm also not going... you need to have done enough of your own work that you have some awareness and you know that I'm not the person to help you process. There are plenty of people who can help you process.

I'm not that person. I'm that action person, I'm like, "Let's get a deeper analysis and then let's figure out the next step."

Right? I'm the person that says, "We're not gonna keep the status quo, so I want to push you to your learning edge because I want us to be brave in this work, to be courageous."

And I want you to fail and get up and know that you can survive it.

Heidi Hauck: Yeah.

Desiree Adaway: 'Cause we all are gonna make mistakes and I find this really fascinating Heidi and I've talked [inaudible 00:09:49]

We, especially in the entrepreneur world, like we are so... we love when the person says the thing and pushes the learning edge and you know is the innovator, is the person who takes the chances, who wants to try things out.



Desiree Adaway: Except when it comes to racial equity work. Then we want to be incredibly safe and sure about stuff. And I'm like, there's no guarantee.

Heidi Hauck: Right.

Desiree Adaway: And I find out how we've been socialized, then we can make mistakes in every kind of area, but we feel like the worst mistake we can ever make one in is when it comes to racial equity work.

That being perceived as a racist is the worst thing that can happen to a white person.

And being perceived as a racist is not the worst thing that can happen. It's not even close to being the worst thing that can happen to a white person.

Heidi Hauck: Right, right. Well and one of the things that I've really witnessed, especially... I mean within the white community, is the fear of being perceived as a racist, like it's so prevalent that we'd rather just not say anything - which of course perpetuates racism - than be accused of being racist. Which is like, so fucking racist.

Desiree Adaway: Well no, no, it's individuals. Like it's socialization, right? 'Cause we've been socialized that "racist people are bad people so I'm not a racist."

Heidi Hauck: Well racist means like Ku Klux Klan, right?

Desiree Adaway: And that's the lie, that's the lie. That's why I don't... I'm very clear about the language I use.

I use terms like white supremacy on purpose. Because white supremacy talks about a power system and a power structure that we all are born into that we all play a part into.

Whereas racism, I get to be like, "Oh that's not me but that's my neighbor up the street. I'm a good person."

Race, these things are not binary and that's part of how white supremacy works. They make us think that they're binary when they're on a spectrum.

And we're all on that spectrum and some of us are further along than others.

But it's not a good or bad or right or wrong.

It is, "where am I on the spectrum, where have I been socialized to be on the spectrum and how am I dismantling the ways that I've been taught... all of these norms and expectations and traditions? Where am I in the sense of how do I break, or get some awareness around when that is showing up and where whiteness allows me to lead and be safe as opposed to other folks?"

So I just say all the time, you know, the worst thing is not being called racist to a white person.



Desiree Adaway: And I'm gonna tell you, the worst thing for me is not even close to being called the N word. Like that doesn't bother me at all. That I've heard my entire life.

The worst thing for me is having my lived experience doubted by others. When I tell you that this is my lived experience, that I now have to fight for my humanity? That is the worst thing for me.

Heidi Hauck: Yeah. Absolutely. It's gas lighting your own life.

Desiree Adaway: Yeah. And I tell folks all the time, right, like we can discuss data. We can discuss data, we can discuss history, like all these things we can really get into.

But what we don't ever debate is someone's lived experience. 'Cause if that's who they tell you they are and what happened to them, then I believe that.

Heidi Hauck: Right. Yeah, yeah. It's, you know, it's one of the things that kinda reminds me of, I have this friend who, she spent her entire life feeling like she's not allowed to be angry, right.

And it comes from when she was a kid, she would get mad and her mom would tell her, "No you're not, you're not mad. You're not mad."

And it's like, you don't get to tell other people what they feel, right? You don't get to tell somebody, "No you didn't experience that."

Desiree Adaway: Right, no you don't.

So your friend, what that is, that's the cycle of socialization, right? So we're all born into this system and we don't have like... nobody said that you were gonna be you know white cis woman, blah blah, blah. Nobody asked me what I wanted to be.

Heidi Hauck: Right?

Desiree Adaway: Right? So you're born, but you're given all these roles upon birth. And you're given a role to play in society. While race is a social construct, it's one that has real meaning and power attached to it.

Heidi Hauck: Right.

Desiree Adaway: Gender, again, a social construct. But one, right? We play at gender, we play, we learn to do these things.

But at ones that, it has real power connected to it and social... and you could either be, have a life that is built for you because of that or one that you have to literally fight against every day because of it.



Desiree Adaway: And so, you know, part of that socialization is then, you know, we're taught by people who love us... they didn't know, right? But they teach us how to interact in the world.

So I tell people all the time, identities are these really interesting things. Because I can say I'm something. I'm a black woman, but I can say, "I'm a white man." I could say that all day long. But society is not going to treat me as a white man.

So while we have these identities, society interacts with these identities. And these identities change depending on physically where we are, right?

So who I am and how I'm perceived as a black woman in the grocery store, at work, at the gym, right? Walking down certain city streets, walking in certain board rooms, like the way that the world interacts with me changes, depending on that identity.

Heidi Hauck: **Absolutely.**

Desiree Adaway: And so yeah, right. So some people will tell you that anger is wrong.

And other people will tell you, "yeah, you had every God damn right to be angry. And that anger will save you. That anger will be your key to salvation, it will be your key to freedom. Stay angry. Stay good and mad 'cause that's how you'll be able to get through [inaudible 00:17:11]."

It's all socialization.

Heidi Hauck: **Right.**

Desiree Adaway: But what do we tell people? That being angry is wrong. Because what we're saying is we need you to be nice because when you're nice society rewards you. It gives you cookies, it allows you to navigate the world easier.

Heidi Hauck: **Yeah.**

Desiree Adaway: But what do we lose? There's a cost for all of these things. Right so I tell people, "Yeah, you may learn to conform but usually the price that is paid is you."

Right? These individual things, these personality traits that make Heidi really special. Those get lost when Heidi allows herself to be socialized in a way so that she can, you know, gain all the cookies and all the treats and ... because we don't like people who go against the social construct and social norms.

Heidi Hauck: **Oh yeah, we punish 'em.**

Desiree Adaway: We punish you.

Heidi Hauck: **Yeah, yeah.**



Desiree Adaway: So right, so when your mom's friends is like, "Don't be angry," she didn't tell her that to be mean. She was telling her that trying to keep her safe as she navigates these social construct. Because an angry woman can get her head bashed in.

Heidi Hauck: Mmm yeah.

Desiree Adaway: An angry woman can lose her job, can lose her promotion, right? All these things.

Heidi Hauck: Yeah. You know it's interesting, kind of bringing this back to what we were talking about earlier with how you show up and you are so incredibly genuine in the way that you present yourself.

And I know that you are, you're always doing the work, you're always doing your own work. And like you said with your website, you know you're going back and you're changing the wording because you've learned, right?

And so I know that it's always a process, it's always a journey. But again, kinda bringing it back to this online entrepreneurialism, one of the things that I've really found, and I would love to kinda hear your take on it, is again there's this social expectation of showing up in a certain way.

And we kind of are taught that this is, like, if you wanna be successful you have to show up in this way. But doing so kills a part of us, right.

And honestly I see more entrepreneurs showing up in these fake ways that aren't really them, leaving aside the parts of them that are really important to them who don't make it, who aren't successful. Because they can't sustain that, right?

Desiree Adaway: No. Who wants to wake up and tell a lie every day for 20 years?

Heidi Hauck: Yeah, yeah.

Desiree Adaway: I don't. Or who wants to live their entire life feeling like I'm going to get caught.

Heidi Hauck: Mmm, yes.

Desiree Adaway: Like somebody is gonna find out that Desiree, woo Desiree is not who Desiree say she is.

And I'm like, "Yes she is. Desiree uses bad language. Desiree has mediocre credit, right? Like 'cause Desiree put two kids through college, Desiree has mediocre credit. Desiree's divorced. Desiree is like these things."

Heidi Hauck: Yeah.

Desiree Adaway: Desiree doesn't cook. Desiree's children are grown now. Desiree thinks that a complete meal is watermelon and cherries and potato chips. All of them.



Heidi Hauck: I can't argue that.

Desiree Adaway: Right. And so am I gonna get online and be like, "Oh, I just prepared," like yeah ... like when everybody was buying those Instapots I was like I ain't buying that. 'Cause I'm never gonna cook in it. So yeah leave me out of the whole Instapot gang, y'all. It's not my jam.

If a taco truck wants to pull up in front of my house though, I got it. Like, so I just, I cannot pretend that I'm something else.

Heidi Hauck: Yeah.

Desiree Adaway: Because I'm not. Which is why I can't pretend that I don't care about certain issues because they're really important to me. I am lucky that I have work that allows me to talk about these really important issues. Because that's part of my work.

But for me it's really about, I'm not gonna change everything but while I'm here I'm gonna work really hard to change what my sphere of influence is.

Heidi Hauck: Absolutely.

Desiree Adaway: And for me to do that, I can only show up as myself. I can't show up in a Heidi space trying to be Heidi. 'Cause nobody's gonna wanna listen to that.

You know, and I think the thing is too in these entrepreneurial worlds, when you're not fully yourself, your messaging is changing constantly.

Because you're chasing something that you can't ever get. "Well I want this person to like me, I want this person to like me, I want this person to like me." It's not about being liked, it's about doing good, relevant work.

Heidi Hauck: Oh yes, yes!

Desiree Adaway: I actually don't give two craps if you ever like me. Right? But did I impact, was my work impactful?

Heidi Hauck: Yeah.

Desiree Adaway: Right? That's what I'm here for. This is not a contest, I have enough people who love and like me. I have plenty of people who love and like me and I have plenty of people who don't. And I'm okay with that.

Heidi Hauck: Yeah. I think that's, you know that's so powerful, this point that you make about having an impact with your work. And just being so deeply connected to the purpose of your work that you don't need people to like you.

You just need to know that your work is having the impact that you need it to make.



Desiree Adaway: That's it.

And so this is what happens right? Because there are ebbs and flow to life. You know there are folks who five, seven years ago, I don't know Heidi, how long I've know you now. But eight years ago who were just the shit on the interwebs right?

Like everybody wanted a piece of them, everybody wanted to be them. And then one by one you saw them kinda crumble. Because they couldn't continue to live under that weight, or what you saw is them become irrelevant. Because they didn't continue to grow.

So nature, business, life shows us... so we're born, we hit maturity, we have a choice. We can decline or we can evolve. And so there's so many people who didn't get that to stay relevant, they have to continue to do this work, they have to continue to learn.

Somebody was saying to me like, you must be a prolific reader. And I said, "I am. Because my job is to continue to grow. To continue to learn."

What are the areas that I really need to push myself in learning more about? What are the inner sections that I'm like, "You know what? I could really ... I really need to know more about a disability justice. And how is that connected with police violence and brutality?"

What did I just read? A really interesting piece about autism and a device that folks are thinking about for autistic folks, so if they're stopped by the police basically to reach in their pocket and something that will say I'm autistic or this is the thing.

Heidi Hauck: Right, please don't shoot me, I have autism.

Desiree Adaway: Whatever that is. I'm sorry, I don't want a black kid reaching in their pocket when a cop is in front of them.

Heidi Hauck: Right, that's dangerous. That's incredibly dangerous.

Desiree Adaway: That's incredibly dangerous, right?

So that's where this work comes in. Right, is these are the intersections where our analysis needs to get deeper. Like yeah, I'm sure that's a great idea and that may work for 60% of folks.

But that puts 40% of people in some serious danger. So that's not the best solution.

What's the best solution for the community? My work always is like how do we center our creations and what we're doing for the most vulnerable? 'Cause if that identity is taken care of in this community, then you better believe that me, an educated black woman, I'm alright.

And a white man is definitely okay.



Heidi Hauck: Right?

Desiree Adaway: Right? So who is that most vulnerable in your community? Is that you know, an undocumented trans person? Is that an undocumented, someone who doesn't speak English, whatever that is.

Whoever that is, whoever they are, are we building this community to not only support them but to keep them safe and keep them healthy and keep them whole.

Heidi Hauck: Yeah, yeah. You know it's an interesting point that you bring up about how thinking first of the most vulnerable guarantees that everybody else is gonna be well, right?

And this is something where in a lot of these debates I see a lot of opinions along the lines of like, "Well, you know, that's such a small subset of the population? Why should we be catering to them?" Versus this thinking of like, "Look if we take care of them, just think how much amazingly better it's gonna be for everybody else?" Like, there is no downside to this.

Desiree Adaway: It's like universal design. Which I've been really reading a lot about around disability justice. Universal design.

So if the door is wide enough for a wheelchair, the door is probably gonna be wide enough for someone that has a large body. If the chair is strong enough for the person who has the largest body, then that chair's gonna fit everybody else in this room.

If that spoon fits the woman or the man or the person who has some issues in terms of physically holding, then I know that me who has all the dexterity in my hand that I need, I can pick that spoon up and use it. It's universal design.

We're not designing for... we're designing for the most folks when we do that. Not the least.

Heidi Hauck: Right, yeah, yeah.

Desiree Adaway: When we design or think about our products or our work only for that you know, Audre Lorde's mythical, the mythical man, the straight white cis-gendered able-bodied Christian human, when we only create for that mythical person, the one that society teaches we're all supposed to compare ourselves to? Then we're leaving out so much.

Heidi Hauck: Right, yeah, yeah. You know, the other thought that always comes to me is things like, I mean you mentioned your perfectly dexterous hands. I have in my life been what I refer to as too creative for my own good.

So I have tendonitis, I have issues. And I'm 38, I'm about to turn 39. I mean I'm fairly young to be having issues with tendonitis and stuff like that.

Someday there's a very good chance that I will need that spoon that is designed for people... You know, I mean it's like it's another one of these when we design for the people



- Heidi Hauck: who are the most at risk, we're doing ... you know, I mean, God even if you're just doing it from the selfish standpoint of "someday that could be me ..."
- Desiree Adaway: Yeah. So I mean that's it. So one thing I always talk about, and I don't know how we got, I just used it as an example 'cause I been digging into universal design but ... we're temporarily abled.
- Heidi Hauck: Ummm yes.
- Desiree Adaway: There's an amount of time that we are ... so you know, I destroyed my leg two and a half years ago, broke every bone below my knee.
- Heidi Hauck: Yeah, I remember that.
- Desiree Adaway: Took about a year to recover. I'm still not recovered. I still can't walk up and down stairs without holding onto a rail because my balance has never recovered.
- I'm 52. The odds of my balance recovering at this point are not really great. So it has just changed everything for me.
- I was getting an award at a place and I looked up and the stage had no railings. And I was like, "I can't walk up those steps without a rail." Right? So I had to call my buddy over and say, "When they call my name, stand over here so I can use your shoulder."
- Right, the way that we now ... you don't think about it until you have to look at the world like that. And so when we build our systems, when we build our products, when we have the voices and the input of the many as opposed to the few, when our networks are diverse so that someone could say to me, "Hey Adaway, that seating arrangement ain't gonna work in here for folks." I get it, I'm like, "Okay. What will work?"
- Heidi Hauck: Yeah, yeah. I love that. And I think that that's, the point about diversity and building a diverse network, that's one of the things that I have been so grateful for, about the internet.
- I know a lotta people like to talk smack about being online and you know "relationships online aren't real" or whatever. But the reality, I mean for me ...
- Desiree Adaway: They are real. I love Cid.
- Heidi Hauck: Oh, ha ha ha yes, yes, oh my goodness, my Cid. You should see how big he is. Oh my goodness.
- Desiree Adaway: I love Cid, that's real love for Cid. What are they talking about?
- Heidi Hauck: Well so you know, I live in a relatively rural area of far northern California. It is you know, almost homogeneously white. We do have... which actually is a really sad and horrible



Heidi Hauck: thing to say because we live in an area with indigenous tribes and they are, they're still here. They still are here but they're so almost invisible on their own land, right?

And so without the internet, I could very easily have a network of only white people.

Desiree Adaway: Yeah.

Heidi Hauck: Right? And I would be so unaware of a lot...

Desiree Adaway: And society has taught you, consciously or unconsciously, that you lose nothing by only having a network of white people.

Heidi Hauck: Which is such a lie. Oh my God, it's such a lie.

I mean, I have experienced so much personal growth, professional growth, I mean so many of the amazing people in my network who have ... I mean, you know, from a selfish perspective, really helped me grow personally, they've helped me grow my business, you know... are people of color, indigenous people, marginalized members of the LGBTQ community ...

I mean all of these people who have helped me grow as a person and as a business owner that I never would have been able to connect with if I was just in my own little white community, you know?

And the ways that I've tried to sort of apply this to my own business are things like, you know I'm doing this interview series and I'm releasing them as audio because that's generally the most accessible form for people.

But I'm also gonna be getting these transcribed because I recognize the audio doesn't work for everybody, right?

Desiree Adaway: That's right.

Heidi Hauck: I've actually done research to find braille print on demand. I figure, you know, who knows? The chances of somebody who's visually impaired wanting to purchase one of my programs may not be very high. But if they do, I have a resource I can print my written resources in braille if necessary.

And it's not even that hard, it's not even that expensive.

Desiree Adaway: No it's not difficult. So you know Ericka Hines, the amazing Ericka Hines and I teach DIA class twice a year.

And a young woman reached out to us and she's deaf. And she was like, "Can I take this class?" It's an online webinar class and we said, "Yeah, let's figure out a way to make this happen."



- Desiree Adaway: And so we hired a third party who would join our classes and who would transcribe like you know in that moment everything that we were saying into the chat box for this young woman. And we had the recordings transcribed within 24 hours to make available to her.
- And she was able to participate in the class.
- Did we make any money off of her? Nope. Did that matter? Nope. It was the right thing for us to do.
- And so we then built in to our pricing structure a few extra bucks to help make sure that we get every video closed-captioned. And we get all of our stuff transcribed automatically.
- Heidi Hauck: Yeah, yeah. And that's the thing, especially when you plan ahead for it, you know. I mean if you're doing the group work, like you said, add an extra 5 dollars to every participant's fee and it's covered.
- Desiree Adaway: It is literally not a big deal.
- Heidi Hauck: Yeah, yeah. And you know, I mean this woman who originally brought this issue to you, I mean who knows how many lives now she's gonna go forward and touch with what she's learned from you?
- Desiree Adaway: No, so that's been, it's been really wonderful. And it was really wonderful to have her perspective in that classroom. To bring her lived experience right? That, she challenged the narrative of ability and disability within that learning part. And I so appreciated, having her there.
- So I mean, that's part of this work, right? It's us challenging these narratives that tells us who can own a business, who's a leader. All these stories that we've been told.
- That's our job is to challenge these narratives and to let go these chains of conformity that says you're only acceptable, you're only palatable if you fit a certain mold.
- Heidi Hauck: Right, right. I love that, I think that's a beautiful point.
- Especially, you know my people are, we are so deeply driven to make this world a better place. And the truth is, is that the only way that we are going to be able to do that is by challenging the norms, is by showing up as ourselves, fully as ourselves, is by speaking out about the importance of these varied perspectives and of standing up for the most marginalized and making sure that they're included.
- I mean the only way that any of us is free is if all of us is free, right?
- Desiree Adaway: Right, yeah. Yeah.



- Heidi Hauck: Oh, well thank you so much again for joining me Desiree. As we sort of come to the end of our time, is there any one thing in particular that you would like people to take away from this conversation?
- Desiree Adaway: Be brave. Show up fully as yourself. We've been socialized not to.
- And there's a cost, there's a cost that we pay when we don't allow other people to show up fully as themselves and there's a cost we pay when we don't show up fully as ourselves.
- So as much as we can, allow people to do that. Be brave enough to allow people to show you who they fully are and for you to be able to do the same.
- Heidi Hauck: Thank you, thank you for that.
- Desiree Adaway: Thank you Heidi.
- Heidi Hauck: So I know we were pretty clear about this, if you wanna find Desiree Adaway, she is everywhere, as Desiree Adaway.
- Desiree Adaway: I'm all the places as Desiree Adaway.
- Heidi Hauck: But where would you say, if people are interested in the work that you're doing, what would be like the best place for people to go?
- Desiree Adaway: Well there are a couple things. Right now there's a new online class, well it's not new but we do it twice a year called Diversity Is An Asset. It's a five week class, you can learn about that at diversityisanasset.com.
- I am always teaching on Facebook and Instagram. And I go to Twitter to fight. So ...
- Heidi Hauck: Alright so if you wanna watch Desiree fight people, go to Twitter.
- Desiree Adaway: I do. Like when I'm in a mood, I'm like, "Oh yeah, I'm about to go to Twitter. It's about to go on."
- But Facebook and Instagram are really for places you can find me. And if you wanna know about webinars that I lead, I've been doing a series of free ones as well as some paid classes and trainings then you can join my mailing list at desireeadaway.com.
- Heidi Hauck: Beautiful, awesome. Well thank you again Desiree. As always, it is a pleasure talking with you.
- Desiree Adaway: It is always a pleasure to talk to you and see you Heidi and thank you for asking me and offering me the opportunity.
- Heidi Hauck: Oh of course.



Heidi Hauck:

And thank you dear listener for joining my guest and I, as we explore this journey towards creating businesses that make the world a better place.

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This is Heidi Hauck saying, "Until next time."