Corey Andrew Powell ([00:01](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Hello everyone, and welcome to a special edition of Motivational Mondays. I'm your host, Corey Andrew Powell. And today we're gonna be celebrating Giving Tuesday with a heartfelt rewind compilation episode. Now, this is a day dedicated to generosity and kindness and the spirit of giving back to our communities and society overall. To honor this occasion, we've curated some of the most inspiring moments from past interviews with guests whose philanthropic endeavors of humanitarian contributions truly exemplify the essence of giving. First up, Tom D'Eri's advocacy for autism inclusivity.

Tom D'Eri ([00:38](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

You know, my family started rising tide with the goal of employing people with autism and, and trying to get as many people with autism jobs as we, as we possibly could be. As my, my brother Andrew has autism, and, you know, we saw from a really early age that in order for him to lead the full adult life that we knew he was capable of, we were gonna have to step up and take action. We've been doing this now for about a decade, and we've learned somewhere along the way that most of what we do, if not all of what we do to effectively support our employees with autism aren't really solving autism problems. They're really solving business problems because our employees with autism have the same needs as anybody else. Just in some cases, they're a little bit more apparent. So it allows us to do a better job of designing systems and processes that are more inclusive and work better for everyone who would use them. And we really wanted to share those learnings, uh, things around hiring, around structuring the workplace, around making things clear, around developing people around, working with people who are struggling, and really get those messages out to small, medium sized business leaders because we felt it would really help those organizations, uh, better attract talent, better differentiate their brands, as well as hopefully provide a lot more jobs for people with autism.

Corey Andrew Powell ([01:58](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

I think what's great about that from a leadership standpoint is the idea of it began with a, a personal matter, your family, and now it's a, it's a movement almost to facilitate helping a demographic of society that is often, I guess maybe, um, ostracized, just not thought of as a viable person in the workforce. So when it comes to the persuasion that you've had to, uh, implement, if you will, to organizations and businesses to get them on board, I mean, has that been difficult or was it something that they were waiting to do and they were like, oh, we've been waiting for a program like this?

Tom D'Eri ([02:39](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah, I mean, there's, there's some companies that, I mean, certainly there are other organizations than just us that are, are taking up the lead on employing people with autism. There's large companies like Microsoft and SAP and other, uh, purposely built organizations like us, uh, like Ultra Knots and Bitty & Beau's coffee shops and John's Crazy Socks. There's, there's a lot of, of, of other folks. But what we find a lot when we talk to, uh, business leaders is that they're hungry for talent, right? A lot of these organizations really struggle to find great employees, especially at the entry level roles. And they, they likely, and most of the time, have never really thought about employing individuals with autism. And, and the first types of things that we hear when that starts to noodle around for them is, well, what if we fail? What if we, you know, try to employ, you know, someone with autism and we have to fire them? Like, because that's really scary, right? That's like one of like the, I think the last things that people want to do.

Corey Andrew Powell ([03:41](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

In general, right?

Tom D'Eri ([03:42](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

In general, let alone somebody who like, you know, like maybe this is their, their only, or, or one of very few job opportunities that they have out there.

Corey Andrew Powell ([03:49](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Tom D'Eri ([03:50](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

So I think a lot of it is kind of being able to break down that stigma and offer a way to, um, do it where it's not just like a charity focus where it's like, I'm doing this as a good thing because it's really a better business strategy. So, I mean, I think what we try to tell employers is, the first thing is one, really try to design a hiring process that's objective. So we have like real concrete measures, uh, around what is what somebody needs to be successful in a role. So for our entry level car wash roles, somebody has to be able to do our, our interior cleaning process three times in a row under seven minutes in order to get a job. If they can do that, we have pretty high confidence that they're gonna be able to be successful in that job. And that allows us to, to, uh, you know, evaluate people who, you know, on the surface might not interview particularly well. They may not look in the eye, they may not have great verbal communication skills. Um, they may have some stems, uh, or, or whatnot and make that makes them look different. But you put them into this same kind of, uh, fair and, um, you know, standardized evaluation process. And a lot of times someone who may not be able to communicate with you much at all will really surprise you. We just actually recently hired, um, a young man who is both deaf and autistic, and, uh, we were really like, I I, how is this gonna work? You know, ourselves, like, well, can, can he, is he gonna be able to do this? But we put him through the same process and he's great <laugh>, you know, he's able to, you know, read lips well enough and, uh, understand like whatever gestures our, our managers do. I, one of our managers can sign a bit, but for the most part, you know, not, not really able to sign, but because we have like lots of visual supports in the workplace, color coding, uh, and it's, you know, we were able to teach things in a few different ways. He's doing a fantastic job, and this is someone who I think on the surface, you would've never thought, you know, could keep up on a day where we might not wash a thousand cars and this guy is killing it. So, you know, it starts, I think, with objective hiring and then being able to have a training procedures that are going to really easily quantify if someone can be ca capable of doing a role. And then I think there's a lot, a lot of the risk there that people fear, fear is mitigated.

Corey Andrew Powell ([06:24](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Next up, we've got Pam Cusick, who's a passionate advocate for giving patients a voice. Pam's work ensures that every patient feels heard and empowered and reminds us all of the importance of empathy and support in healthcare. I love from the leadership standpoint, one, one of the things that we always talk about here at the NSLS to young college students or even non-traditional students or, or professionals out in the working world, is that very often the greatest opportunities are where you find there is an opportunity, right? There's something that's not being serviced, or there's some area or a demographic that's not pro provided with, um, a need. And so I know there's a, a part of your work also deals with, uh, underrepresented communities. So I am wondering, like, do you find that in that particular segment of the business there's even, uh, less or fewer opportunities for people in underrepresented communities to be heard? So there's like a disparity, or is it equal that no one's listening to anybody, and so you had to kind of help <laugh> help 'em help everybody across the board? Or is it a little bit of both? I don't know, <laugh>,

Pam Cusick ([07:29](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Uh, well, it, it, it kind of depends. So yeah, we need to help everybody be able to share their voice and be heard. Um, and more and more organizations are, are looking to do that. So that's a positive. In terms of, you know, underrepresented communities, there are certainly, um, you know, different feelings about research in, in specific communities. There's a bit of distrust among, you know, some, some groups. The interesting thing, we have the, we have a lot of women who are great at responding. Men are not as great at responding to, uh, research requests. I don't know if they, they sign up, but they're not as excited to participate or don't really wanna, you know, get to the touchy feely of their why and all that other stuff. I don't know <laugh>, but, um, I don't really have an answer for that. But they're not as, as, as, um, the response rate among men is not as, as great as it is among women and, you know, for research. Um, but, you know, we do endeavor to find people who are in underrepresented communities, and that's becoming a bigger ask. Um, when clients come to us, they will be looking for, you know, specific, um, subgroups of people within, you know, whatever the disease area is, pick one, you know, hemophilia, and they want to, you know, they wanna make sure that there are different, different genders represented, different ethnicities represented. And so we make, you know, an effort to identify those people who are already in our community. We have a hundred, I don't think I said this, 145,000 patients and caregivers who've signed up with us across 1500 conditions. So we do have, um, you know, a fairly good diversity. One of the areas that, um, that is not as well represented in research is the disability community. Hmm. So, you know, ensuring that you include people with mobility issues, hearing loss, vision loss, chronic pain, all of these things, depending on the product or service you're creating impact people in a different way. And so getting the, the voice of those, um, different groups is also important. So there, there are a lot of different ways to kind of, I guess, parse the, the information and who you're trying to bring in.

Corey Andrew Powell ([09:49](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah.

Pam Cusick ([09:49](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

But you have to be very intentional about it because if you just sort of throw out an invitation, um, you know, you'll get the people who respond most. So, you know, some women and, and you know, this is our experience, right?

Corey Andrew Powell ([10:03](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Right.

Pam Cusick ([10:03](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

You know, but you might not find, um, you know, an older population or a younger pop, you know what I mean? It depends what you're looking for.

Corey Andrew Powell ([10:11](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Right.

Pam Cusick ([10:11](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

So you have to make the effort to, um, look for those, those patients and intentionally invite them in.

Corey Andrew Powell ([10:17](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Pam Cusick ([10:18](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

To be part of the research. And I think that's, um, becoming more of a, a, something that we are asked for more often now. Um, because there is a, a a, a light being shown on DEI and making sure that, you know, we are, you know, when we present research results or our clients do that, it has included different groups and different points of view.

Corey Andrew Powell ([10:42](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

You know, I'm really happy you brought up the DEI conversation because obviously right now that's a really political, that's a big political hot point. And I mean, like within the last 24 to 48 hours, you know, there's been headlines about DEI initiatives being completely dismantled across various organizations or universities. And I'm glad you brought up DEI in your line of work because people are often forgetting that we're not talking about just race and ethnicity.

Pam Cusick ([11:09](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([11:10](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

DEI is inclusivity of people with disabilities, you know, physical challenges and body limitations.

Pam Cusick ([11:15](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([11:16](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And so to just broadly get rid of DEI is com I mean, I said I'm not gonna get political, but, uh, <laugh>, it's completely negligent though. It really is to, you know, because it, it's, it's not a broad stroke, it's a lot of things under that umbrella. So that was a little bit of a disconcerting thing to see that, you know, with the stroke of a pen, just no more DEI, I'm like, well, wait, there's a whole lot of stuff under that umbrella.

Pam Cusick ([11:43](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

It's interesting because while that is happening in some sectors, we're seeing an increase in the interest. And I just had two calls today, um, prior to our call, that we're focused on making sure that there is more inclusivity in clinical trials.

Corey Andrew Powell ([11:59](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Hmm. Okay.

Pam Cusick ([12:00](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

So, you know, there, you know, there are, there are efforts underway where they may be ending in some areas. It's really becoming a bigger, um, a bigger concern where we see our clients making an effort to identify and invite patients who are from different races, different, um, you know, socioeconomic groups, um, disability groups, making sure that those voices are included. Because, you know, when you look at a, a product that you're trying to bring to market, it's not just one subgroup that's gonna purchase it.

Corey Andrew Powell ([12:33](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>,

Pam Cusick ([12:34](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

You wanna, you know, you wanna make sure your messaging appeals to people across a variety of groups, whether that be ethnicities, whether it be a disability, you know, every people have a different way of an interpreting things. And you wanna make sure you're addressing that in a way that you're going to reach the broadest number of people. You're going to communicate effectively with them and invite them to use your product, test your product, buy your product, whatever it is.

Corey Andrew Powell ([13:01](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Pam Cusick ([13:01](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Um, but not including those voices in the early development and in the marketing of those things, you lose a whole sector.

Corey Andrew Powell ([13:09](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Pam Cusick ([13:10](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

I mean, with, um, disabilities as an example, 25% of the world's population has some sort of a disability. Mm-

Corey Andrew Powell ([13:17](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Hmm.

Pam Cusick ([13:17](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

That's 25% of people who could, you know, use your pro, use your product, buy your product, talk to their doctor about your, their, whatever it is.

Corey Andrew Powell ([13:27](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Right.

Pam Cusick ([13:28](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Um, you know, so that's just, it's a big, a big number. And so when we exclude those people from anything, whether it be education as you were, you know, you were mentioning, or, um, you know, research in a, in a broad sense, you know, you're losing that opportunity to communicate with a larger group.

Corey Andrew Powell ([13:46](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Next, Dr. Cynthia Hickman shares invaluable insights on caregiving for the elderly and the essential leadership skills needed in this compassionate field. Dr. Hickman's dedication to elder care highlights the critical role of love and patients in an aging society. Though your first book was that one, basically about the story of you taking care of your mother and the very, I think that was the one called from the lens of, um, daughter, nurse from the lens of daughter, nurse and caregiver. Right.

Dr. Cynthia Hickman ([14:15](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah. The journey of duty and honor that one was from the journey of taking care of my mom. And I actually wanted her to be a part of that book, Corey. And every time I started it, I couldn't get going. And course after she died, I found out, got in my ear, you know, I couldn't write it until the end of the story had occurred. And then I wrote it backwards. I had to write the most difficult part of it first in order to get to the fun part so people can know A caregiver journey was arduous at times, but there was fun in it. And mom did crazy things, you know, uh, while she was with us. And I shared a story when I was working on my PhD. My mother was an educator and I, and I worked real hard to keep her, her, uh, fine motor skills, gross motor skills vision intact. So I gave her my chapter three when I was working on my dissertation with a red pen. It's actually a <laugh>.

Corey Andrew Powell ([15:08](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Oh goodness. She must have had a field day.

Dr. Cynthia Hickman ([15:10](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

When she got done with that chapter <laugh>, I said, and I thought it was so good, and I made sure I thought, yeah, I had everything correct. When she got done with that chapter, Corey, I said, mom, thanks. You won't get another chapter

Corey Andrew Powell ([15:25](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

<laugh> Exactly as we call it. She bled all over the paper, honey, she <laugh>.

Dr. Cynthia Hickman ([15:30](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Oh my goodness. But it was one those things where I was trying to do things to add her in it, but because God didn't want it that way, I wrote it after she passed, which was the way I, that helped me grieve. Because because I was her caregiver, I was her advocate for the business side is whereas the medical side, I didn't have time to grieve. And so writing that book helped me kind of release what I was on the inside 'cause I was everything to everybody, the grandkids, the siblings, everybody was falling in the chair, flipping over chairs. You know, I'm like, okay, let me stay calm 'cause I have to do this. I have to do that. Contact this person, that person. So it was a while before I grieved. And so when I crashed and burned, you know, the book helped me get myself back on track and recognize that I needed to share the journey with others in hopes that they don't end up where I ended up.

Corey Andrew Powell ([16:21](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

I love that you answered that question, because I literally have a question here, and you already answered it. My question was going to be to you, I wondered, after going through such a difficult thing as that, uh, what prompted you to relive it and, and want to rewrite it? 'cause that's such a deeply personal story, but you just shared it's part of the advocacy because, you know, through that experience, you're telling, you're telling readers what to potentially expect.

Dr. Cynthia Hickman ([16:46](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Right. Right.

Corey Andrew Powell ([16:47](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And maybe how to address certain things. Like even when, when it comes to, one thing I love you talk about is, um, the importance of educating yourself on some of the healthcare.

Dr. Cynthia Hickman ([16:57](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([16:58](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Situations that could arise in the healthcare system or the hospital.

Dr. Cynthia Hickman ([17:02](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([17:02](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

So talk a little bit about that.

Dr. Cynthia Hickman ([17:04](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

I'm glad you mentioned that. Because what happens is when you think caregiving, Corey, people think the physical side of caregiving only, but the person has some something going on where they need to have care from the medical side. And most people aren't versed in that. What they look at is the bathing, the bath, the bathing, the bathing, the clothing, going to bed, giving 'em medicines and all that. But you have to really realize why this person now needs care. In the case of my mom, she ended up with heart failure, but thank God I worked in heart failure over 20 years. So my mother did not have a hospitalization from heart failure because I knew what to do. I knew the medications, I knew she had to be weighed based on weight, determine medicines and all that. But most people just do the physical side, give them their bath, comb their hair, sit 'em in the chair. But what if someone has a medical condition that you are not familiar with? You must educate yourself because in your quest to do good, you could actually injure someone. Good example, diabetes. We know it's an issue, an issue with the pancreas. It no longer works. And people, now their insulin's not working the way it should. So now they're either on po medication for blood sugar compliance or insulin. But if you give them too much, not, and too little things could happen if you're not paying attention to their skin, to their feet, to their skin folds, where a lot of times bacteria folds, which turns into infections, if they're not able to move about, they get bed sores and you don't understand why if they're incontinent and you're not cleaning them appropriately, they get sores that goes into a whole nother enchilada. So you have to also know a little bit about the health condition of your person, because you could hurt them if you don't.

Corey Andrew Powell ([18:54](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah. And it's, it's amazing to me because everything you're saying, I think so many families have gone through a will go through. Um, as you were saying that story, I was, again, thinking of a personal family matter with my, my, my grandmother has been gone now maybe 20 something years, uh, of colon cancer that spread to her liver.

Dr. Cynthia Hickman ([19:15](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Corey Andrew Powell ([19:16](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And of course, you know, when you're in your late sixties, there's, you're not really on the transplant list, you know, for a kidney, for, for an organ.

Dr. Cynthia Hickman ([19:23](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Right.

Corey Andrew Powell ([19:24](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

But the way we realized something was wrong was, 'cause my mother would go over there a lot. And then she one day noticed, she said, you know, she'd noticed that my grandmother's eyes were not clear.

Dr. Cynthia Hickman ([19:31](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yellow. Yeah.

Corey Andrew Powell ([19:31](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

they were yellow. Yeah, absolutely. That's where it began. And she said, you know, your eyes don't look clear, mom, what's going on? And she said, no, I'm fine. And she said, no, I don't, not saying how you feel, you don't look right. And my mom really then paid closer attention.

Dr. Cynthia Hickman ([19:43](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Wow.

Corey Andrew Powell ([19:44](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And she noticed a protrusion.

Dr. Cynthia Hickman ([19:47](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Ah.

Corey Andrew Powell ([19:47](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

in the lower belly.

Dr. Cynthia Hickman ([19:48](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Wow.

Corey Andrew Powell ([19:49](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And she said, mom, what's, what is this living? Because we thought she was going through the hospital a lot like normal.

Dr. Cynthia Hickman ([19:54](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([19:54](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

She was, she was supposedly going and she was, but somehow doctors didn't notice. And my grandmother said, oh, I, that's from having five children. My mom's like, yeah, you had off like 40 years ago though. There's no

Dr. Cynthia Hickman ([20:05](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

<laugh>, there's no, there's no baby right there anymore.

Corey Andrew Powell ([20:08](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Right. Like, there's no way that's But like, to your point earlier, the older generation, oh, I'm fine.

Dr. Cynthia Hickman ([20:13](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yep.

Corey Andrew Powell ([20:14](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

No, everything's okay.

Dr. Cynthia Hickman ([20:15](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([20:16](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And so you really have to look after the elders in many cases because they are from a different time. They don't wanna talk about it. So, long story short, it ended up being that protrusion was.

Dr. Cynthia Hickman ([20:27](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Liver.

Corey Andrew Powell ([20:27](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Liver that had been in inflamed and enlarged because it had cancer. So, um, if you get nothing else from this, everyone who's listening and watching and taking Dr. Hickman's advice, just pay attention. Next we revisit Carly Broderick's episode. Carly is redefining gender norms and making strides and creating inclusive environments for all Carly's commitment to using her personal care brand to break barriers. And foster acceptance is nothing short of inspirational

Carly Broderick ([20:56](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

In many ways. I feel like my entire career has led me to this point of, of founding Miles. I've always been in consumer facing industries. I worked at, uh, universal Studios in marketing and their consumer products group as the licenser. Um, working with licensees selling into retail. I of course spent 10 years at Target. I was a consultant with, uh, small brands and retailers. And then most recently, um, spent three and a half years as the chief operating officer of a commerce agency called The Stable that worked with emerging and mid-size brands. And always wanted to start my own consumer brand ever since I left business school, but never had what I thought was going to be a breakthrough enough idea to survive in a very crowded marketplace until I had the idea for Miles.

Corey Andrew Powell ([21:42](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Hmm.

Carly Broderick ([21:42](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And what happened was, uh, it was early Covid the spring of 2020, and my son at the time was in fourth grade. And we were in lockdown and figuring out what remote learning looked like. And in public schools in Minnesota, uh, in fourth grade, you start to get health education about your body and how your body is gonna change through puberty, only because we were figuring out remote learning. He got that at home with me.

Corey Andrew Powell ([22:08](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([22:08](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

With the school sent at home. So he and I were going through the puberty curriculum and it got me thinking, gosh, he's gonna need deodorant pretty soon. Like, what will I get him? And I know this space probably too well from my, my professional background. And so I started cycling through, you know, all the choices in the market and really started, you know, discarding one after another for a few different reasons. But what really struck me was, gosh, there's no go-to personal care brand in this space for these teens and tweens at a very critical time in their life. You know, going through puberty, uh, is certainly an adventure both for parents as well as kids. Yeah. There's a lot of changes. And also I, it just struck me that, you know, especially through the pandemic, just teens are more anxious, feeling lonely or feeling less self confident than ever for a variety of reasons.

Corey Andrew Powell ([23:03](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([23:04](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And wouldn't it be great if there was just a brand that they can count on to take care of their hygiene needs that they felt was built just for them so that they could get on, you know, living their best day as their best self?

Corey Andrew Powell ([23:16](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah.

Carly Broderick ([23:16](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And so really where I conceived of the idea for Miles as, uh, a personal care brand for all genders, um, really when you look at the formulations behind deodorants and antiperspirants, they're traditionally merchandised in brick, bricks and mortar retail as like the men's aisle and the women's aisle.

Corey Andrew Powell ([23:35](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([23:36](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

But when you look at the ingredients, then you start to dig into the formulation. There's nothing really gender specific about the formulations. It's all scent preference and marketing.

Corey Andrew Powell ([23:44](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Right.

Carly Broderick ([23:45](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

So I saw an opportunity to just build this brand that was truly inclusive, um, and not tied to some of the stereotypical gender roles that were being portrayed.

Corey Andrew Powell ([23:55](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

You know, as you were telling that story about how you evolved with this brand, I could not help but to think about, uh, my mother raised me as a single mom. And, um, you know, there's that dynamic of like, as a mom, like how do I talk to my son about his body? 'cause I don't have the same parts, you know, <laugh> and so how could I maybe get his uncle involved or, you know, whatever. But I remember I used to love her, her cream secret deodorant.

Carly Broderick ([24:18](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([24:18](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

As a kid. And, but I was like also ashamed because the commercial were like strong enough for, for a man, but made for a woman. So you're right. Like early on <laugh>, I'm getting like that signal of like, well, is this a bad thing? I like it though. But don't do I hide my face when I buy it? 'cause it's for a woman, but it smells great and it stops my deal, you know, stops my perspiration. So I didn't even realize I had that angst until just now. So you helped me work out some unresolved trauma. Apparently.

Carly Broderick ([24:46](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

I am, I am happy to do so. And I, I love that you loved the smell of secret because it is so much about scent preference and like what, you know, smells good to each of us, all of our, you know, makeups are so different. And even the marketing around some of those brands, like I love that you just remembered the tagline, strong enough for a man, but made for a woman.

Corey Andrew Powell ([25:05](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([25:06](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

And when I was going through this journey and looking at different marketing, you know, there was a lot of the legacy brands on the quote unquote men's side of the aisle always portray men the same way. You're physically strong, you're emotionally stoic.

Corey Andrew Powell ([25:21](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Hmm.

Carly Broderick ([25:21](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

You're going to work in a button down and your dress pants, um, you're working out at the gym. But like, not every man is like that. Not every boy is like that.

Corey Andrew Powell ([25:32](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([25:32](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

it really got me thinking like, gosh, if you're not like the athletic kid, what is the choice for

Corey Andrew Powell ([25:36](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

What you do?

Carly Broderick ([25:37](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

The actor or the musician or the scientist or the entrepreneur? Like where are those, those marketing messages?

Corey Andrew Powell ([25:45](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah. And so the art, the art kids, all the, all the, all of us kids that were in Glee club and stuff, <laugh>, we were a little different. We were a little different. And finally we'll revisit our conversation with Adam Lowy, who's tackling the crisis of food insecurity in America, Adam's innovative solutions and relentless drive to ensure that no one goes hungry, underscore the transformative power of collective action.

Adam Lowy ([26:08](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah. I mean, food, food insecurity is, is a huge problem here. I mean, I know you mentioned one in six kids, but it, it touches every single population. I mean, you look at veterans LGBTQ populations, African Americans face hunger at twice the rate of their Caucasian non-Latino, uh, counterparts. And then when you think about food waste, um, you know, we're literally throwing away perfectly good edible food all the time. Um, and for kind of silly reasons, um, if, if you think about it, I mean, if you go to the grocery store, I mean the, the example I like to give a lot of the time is you look at the dates Best Buy used by sell, by expires on, like all of its kind of nonsense if you really think about it. Food doesn't follow a date label. Food has a biological, uh, you know, way of going bad or spoiling and then re reducing methane, which is a pretty potent greenhouse gas emission. In fact, food waste is the number two, uh, you know, emitter of, of methane gases. Um, and, you know, we should not be wasting this amount of food while so many are struggling. So, um, we really started to move for hunger. It's just this way to say, Hey, you know, don't waste your food. Especially if it's unopened. We've got a really easy way to get into people in need. And that's kind of how we got started here.

Corey Andrew Powell ([27:23](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yes. And I love this other part of the story. 'cause this is kind of interesting. It reminded me of like how you came up with the idea, like working for your, your parents, your, your family's moving company, and coming up with this idea, it was like Shark Tank. When I thought about it, it was like, you know, because I'm just trying to figure out what is like right in front of my face, right in front of my eyes. And I haven't figured out that thing. And so you were working for your family's moving company and you realized how much food was being left behind when families are relocating. So I would love for you to share like, when you had that epiphany and that like, that Oprah aha moment, as you would call it, <laugh> that came to you. It's amazing. Really.

Adam Lowy ([27:59](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Yeah. You know what, we've, we've all moved at this point, you know, and, and people throw away all sorts of stuff. Food, clothing, furniture, um, it was the perfectly good unopened non-perishable food that was getting left in the pantry. And, and honestly customers were asking, what should I do with this? They were feeling guilty about it. So it started as like this, just this way to solve this problem that you see the customer having and like, like any good business, right? Like you should be solving problems and providing better service to the customer. Um, but it also felt like this is really nice thing to do, right? We were moving company, we were in the home anyway, we'll pick the food up, we'll bring it to the food bank. The food bank was down the street. Like it wasn't gonna cost us much, but the reaction from the customer was like, oh my God, you know, I can donate my food and it's not gonna cost me anything. You've now solved me a problem. Right? And on top of that, I get to feel good because I know that I'm feeding somebody in the community. Um, in our first month we collected 300 pounds of food. Wow. And I visited my local food bank, and that's where I learned that, you know, there were more than a hundred thousand people in my county that didn't have enough to eat. Um, and if you look around Monmouth County, New Jersey, you do not see poverty or homelessness or all the stereotypical attributes that you think about when you think about hunger. Um, but it exists here as it exists in every community. And, um, education, you know, having my eyes open was kind of like that first step in saying we should do more and others can do more. Um, I knew nothing about nonprofits at all. Um, and you know, if you'd asked me 13 years ago if I'd be running a nonprofit, I would've told you outta your mind, <laugh>.

Adam Lowy ([29:37](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Uh, but as I've, you know, di dove into this industry, um, I've really learned that nonprofits are about problem solving. Um, and the best way to do that is to leverage resources that already exist.

Corey Andrew Powell ([29:49](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Adam Lowy ([29:50](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

So with the moving industry, you've got trucks and drivers and warehouses. Um, and if you look at the food banking industry, they've got trucks and drivers and warehouses and a lot of the same struggles. Um, and what we did was take this industry and put them to work. And today we've got 1100 movers across the US and Canada that are recovering food as part of their operations. They're making food recovery business as usual to feed the communities they serve.

Corey Andrew Powell ([30:16](https://www.temi.com/editor/t/VINUNgmVUji-jBRrb3ACzD-VYc_KBLe1V5KzjIUwMghUDo176O3pYOuKrS3GPfYnDbUWTCsjhEmCeU8xHkbm6JO9h5g?loadFrom=DocumentDeeplink)):

I hope you all were inspired by these remarkable individuals. Their stories remind us that giving comes in many forms and together we can make a difference in the lives of others. Thank you for joining us on this special giving Tuesday episode of Motivational Mondays. Now let's go out there and spread the love and keep the spirit of giving alive. Thank you for listening to Motivational Mondays presented by the National Society of Leadership and Success, and available wherever you listen to your favorite podcasts. I'm Corey Andrew Powell, and I'll see you again here next week. I.