

EPISODE 547

[INTRODUCTION]

[0:00:34.1]

FT: Welcome to So Money everyone. We're going to learn how to make our Mess Our Mojo today. I love the sound of that. I'm bringing back a lovely guest who's released a new book called *The Big Life: Embrace the Mess, Work Your Side Hustle, Find a Monumental Relationship, and Become the Badass Babe You Were Meant to Be*. Ann Shoket is here. She's the former editor in chief of Seventeen Magazine. If you missed her on the podcast the first go around, go back to the site, take a listen, episode 328.

The fact is millennial women want to have it all. I hate that expression, but here we are. They want the career that comes with the money. They want friendships, they want a relationship where they are loved and respected. That all sounds great. I want that. Is it really possible? Ann says, "Yes!" In the book, she provides actionable guidance from high profile millennial women who are on the quest to "have it all". I think Ann would agree that that is not necessarily the best way to describe pursuing your dreams and living a big life, this idea of having it all can be very overwhelming and not very accurate. We go into that as well.

In the end, Ann wants to help the younger generation create their own version of the big life without compromise. By the way, if you're baby boomer listening, or you're in your 60s, which I know some of you do listen to the show and you tell me you do even though you feel a little like maybe an outlier. You're not. We hear you. We love you. We're so happy you're here. She says, "You know, there's a lot we can learn from the millennial perspective and the millennial approach to life that they're not all these entitled, Instagram obsessed people, that there's a lot we can actually learn from them.

Here we go. Here is Ann Shoket on *The Big Life*.

[INTERVIEW]

FT: Ann Shoket, welcome back to So Money. This time, big time author. Great to have you.

[0:02:35.8]

AS: Oh! I'm so excited to be here. I am loving your podcast. You are crushing it.

[0:02:42.5]

FT: Thank you. Thank you. I also love your newsletter; *Badass Babes*.

[0:02:46.3]

AS: Thank you. I love doing it.

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FT: I look forward to that newsletter, really. If anyone wants to know what I'm talking about, just trust me on this. Go to Ann's website and sign up for her newsletter. It's phenomenal. It's really interesting and relevant, because it really ties in well with what's happening in the world and how we can kind of keep our sanity, and just great anecdotes. It's very up-lifting. It's very needed.

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AS: Thank you. Yeah, annshoket.com. Please join us. I feel like we don't talk enough about what the world means to us. We spend — There's so much news. We're so bombarded nonstop with information, information, and my newsletter is a chance to say, "Hold up. How does this really affect us? What does this mean for us, for young women who are young, and hungry, and ambitious, and want to make their mark on the world and yet the world is so overwhelming and confusing. Let's just take a minute and put it into perspective. That's the *Badass Babes*."

[0:03:43.6]

FT: I love it. One of my favorite quotes from the interview you gave last time you're on So Money, and if you haven't listened to that everybody, go back in the archives at somonypodcast.com. Click on search, type in Ann Shoket. You'll find it. It's a brilliant interview. One of the takeaways I love was, you said, my mission in life is to help young women find the confidence to walk into any room and own it. In many ways, you've done this throughout your career at running Seventeen and being a real voice for millennial women. Now you also have written the manual.

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AS: Yes.

[0:04:17.9]

FT: Called *The Big Life*. Tell us about *The Big Life*. Last time you're on the show, you were in the midst of writing it. Now, it's come out. Has it been everything you thought would be in terms of reaction and people's feedback?

[0:04:32.3]

AS: Absolutely so much more. I am so honored to have created a sisterhood, honestly. That's what the book has done. It's created a sisterhood of young women who are helping each other through the trickiest bits of becoming who you're meant to be. It all goes back to, I think, that 16 year old dream that you had; sitting in your bedroom, looking at the window, imagining a big world out there and a big life for yourself. I have interviewed the most powerful women in the world in the course of my career and there's not a single one of them who can't point to that 16 year old dream for herself.

It's true of high powered women, of women just starting up in their career, of women who are pivoting in the middle of their career. Those dreams that you have when you are a 16 year old are so powerful and are such a promise to yourself, that you're going to do big things, and it's before you're bugged down by jobs you didn't get, or mortgages, or, as we talk about a lot here on So Money, the credit card debt, or the education debt that you're having, the school debt that

you're having. Before all of that, what did you imagine for yourself and how can you get it, get everything you want on your own terms?

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FT: How do you measure along the way as you're trying to achieve the big life? How do you measure opportunities and say, "Okay. This is something that's going to help me get closer, or this is something that's going to set me back. I was watching an episode of *Girls* and there was this one episode where I think it was — Gosh, I don't know all their names, but the one, the really corky one that went to Japan. She was going to leave a guy in the dust to go to Japan.

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AS: Shosh.

[0:06:25.1]

FT: Yeah, Shosh. It wasn't readily obvious to her what to do, and her girlfriends were like, "You can't —" I think, initially, she was going to stay back and be with this man, but then she ended up going to Japan. When you're debating your love life and your career life, what takes precedence? How do you weigh those options? Because I know in your book you do talk about having all of it. I think that's so important, because much of the advice that I got growing up was career oriented advice, which I'm very grateful for. No one talked about how to really be successful in your relationship. Which turns out is important too.

[0:07:02.7]

AS: Absolutely. How do you decide? How do you weigh what's important to you and what's going to be a valuable lesson for you, or a valuable experience for you? To be honest, this is the piece that millennial women are driving so strongly, which is the difference between this idea of having it all, which to me sounds like exhausting. It just sounds like I have to live up to somebody else's standards of what it all means. No thank you.

There's a whole generation of young women who are crafting a life on their own terms in the way they want, they say, "I want twists, and turns, and adventure. I want freedom from the office. I want freedom from the rules. I want freedom from FaceTime. I want to have a life outside the office," and that doesn't necessarily mean your children, work-life balance for young women before they have children is still work-life balance. You still want to have life. Although I think work-life balance is completely BS, but we can talk about that in a second.

The thing that I've been so stunned by with young women is this idea of finding meaning in their work and in their life and finding happiness. That's the thing that drives you. Not; should you do it? Is it good? Does it look good on your resume? Is this going to help you get promoted? Is this bringing you meaning and purpose and is it making you happy?

In the research for this book, I had a series of dinners at my house. I called them the *Badass Babes Dinner*, because these were the chicks that you want to be confident, rule-breaking, game changing. Here they are around my dining room table, six, eight young women. During one of the dinners, this woman was telling a story about how she was up for her first job. She was early in her career. Maybe she was in her second job and she was talking about her first job interview at a major magazine for a very heavy hitting publisher.

She had made it to the final round and she was face-to-face with this woman and she — At the end of the interview, the woman said, "Do you have any other questions for me?" This young woman said, "Are you happy in your job? Are you happy here?" I gasped. I thought to myself, "What?" If someone asked me that, I would be like, "All right pipsqueak, out of my office."

To this young woman, that was the most important thing. She wanted to work at a place that was going to make her happy where the people who are engaged in the work there were happy. If it had been me when I was 22 years old, I would have said, "Nope. No more questions. Thank you so much. When can I start?" I would have been just so excited to have a job. Here, she was pushing back to find happiness and meaning. That, to me, is a really stunning shift that's being driven by millennial women.

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FT: I get that. Then, what was the response? Did the hiring manager, did the editor say, “Good question,” or did she ask her to leave?

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AS: She got the job, so I don’t know what the response was, but she got the job in the end. I think she is as happy as she could be in this job and she knows she’s learning a lot. She’s in this sort of a traditional corporate environment. Actually, the sort of good twists of this story is she’s got a side hustle. If you met her at a cocktail party, she would be very likely to start with the side hustle to say that she runs events and marketing for this young 20 something website.

That is a part of the big life, is that, yes, you know you need to learn the rules of business and you need the contacts. Frankly, there’s a lot of resources in big corporations and in big jobs, but you still want the adventure and the excitement of building something on your own and teaching yourself as you go and hanging out and building something with a bunch of other women who are like in the same boat as you. I’m a big fan of this side hustle secret to success.

[0:11:23.4]

FT: Oh, you know I am too. We talk about it all the time on this show. It got me out of debt, but it also built my career. I guess, inadvertently, that’s the beauty, right? You start a side hustle, you never know where it will take you.

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AS: And my side hustle. I launched a website back in 1996, which when I tell this story, other people are like, “Yeah, everybody launches a website.” I was like, “No. It was 1996. Nobody launched a website.”

[0:11:47.4]

FT: No. No one. That’s incredible. Quickly, just going back to the young woman who asked the boss, “Are you happy?” I might give a little bit of a tweak to that question for future people if

they're thinking that's something I want to ask, because I do think it can come off as a little condescending. It just can. Instead, maybe you ask, "What's the most fulfilling part of your job, or when you think about this job, what makes you happiest?" Kind of putting it in that. I feel like because people have asked that question, I can't help but wonder what's really — Are they trying to suggest that this job is not a happy job, or that I came up as an unhappy interviewer?

[0:12:26.5]

AS: Yeah.

[0:12:27.3]

FT: Just be careful, because only because it's not — I know she was well intentioned, but when you're in an interview environment, there's a lot of judgment, and there's a lot of assessment that it's going to be quick and, maybe, unfair sometimes, so you just want to protect yourself and make sure that you're coming across to someone who is being genuine.

[0:12:48.2]

AS: There is a huge gulf of misunderstanding between millennial women and their Gen-X or boomer bosses. One of the things that I've been stunned by is how millennial women are really unable to see the world through their bosses' eyes. Their bosses are also pretty unable to see it the other way too. I'm sure you hear it all the time, "Ugh! Millennials are so entitled. They're so lazy. Why do they call TaskRabbit for everything? Why can't they just get up from their desk and do it?"

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FT: It is easier man.

[0:13:21.1]

AS: Frankly, we should all — I think those are some pretty good tips.

[0:13:22.9]

FT: I value my time.

[0:13:24.6]

AS: Right. 100%. On the other hand, I see these young women and they're hungry to move up and move around and they say to themselves, "Ugh! I've been in this job for nine months. I know how to do this. I can do this with my eyes closed. Why are you not moving me up? Why am I not getting promoted? Why do I not have a title change?"

One of the important pieces of my message is to say, "Look. Nine months to you is everything. You are in your first or your second job and you can see this big glittering oasis where you want to end up." To your boss, nine months is a blip, and the work that you have to do is not — The work that must be done is part of a strategic plan that is greater than you and your need for a promotion. As much as no one wants to hear. Just sit still and wait to get promoted. You need to understand how to fit into the bigger picture.

I'm also a huge proponent of — If you feel like you're sitting still and not getting promoted and the world is moving by, go. You should go, right? You should find the job that's going to be right for you. You're never going to change the big system that's not giving you the raise and not giving you the promotion in time. If you need to go, you should go.

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FT: Somebody wrote in to me recently, a listener, and said — I think she was in her 20s, probably mid to late 20s and said, "All my friends are traveling the world right now and I feel like I'm missing out. I'm working a great job, and I'm being productive, and I'm getting ahead of my career, but it's like —" I think as millennials, you sort of look at everything, everyone else's, what they're doing and wonder, "Am I missing out? Am I doing the right thing?"

How do you — I guess the question is, “How do you become certain in your path given that there’s so many other ways to go about it and your friend are doing it differently and you might feel tugged and pulled in different directions?”

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AS: The FoMO is real, right? You are sitting on your phone looking at your Instagram feed and you’re seeing people who are crushing it, high fives, on vacation. They have access. This idea of access; you’re hanging out at Davos or you’re at South By and Summit at Sea and the photos are amazing and you’re rubbing elbows with the most amazing people. It’s real. The person who’s posting those pictures is doing it to drive you nuts if you’re not there.

No matter how humble, or ironic, or whatever, sort of eye rolling the caption is, they know that they’re driving you bunkers. You need to recognize that, that they’re purposefully trying to say, “Look at me,” and yet they’re probably on their phone looking at everybody else’s pictures, wondering what other parties they’re missing and why aren’t they having — Why aren’t they crushing it like someone else?

Actually, a lot of the young women who came inside around my dining room table were doing digital cleanses. We’re saying, “I’m not posting to Facebook. It’s driving me bunkers, because I’m seeing all my friends getting married.” That’s what Facebook — Facebook is about the I’m getting married, we got engaged brag. They stopped on Intagram. Snapchat or Instagram stories is sort of a little bit unvarnished and sort of that’s a little bit more charming in a safer place. Still, it’s about being on the inside and, “Look at me,” and, “Why aren’t you here too? Hahaha!”

This digital cleanse idea and sort of listening to yourself and being true to yourself is really compelling. Michelle Phan, the biggest of the big, the massive YouTube star who I am so honored with the forward to my book. When I reached out to her to write the forward, she didn’t get back to me for a while. She and I have known each other for a longtime. I thought, “Gosh! That’s weird.”

She got back to me and she said, “I’ve been doing a digital cleanse. Sorry, I didn’t check my email for two weeks.” I was blown away.

[0:17:39.6]

FT: Yeah, a YouTube star not checking email, doing a cleanse digitally? If she can do it, I can do it.

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AS: What’s amazing about Michelle is, actually, she’s sort of taken it further and she has been traveling, and she’s been focusing on her life. If you see her, I’ve been following her on her Instagram stories. She also did makeup free cleanse, which I think is pretty great for a beauty star. She’s travelling and having experiences. She’s in Japan and like it’s so cute everything that she is doing. It’s amazing.

I really love this idea that you need to get away from the one-upmanship of social media to figure out what feels right to you. That’s how you find the path. That’s how you find your path.

[0:18:29.4]

FT: Let’s talk about work-life balance being a sham. Just reading the subtitle of your book, *Work Your Side Hustle, Find a Monumental Relationship, Become the Badass Babe You Were Meant to Be*, it’s a busy, messy, abundant life. What is it — What do we call it then? We just call it embracing the busy, or embracing the mess? How do we find order in that? Because some of us just — We were hardwired to want to know what’s going to come next and to be linear in our path and to be a little bit more aware of how we are managing our time, because that does actually bring us fulfillment. What’s your answer to that?

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AS: Look. I believe 100% work-life balance is a sham. I have young women come up to me when I do speeches and they say, “Excuse me. Can you just help me understand work-life

balance?” I look at them and I want to know what that means to them, right? Because it’s not the old fashioned idea of I have kids and I have to navigate pick up, school pick up and after school activities and still hit my deadlines at work, because these are women who are still in the early stages of their career and don’t have children, and into relationships, frankly, and don’t have children yet.

There’s a lot of anxiety that’s created around this idea of work-life balance. I say this to them, “It is hard to do big things, and that’s why we do them. It’s a mess. If you want a life of twists, and turns, and adventure, and you want a life that’s full, and you want to make your mark, you have to chase every opportunity, and you have to go to every cocktail party where you might meet someone, and you have to — Yet, you want to climb mountains, and scuba dive, and go on vacation, and fall in love, and you must be in it to win it. You have to embrace the mess.”

The mess is not always great. I think the mess — Sometimes, the mess is your mojo. I used to work for this woman who her desk was literally a mess, and it was such a mess that I’m a big piler, and not a filer, so I have a lot of clutter around. I’m comfortable with a lot of clutter. This woman’s desk was layers and layers and layers of post-its, yet, if something came up in a meeting that she needed, she says, “Wait. It’s on a post-it over here right here,” and she was able to find it. Frankly, she tells me that when she cleans her desk, she’s not able to think. Her mess is her mojo. Her mess keeps her moving forward.

For some women, the mess is a signal that there’s something else wrong. If the mess is not energizing to you and doesn’t feel like momentum, it’s a moment to say, “Okay, wait. How is this mess? It’s loud, it’s noisy, and it’s busy, and sometimes fun, but is this driving me away from my dream?” You need to pivot and get back to the thing to honor that 16 year old dream that you had for yourself.

[0:21:53.7]

FT: Can I ask though? Because it brought up a question I had earlier, which was what derails us as we are 16 having these big dreams in our bedrooms and hoping for the best. Did you talk to you women who felt like they missed their calling or have yet to fulfill their big life and they don’t know how to get it together? When they are struggling, what are the reasons?

[0:22:19.9]

AS: A lot of them, the dream was not so specific. The dream was a feeling, “I want to be big time.” “I want to make my mark.” “I want to be loved, and I want to have a big family.” “I want to do something that’s meaningful.” It’s not like a specific goal. Sometimes, we’re so goal oriented, you get on the path. One of the young woman called it the achievement train. You’re on the achievement train in high school, and then in college, and you must pick a major, and then after — It’s sort of like you just go, go, go.

For a lot of young women, they’re not on a path. They’re searching around for that feeling. I think there’s a lot of value in that search; try new things, see what feels good, see what brings you meaning and happiness and surround yourself with other women who are also feeling their way towards this idea of *The Big Life*.

The Big Life is not only for high achieving alpha women. It’s not just the girl who’s sitting at the front of the class with their hand up in the air. We are now talking — It’s not leadership. That idea of leadership of a select few doesn’t resonate with me. This is a monumental shift among young women who are want to achieve and all want to have a big life, and a meaningful life, and a big love. This is not just — It’s not very special, or leaders. This is everybody.

The things that are derailing young women are a lack of confidence, that they will ever find the thing. It derails everybody. Everybody sort of suffers from that. I call it the escape hatch. You think, “Oh, this is so hard. I’m never going to find the thing that’s meaningful to me. I’m just going to go — I’m going to go move back home and marry my high school boyfriend. I’m just going to sit here and just be happy and tread water at this job, at least I’m making money.”

That escape hatch is a pretty seductive idea. Maybe those things are really right for you. The thing that I cushion against is just like an escape hatch in a sci-fi movie where you’re like, “That alien is coming for me, I’m going to use the escape hatch here.” You know by the final scene you’re going to have to fight that alien anyway. It’s a valuable fight to figure out what brings you meaning.

[0:24:58.2]

FT: I'm really happy you said that and I'm really happy that you brought up confidence as a barrier to entry our lack of confidence. I find that even looking at some of my friends from college who had big dreams, bigger dreams than I ever had. I think it overwhelmed them to the point that they were afraid to make a decision that they felt didn't check off all the boxes that were — That they just couldn't see how this puzzle piece was going to fit in to their big picture plan. Instead, they did nothing. It paralyzed them. They were working at Olive Garden for a year, living at home in Pittsburgh.

[0:25:35.1]

AS: It's the should. We are so trapped by the things that we should do and we don't ask ourselves enough about what do you want to do. Sometimes that's really hard, because sometimes the thing you think you want to do, there's no clear-cut path. I hear all the time from young women that they don't have role models, that they're not seeing other women living their lives the way that they would like to model their lives.

I think the more that we get away from this idea of what you should do and celebrate the possibilities, and the opportunities, and the twists and turns of how your career could go, or how your relationship could go, or how your family could go, or how not having a family could go, the better off we'll all be rather than trying to conform to one path.

[0:26:25.0]

FT: I love also in your book how you talked about gathering the rest of the pieces, not just career, but relationship too. How do you choose the right partner? By right partner, I think you mean the one that's going to support your success and not be intimidated, because I think that is, still, a very traditional reality that women and men, in heterosexual relationships deal with. We have these ambitious women and ambitious men and their interest collide.

[0:26:53.6]

AS: I expected that the most ambitious women around my dining room table would want to be with the most ambitious men. In a lot of cases, they were not. It was these alpha women who kind of chose the beta guy. Not that he was unambitious, but that he wasn't as hard charging and driven as she was, and was phenomenally happy to support her dreams and her schedule. The schedule is sometimes the hardest part of being in a relationship with the crazy, busy people. They were blissfully happy. Which is not to say that's always the case, but it's a possibility. It helps open up the doors.

The thing that I say is to look for the guy or, frankly, the woman, or however it is that you want to find your relationship. Whose eyes light up when you talk about your ambition, when you talk about the things that matter to you.

Often, I would hear stories that — It's sort of dating horror stories, but I would hear these stories that when they would start talking about their jobs, the guy's eyes would glaze over. To be honest, there are some — You need to modulate your pitch. You don't want to come hard charging. It's not the office. This is not a job interview. You want to connect with someone on a human level, but you want them not to diminish you or to put you in a small box.

When I was single and I was dating, and I was the executive editor of CosmoGirl. To be the executive editor of a major magazine was a big deal for me, and I was excited to talk about my job. I would see guys who would say, "Oh, you and those girly conversations," or, "What are you doing? You're just talking about boys and pop stars." "Yes, we talked about boys and pop stars. Yes, it was girly conversations." The business of being in business was important to me, and I just never — I can never be with those guys.

That's the piece; look for the guy whose eyes light up when you talk about your ambitions. One of the best pieces of advice I got shortly after I became editor-in-chief of Seventeen was from a senior executive at Hearst who said that choosing a partner is the most important decision you'll make about your own success. It's true, that if you are ambitious and busy, you need a partner who's going to support that idea, who's going to allow for that.

My husband and I are true partners in our family and in our life together, which is not to say we don't have arguments. It's like, "I have a meeting and you have a meeting and how are we both going to navigate that?" But we navigate it. It's a conversation, it's a back and forth.

[0:29:51.1]

FT: It is. I agree. I completely agree. I wrote a whole book about women breadwinners and a big — What I found too in the most successful relationships were women who — There was an understanding between she and her husband that there's no room for ridicule, or judgment, or preventing her mainly from pursuing her path. That's something you have to decide and agree on in the beginning of the relationship and that he being a supportive partner was as critical to her as probably the most critical aspect of her life, because without him, she couldn't then thrive at work. She couldn't have the kids too.

We have to give a lot of credit to men, I think, who are willing to take on that role. I think there's a lot of learning still to be had in that department, because I still get the letters from the young women who are the sort of born leaders, type A, super ambitious in the very traditional sense who want to also marry their match. They want to get their equal, and I'm putting air quotes around these words.

What I try to sort of get them to understand and appreciate is that, yes, you should strive for someone's who's going to be amazing, and will love you, and is, in many ways, your equal, but it doesn't have to be your career equal, or your Ivy League equal, or your —

[0:31:19.9]

AS: Right. You're not ticking boxes.

[0:31:21.2]

FT: Yeah. It's someone who you actually share values, and that's how they're — You're equal. It's how you appreciate and see the world, and that's how you're equal. That goes a lot further than just a resume, that matches your resume.

[0:31:35.7]

AS: I remember at your book party, I met some of the women who were in the audience and talked to them a little bit. The women who were the breadwinners, I wasn't quite clear if they had sort of set out to be the breadwinner in their family. It's just seemed to have just happened. Yet, I'm actually meeting a lot of young women who are saying, "I want to be the breadwinner of my family. This is a real point of pride for me." That feels like a crazy big shift.

It's like we've suddenly zoomed from this idea of, "I'll be on his team." Then, we sort of zoomed right past partnership of equals to, "I'm perfectly happy and comfortable being the breadwinner." That's a new idea.

[0:32:17.4]

FT: That's awesome. That's a great shift. I didn't hear that a lot when I was researching my book. In fact, just the other month, I was having dinner with a girlfriend who is a little younger than I am, runs around business, has always been very career successful. Literally, say out loud, "I just want a man to take care of me."

[0:32:34.8]

AS: Oh! Yeah.

[0:32:36.0]

FT: Because she, I think, maybe overdid it to the point where now she's not seeing the fruits of her work, instead she's just seeing the stress, and the lack of time management, and the fact she hasn't been on a vacation a while and she's doing it on her own. Also, maybe her father was a very traditional father, or that he took care of his wife and the family and she's getting that influence. I still hear that as well, but it's really refreshing to know that there are young women who are setting out for a path like that. The good men are out there who will support you, and that's another great piece of the news.

[0:33:15.7]

AS: It sounds like she just wants somebody to take a little bit of the pressure off, right?

[0:33:19.3]

FT: Yeah. Yeah.

[0:33:20.2]

AS: Just some of it. That maybe she wouldn't really be comfortable being taken care of, but that just — It's like a fantasy vacation, right?

[0:33:27.3]

FT: By the way, I think when you're in a relationship, you each have to take care of each other. This idea of being taken care of is not like you're going to be the doormat. It's that you should want to be in a relationship where your partner looks out for you and wants to care and nurture you. Not that you're relinquishing your own power in that process. I think that's the misunderstanding.

Anyway, let's get back to game changing, rule breaking rules for millennial women. What were some of the other — Even for you, because I imagine you kind of heard it all, seen it all in your career. As you were researching this book, what were some of the more provocative things that you came across as far as how young women were curating their lives?

[0:34:14.6]

AS: What I felt was such a bug shift was this idea of sisterhood and community, and the idea of networking where you've got a glass of lukewarm Chardonnay in one hand and a stack of business cards in the other.

[0:34:29.6]

FT: Lukewarm Chardonnay is the best. Put some ice in that.

[0:34:34.0]

AS: Exactly. That idea, that kind of networking has really been replaced by young women who are in tight-knit chick clicks helping each other through their work — In work, and in life, but mostly at work. It's not your best friends. These are not your ride or die bestie. These are the women who — I call them your squad. They're the chicks who are there who everybody knows the rules. We're all here to help each other succeed at work and in life, and we're going to trade tips, and contacts, and advice, and talk through some of the most complicated issues.

That was what started around my dinner table, and I was thrilled to have these women, but they were also part of their own networking. They're all their own networks of other women that they saw for dinner once or twice a week, or for drinks — I'm sorry. Once or twice a month, or for drinks once a month. That to me is a huge change. This is idea — Madeleine Albright used to say, which I know is sort of hot, but there's issue earlier this year. That there's a cold place in hell for women who don't support other women.

Yet, that idea comes from a time where women were not supporting each other because there wasn't room for more than one women at the table. Now, there's endless amount of room at the table and women are actually supporting each other. I spend a lot of my days at The Wing, which has gotten a lot of press recently. I love this idea that they're creating a community and a sisterhood out of a co-working space.

[0:36:14.7]

FT: I see that too. Yeah, The Wing. There's a couple others like it and even some of my friends run networking circles for women, mastermind circles for women. I think it's — I was going to point that out too, that I think that that's very new agey. I don't think that our mother's generation necessarily had that support. You also bring up a good point that it wasn't because I didn't want to, it was just the system. That's nice to see.

All right Ann, we are time out right now. Thank you so much. This has been a huge conversation that I know is just beginning, and I'm so happy that you are spearheading this. Where has the book taken you? I think you're doing a lot of speaking around this too. We need you out there more and more.

[0:36:57.2]

AS: I am, and I'm so thrilled to meet young women and travel with the book and to talk to them about the things that matter and to pay attention to what's making their eyes light up. What's making them excited in the world? Because I do feel like it's their world and we all need to be a little more millennial in our way of thinking. I'm so inspired by them.

[0:37:20.3]

FT: I love that. We all need to be a little bit more millennial. I also wrote down a quote of yours here. Where did I put it? Oh gosh! I think I lost — “Make your mess your mojo.”

[0:37:33.9]

AS: Yes. Make your mess your mojo.

[0:37:36.5]

FT: I wrote that down. I think that's beautiful.

[0:37:39.6]

AS: Thank you.

[0:37:40.2]

FT: Ann Shoket. Thank you so much. Your book is called *The Big Life*, and it's out now. Everybody, I encourage you. It's a great read for you. Also, if you have a young woman in your life, or maybe an older woman in your life, take a millennial in her action.

[0:37:52.9]

AS: Yes. Absolutely. Thank you.

[END]