



TRANSCRIPT

Power Moves for Culture Makers Workshop, Friday December 29, 2023

(unedited)

4:51 - Kelly Diels [She/Her]

Welcome, CultureMakers, to Power Moves for CultureMakers. I am Kelly Diels, and I am holding this call from the traditional and unceded territories of the Stolo Nations. In Chilliwack, BC in Canada. And what we're doing today is going through my True X formula. It's a self-coaching tool that helps you when you feel unmoored or taken aback or spinning or in self-doubt or shame to shift that and get back into your power so that you can choose a different response than what's been conditioned into us.

5:40 - Kelly Diels [She/Her]

So, you know, if someone on the street says smile instead of smiling on command, Right, choosing a different response. That's a really simple example, but just choosing different responses so that we are deliberately crafting our lives and interrupting toxic power dynamics. So it's a two hour workshop. I have the whole method to get through. And once you learn it, you can do it instantly. It's just something you do by rote. But I just want to walk you through and do some prompts so that you can dig into it and feel it in a visceral way.

6:13 - Kelly Diels [She/Her]



And then we'll do some laser coaching. So if you've got some questions, or you want to work through a piece of the model, or you want to apply it to something, We'll do that at the end. In the meantime, feel free to drop reactions in the chat, to talk to each other in the chat. And if you have questions that you don't want to forget, drop them in the chat, because at the end, I'll go through them and see what you've put in there and make sure we try to cover off as much as possible. And this will be recorded.

6:41 - Kelly Diels [She/Her]

So I'll send that out tomorrow morning along with a transcript and some other resources. And of course, feel free to take care of yourself and do what you need to do in this workshop. So if you need to turn off your camera, take a little break, move your body, do whatever you need to do. And please also note that this is actually going out to quite a wide audience. There's about 200 people signed up for it. Feel you need some privacy, feel free to change your name, you know, turn your camera off, do whatever you need to do to make you feel comfortable and safe in this workshop.

7:15 - Kelly Diels [She/Her]

That's my dog. She always joins us. So let's get started. I'm going to share my screen with you. For those of you who like to follow along with your eyes as well as your ears, if that's your learning style, and we'll get started. So share screen. No, I don't have it. Okay, give me a second. Okay, so Power Moves for Culture Makers. That's what we're doing today. And I'm going to teach you the Truex formula, which is also what I teach in We Are the Culture Makers. It's the foundational module from We Are the Culture Makers.

8:14 - Kelly Diels [She/Her]

This is a preview of the first module from that course. And the learning intention is that I want you to learn a self-coaching tool that dissolves shame and self-doubt and gets you back into a



place where you can make a deliberate decision so you can make power moves in your life, your career, and our culture. So first I wanna talk about what I think the problem with power is. I think that the problem with power is that most of us who have non-dominant identities, our formative experience with power is that it has been used against us, right?

8:47 - Kelly Diels [She/Her]

And so when something's been used against us, if it's been misused, if it's been abused, if it's been used to coerce us or make us feel small, then of course we're gonna have a discomfort with power. But Cedar Barstow, the author of *The Right Use of Power and Living in the Power Zone*, says, and this really marked me, that underusing our power is a misuse of power, just as abuse of power is a misuse of power. And that made me really realize there's power that we can use deliberately to shape circumstances around us.

9:23 - Kelly Diels [She/Her]

Culture doesn't just have to happen to us, we can shape back. And in fact, if all of us died out tomorrow, culture also would cease to exist. It flows through us, we are the vehicle. So, it's actually imperative for those of us who have justice principles for those of us who are socially committed, and for those of us who want to author our own lives and not be continually delegitimized and underestimated, to use our power and steward it. Because again, the misuse of power is also, like the underuse of power is also a misuse of power.

9:58 - Kelly Diels [She/Her]

And when we think that power has been used against us, something that I've arrived at in my life, and this is this surprising counterintuitive thing, is that everything that's been used against me can actually be turned into a source of power. So what I mean by that is, You know, I recently, well, a year ago or so, I had a photo



shoot. And when I got the photos back, I had this, like, sense of shame of like, oh, I have wrinkles that didn't used to be there. Or, oh, my body is a lot bigger than it used to be.

10:28 - Kelly Diels [She/Her]

Like, I had shame about that. But then if I toggle out and I think about that, Those things get used against me to make me feel small, to make me feel not good enough, to make me feel compliant and like I've got to please and earn my spot. But if I look at it, why are wrinkles a problem? Well, wrinkles are a sign of age, and with age comes wisdom and experience, and you're usually less malleable. So in fact, although aging gets used against women in particular, aging is actually a source of power.

10:58 - Kelly Diels [She/Her]

And having a bigger body, one of the reasons women are shamed for having bigger bodies is because it's easier to physically intimidate someone if they have smaller bodies. So that means that my body can be a source of power in the world. And in fact, my body being a fat woman, actually gives me information about the world that other people don't have. So I know a little bit more about the experience and the biases used against people with bigger bodies, which means anytime I'm at a table and new information is required, I see the world a little bit differently.

11:32 - Kelly Diels [She/Her]

That means I have different sources of information and creativity. And anywhere that creativity is an asset, I'm then an asset because I have a different lens on things. So my creativity is different than other people's in the room. So that is actually a source of power. So all the things that we get shamed for across our lives, we can flip them and find there's a source of power buried underneath them. So that's what I want us to understand. Although power has been used against us, everything that's been used against us conceals a



hidden source of power that I'd love for us to learn to start tapping into.

12:08 - Kelly Diels [She/Her]

We know that power can be used differently. So what I mean by that is what we're most familiar with and why we recoil from power is the abuse of power, right? We're most familiar with that. But power can be used differently. That use of power, that coercive, domineering, oppressive use of power is actually the cheapest, least skilled form of power available. Power can also be power over. That's what we know, right? But power can also be power with. We can have power when we partner with other people, when we become a power block.

12:43 - Kelly Diels [She/Her]

We can have the power to. So we can harness what's inside of us and our capabilities. That's power to. So power with and power to are different sources of power. It's not just course of power. So I want us to understand that The power that's been used against us covers up our sources of power and that there are other ways of using power and inhabiting power other than just abuses of power. So I actually think that we already knew that, because we speak about power, which we're uncomfortable with, in very coded ways.

13:21 - Kelly Diels [She/Her]

We talk about empowerment. We talk about manifesting. We talk about creating. We talk about, we say this a lot, I want to make an impact. We talk about accountability, commitment, and hope. Those are all different ways of talking about power, of talking about the ability to. The desire to partner with people, to use your inner capacities. All of that is about, I want to shape the world around me and I want to be able to self-express. That is power. It's not just power over that's used abusively, right?



13:55 - Kelly Diels [She/Her]

There are other healthy, creative, more skilled ways to use power. And I love this quote from Rebecca Solnit, who wrote a book called *Hope in the Dark*, which is very relevant at this moment in time. But here's what she says. She says, Hope locates itself in the premise that we don't know what will happen and in the spaciousness of uncertainty is room to act. When you recognize uncertainty, you recognize that you may be able to influence the outcomes. You alone or you in concert with a few dozen or several million other.

14:32 - Kelly Diels [She/Her]

Hope is the embrace of the unknown and the unknowable, an alternative to the certainty of both optimists and pessimists. So this is what I want to really emphasize, right? You recognize that you may be able to influence the outcomes. And that is actually what I take to be real power. So my definition of power is power is a life force. It's not just something that's used over us abusively. Power is a life force. It's a source. And it means that you can influence outcomes. So we can influence outcomes together, and I personally can influence outcomes in my personal spheres.

15:09 - Kelly Diels [She/Her]

That is power. It's a life force. It means we can influence outcomes. It does not only have to be used abusively or coercively. It can be used in a generative, life-giving way. And that's why I want to work on this Truex self-coaching tool that shifts you out of shame or helplessness or feeling unmoored or lost or second-guessed or underestimated and into your source of power so that you can influence outcomes in whatever sphere that you're in. So the true X model is what I teach in the *Culture Makers*, and each letter stands for a thing.

15:45 - Kelly Diels [She/Her]



So T stands for toggle, and what I mean by that is we're gonna toggle out and see the bigger picture. R stands for remember, meaning remember who you are as a group, you're a culture maker, and remember who you are personally, and I'll go a little bit more into that, like remember your sources of power. And learn is, we're gonna unlearn the toxic conditioning that makes us automatically react in a particular way. We're gonna unlearn those in almost instinctive responses because they're not actually instinctive.

16:12 - Kelly Diels [She/Her]

They're socially conditioned. Then we're gonna express ourselves. We're gonna choose a different response. And then the thing that really makes power get exponential is when we do it with other people, when we partner with someone else, whether that's one person or 100 people or 10 people, or when we speak to many, right? When we use our voice to speak to many or to speak to others, that's when we get exponential. So that's the Truex model. So I want to talk about power move number one.

16:41 - Kelly Diels [She/Her]

And I think this might be the most significant one. This has been life-changing for me. So the power move is toggle. So if you think about you're on your computer and you have eight gazillion windows open, as I do, when you're going back and forth between those windows, you're toggling. And what I want us to do is toggle from one level of experience to another level experience and see what new information is revealed. So what I mean by that is toggling what you normally, the lens you're normally in is your personal lens, right?

17:17 - Kelly Diels [She/Her]

Something is happening to you or around you and you're seeing it at that level. What is happening right now between you and this person or you in this place? And it's very personal. It's inside out.



It's personal. You're on the personal level. Toggling out means toggling to a bigger picture. The bigger picture would be something like this. When my last baby was born in 2015, I was on maternity leave, and in Canada, you have paid maternity leave. So I'm on maternity leave from my job.

17:50 - Kelly Diels [She/Her]

I have four other kids at home, including a 17-year-old who plays semi-professional soccer. And I have a toddler, young kids, and then a teenager playing semi-pro soccer, which, if anyone has kids at that level, is very demanding. So this is what happened. And my partner works away for months at a time. So I'm home with a newborn who also had a reflux issue, who was crying eight hours a day, and all these other children. And I'm on maternity leave. So what do I think I'm going to do? I think I'm going to write my book.

18:22 - Kelly Diels [She/Her]

This is my time. I have a year or two years off work. You know, I can, I can write a page a day. The book will get written. And then I'm doing it, and I'm doing it, and I can't get it done. And I'm wondering, what is wrong with me? I clearly am unproductive. I do not use my time wisely. I'm not good at time management. I cannot get a book done. I can't even get a page done a day. What is wrong with me? Then I started time tracking with an app on my phone. And I found after time tracking for a few weeks that I had between 43 and 48 minutes of free time a day.

18:55 - Kelly Diels [She/Her]

Now I look back and think, well, that's ridiculous. But at the moment, I thought, wow, this is amazing. I have 48 minutes of free time a day. I can write one page in 48 minutes. I can nail this book. But when I did a bigger analysis of it, what that actually was, was I had a minute here and a minute here and three minutes here between things. And so every time I opened up my page to work



on something, I had two minutes, which meant I read the page and then that was it. I didn't have time for anything else.

19:23 - Kelly Diels [She/Her]

All that to say is I was looking at all of that through a very personal lens. Like, I want to do something. I can't get it done. Clearly, I'm bad at time management. I'm looking at it all through a personal lens. And now I'm feeling really badly about myself. I'm wrong. I need to be fixed. I'm not doing something right. That was the personal lens. But if I toggle out, and I read a book called *Overwhelm* by Bridget Schulte, who says time is a feminist issue, if I toggle out, I see something different.

19:53 - Kelly Diels [She/Her]

So when she says time is a feminist issue, she means it is a nearly universal condition that women in our culture don't have time because their time has never been thought culturally to belong to them. Their time and their labor has historically belonged to other people. It has belonged to the men in their life. It has belonged to their families, to their children, to anyone around them who was doing important things. Many famous authors who are male were only able to do what they did because their mother or their sister was bringing them lunch and dinner and taking care of them.

20:28 - Kelly Diels [She/Her]

Women's time has never belonged to themselves. So if we toggle out and we look at the bigger picture, the collective issue is, oh my goodness, women don't have time because they're not allowed to use their time for themselves. Their time is assumed to belong to other people and they are conditioned to give it to other people before they give it to themselves. So that is toggling. When I look at the bigger picture, what happens? All that shame I had about, oh, I'm bad at time, I'm not managing time correctly, I'm unproductive, I need to study time management, And all of that



dissolved instantly because I was like, Oh, I see what's really going on here.

21:03 - Kelly Diels [She/Her]

I am supporting my partner's career. He can be away for months at a time and I am not supporting my own career. I have all these children and I have no support. I have no local family. I have no childcare. I have no time off. I literally don't have time in the day to do things for my own career because I am first offering it to my partner and to my family. I had to shift that. So all I'm trying to say is when you toggle outside of your personal experience and you see the bigger structural collective picture, new information becomes available and your shame dissolves like that.

21:39 - Kelly Diels [She/Her]

It's not you. It's the situation you're navigating and the way that you've been conditioned to participate in it and everybody else has been conditioned to. So you're automatically defaulting to something that doesn't benefit you. And I think about that with school boards. Piece about this recently about time tithing and time pricing. School boards in my neighborhood have a whole bunch of austerity measures that they put in place. They're cutting funding for this. They're cutting funding for that.

22:09 - Kelly Diels [She/Her]

There's no computers. There's no playgrounds, whatever. All the things are being cut. And what happens is the women in the school, the mothers, immediately get to work fundraising to pay for the school computers or fundraising to pay for the school playground or fundraisings for security so that the playgrounds can be open on the weekends, women immediately fill in the gaps that the school boards cut. When you look at it through a personal level, you think, oh, well, yes, I want my children to do well.

22:37 - Kelly Diels [She/Her]



And yes, the children need these things, so let us fill the gaps. But when you toggle out to the bigger level and you think, who gets off the hook here? Who's benefiting from it? You're like, oh, look, the school boards are getting no pushback on any of their cuts because women fill in the gaps with what? Their time. Because it belongs to other people. It belongs to the school board. It belongs to our children. It belongs to everyone before it belongs to us. So when I toggle out, I think, You know what, I actually don't want to participate in that fundraising endeavor.

23:06 - Kelly Diels [She/Her]

What I actually do is want to show up at the school board meeting and make a ruckus. What I actually want to do is organize the other mothers to protest and push back on these austerity measures. That's like a better use of my time than filling in the gaps endlessly. You can come to a different conclusion. I'm just saying when you toggle out, new information becomes available, and your shame dissolves. It's not you. You're not the problem. You're navigating something that is the problem, right?

23:34 - Kelly Diels [She/Her]

Another way to think about this is with mansplaining, which is actually a word that, again, came out of Rebecca Solnit. I just gave you the quote from Rebecca Solnit about hope and the ability to influence outcomes, which is what I think power is. She wrote a book called Men Explain Things to Me, and she talks about being at a really fancy party just after her book came out. One of her first books. And a gentleman, an older man, very powerful man, rich man, asked her what she did for a living.

24:02 - Kelly Diels [She/Her]

She said she wrote a book and he asked her what it was about. She explained what it was about. And he started saying, you know, I just read a review about that book about a similar book. You should read it. You know, the author apparently does this, this and



this. It's supposed to be really incredible. And he starts explaining to her and her friend. Is standing beside her and saying, that's her book. That review is about her book. That's her book. And he's explaining her book to her saying she should read it and acting like he's the authority.

24:31 - Kelly Diels [She/Her]

And she said, that is actually what happens to women all the time. People assume authority over us and try to explain to us things that we know better and that maybe even we created. He was explaining her book to her. So the word mansplaining came out of that. So that actually helped me enormously because when that book came out, I was significantly younger and I was always getting talked down to professionally by the men in my life. And so I would be at a meeting and getting talked down to or getting my idea re-explained in a different way.

25:08 - Kelly Diels [She/Her]

And I felt like, wow, there's clearly something wrong with me I have confidence issue I'm not able to explain my ideas in a way that gets my colleagues to listen to me so I started working on myself and my confidence and my presentation and all of those things and when I read this book about mansplaining I was like oh my god it's not me I don't have a confidence issue. I have a mansplaining issue and we all do. And instantly my shame about myself dissolved. And then when someone mansplained to me, I knew what it was and I could say it back like, oh my goodness, are you mansplaining me?

25:43 - Kelly Diels [She/Her]

And then immediately puts the person on their back foot and they have to explain themselves and the power dynamic just changed, right? So when you toggle out beyond the personal level and see systemically and culturally what's going on, your shame dissolves, and now you can make a different move. Now, instead of just



joining the fundraising committee, you can put the school board trustees on notice, right? You can do something different. Now, instead of just filling in everything your family needs with your time and labor, you can say, like, no, we're going to get childcare, and no, you're not going to work out of town anymore.

26:18 - Kelly Diels [She/Her]

Because I also have a career, and this is what's going to happen going forward. When you toggle, you get out of shame and thinking you're the problem and into what is actually going to be a different response that changes this circumstance. And so it's just the ability to change a different response and the ability to get out of shame. We are carrying so much shame that was never ours. It is not yours to carry. So toggling, like I said, if you do nothing else in the model except learn to toggle, this can be a game changer.

26:50 - Kelly Diels [She/Her]

And the reason that toggling works is because you're zooming out to the collective lens. Now, something about that can be challenging because how do you learn to zoom out and see the structural things? You actually have to build your analysis, and I'll get to that. You have to build your analysis. So I think about this, if you need a physical example or a metaphor, think of it as when you're in the personal lens, you're on the ground. When you're in the systemic lens, you got on the balcony and you're looking down and you can see the labyrinth and you can see the way out of it.

27:22 - Kelly Diels [She/Her]

So we want to just learn how to change the altitude. So to toggle out, you want to think collective, you want to think social, you want to think about power relations, not just what's happening between the two of you, but power, what is happening there? And my question that often calls all of that into focus, what I want to toggle is who gets off the hook? So if I take on all the domestic and child rearing labor in my home, who gets off the hook? Well, my partner



gets off the hook, but also the social structures get off the hook, like all the lack of support, the lack of daycare, the lack of those things.

27:56 - Kelly Diels [She/Her]

The people who are making those decisions, they get off the hook. You know, with the school board, if I think who gets off the hook, it gets me to stop focusing on like the children need this, which makes me wanna fill in the gap and think the school board is getting off the hook. They are making decisions that are not in our good interest and they are getting off the hook. And that helps me point at what the correct action is or what the different responses. So all of this is to say, in order to toggle, you have to build your analysis.

28:24 - Kelly Diels [She/Her]

And what I mean is your collective analysis, your liberatory analysis, your feminist analysis, you have to build your analysis. I actually am able to do this fairly easily because I've been studying political theory for 30 years, right? I taught political philosophy at university. So I have been doing this for a long time. I've been reading feminist theory for a long time. But there are other, there are ways to build your analysis faster than 30 years of study. So Dr. Barbara J.

28:53 - Kelly Diels [She/Her]

Love is an old school feminist theorist, and an activist on the ground. And she has this four step model of like how you develop a liberatory consciousness, which is what I mean by toggling. So she says the first stage is awareness. That you see that there's something going on that's not quite right. You're noticing that something's not quite right and you're wondering what's going on. You're asking questions about that. Analysis is when you are able to analyze the situation and you have enough information outside your personal lens to see things differently.



29:27 - Kelly Diels [She/Her]

And the more you build your analysis, the more you can think independently. So one of the things that happens when we're in the awareness stage is we stop obeying the authorities that we are interrogating, right? We stop obeying certain cultural norms. But what we then do is we look to the leaders in the countercultural space, and we start obeying them. And that isn't liberation, right? Analysis is when it takes us beyond just obeying other people who we respect, who are in the liberatory countercultural space, to analyzing things from independently and coming to our own conclusions, which is what I think liberation is.

30:05 - Kelly Diels [She/Her]

Coming to your own conclusions, choosing your own response, choosing a different response, and then partnering with other people to do that. So she says, OK, we move from awareness to analysis. And what I want us to be able to do in toggling is to get to that place of analysis where we're analyzing the situation and choosing our own responses rather than obeying one set of authorities here or one set of authorities there. Then we move into accountability, which is, what do we need to do to shift the dynamic, either for ourselves or for other people?

30:38 - Kelly Diels [She/Her]

What do we need to change in our own daily practices and beliefs and around us? And then action and allyship is, what are we doing? How are we providing support to each other and not just worrying about our own things? So that analysis piece, to me, is the key. If we have an analysis, we can toggle. So the key to toggling is building your analysis. So here's a prompt, and I want us to just take maybe two minutes to think about this. I want you to think about something that's going on in your life where you feel disempowered, or where you feel frustrated, or you feel underestimated, or you feel shame.



31:20 - Kelly Diels [She/Her]

I want us to then look at that through a different lens. So I want you to get on the balcony and toggle out what's the bigger picture. So you feel shame in this situation because you have wrinkles in a photograph like I did. If we look at it through the lens of the collective or the identity, what system is at work? Who's benefiting? Who gets off the hook? Or what source of power is being hidden from you? So that's what I want us to do right now. Take something that you're feeling shame about.

31:50 - Kelly Diels [She/Her]

Take something where you're feeling underestimated. Think about a situation where you feel suddenly unmoored and not in your power. And then let's toggle out. I just want you to journal on it. What's the thing that's happening or how do you feel? And then if you look at it through the lens of what's happening because of my identity. Or what's happening where someone's getting off the hook, or what's the hidden power here that I could unearth? That's the toggle. So let's just take two or three minutes to do that.

32:17 - Kelly Diels [She/Her]

Pick a thing that's going on in your life, and then try to toggle out and tell me what you see. And let's do a little laser coaching on that right now. I'd love to hear when you toggle out, what are you seeing, and maybe if you need help looking at that from a different lens. So right now it's 930. Let's go to 933 with that. OK, one more minute on this prompt, and then let's do some laser coaching on what was revealed to you. Okay, let's come back now together. I'm going to stop sharing and let's see if anyone wants to talk through what they discovered when they tried to tossle.

35:44 - Kelly Diels [She/Her]

Just let's be really informal. Feel free to just jump on and tell me what you found.



35:59 - Jacqueline Gates
I will.

36:00 - Kelly Diels [She/Her]
Yes.

36:02 - Jacqueline Gates
Hey there. Okay. So this was a huge surprise. So I went looking for something that I feel ashamed about. And that is not being able to slim down the way I want to, that not being able to control my food and all this stuff, like deprive myself. And I live with a stoic triple Virgo who when he decides something it's that right and it never moves and so I feel so ashamed that I'll decide in the morning to not eat chocolate after dinner and then after dinner I'll eat it and so I started toggling it's like why do I want to be thin and then I got out to because patriarchy because systems because visual cues right etc and it ended up I uncovered, I just kind of feel it now.

36:53 - Jacqueline Gates
I uncovered that the power that's being hidden from me is to decide that I'm beautiful anyway, period, without any of those caveats. And then also the power to be rich anyway, because what I realized is that I had this kind of weird segue that said, rich people are thin, And in order to be rich, I have to be thin. And I can't be rich, I'm twice thin. And it's just like there was this weird math equation going on in my head. And it's not true. Right. So.

37:26 - Kelly Diels [She/Her]
That's powerful, Jacqueline. That's powerful. So where did you learn that? Is there a different response you want to choose now?

37:36 - Jacqueline Gates



I can just be me now. I don't have, yeah, I mean, I've been on a self-improvement thing for probably decades. And it's like, what if I just say I'm fabulous right now and go from there instead of saying I need fixing or broken or improvement or something.

38:03 - Kelly Diels [She/Her]

I had that big epiphany to Jacqueline when I was about 35 or 36, and I encountered the fat acceptance movement and the health at every size movement and sort of had that epiphany to like, oh my goodness, what if I'm just okay as I am. And what if I don't wait to do the things I want to do? And here's what happened. When I had in my head, like, oh, I will do that thing in my career when I look a certain way, because then I will be appropriate, right? And I and not going. I don't do that. And when I stopped thinking that and just went straight at the things I wanted, I started getting the things I wanted.

38:39 - Kelly Diels [She/Her]

And instead of pouring all my energy into starving myself, and lowering my energy by starving myself, I directed all that to the things I wanted to grow, to my writing, to my business, to self-promoting, all of those things. When I poured the energy into that and went straight at the power that I wanted, then I actually grew it. So I think it's a big power move to direct our energy at the things we want to grow and to understand that being thin and conventionally attractive is often a power move for women.

39:11 - Kelly Diels [She/Her]

It's like the appropriate, that's how we're gonna get resources, right? But it's an indirect way of getting resources because it depends on other people finding us attractive and being willing to allocate resources to us in time, attention, opportunities, whatever. So it's an indirect way of getting what you want. It's much better to go straight at the thing you want.



39:31 - Jacqueline Gates
Yeah, I love that.

39:35 - Kelly Diels [She/Her]
Thank you, Jacqueline.

39:35 - Jacqueline Gates
This is very cool. Thank you so much.

39:38 - Kelly Diels [She/Her]
And that's why I said, if the only thing we do in this model is learn to toggle, it's a game changer. The other things reinforce the toggling. But what Jacqueline did was used her analysis around patriarchy to get out of her personal lens and stop feeling bad and then figure out her next move to go straight at the thing she wants. Does anyone else have anything that they toggled and any results they want to share? Feel free to just jump in.

40:08 - Leonie Schäfer
I would.

40:09 - Kelly Diels [She/Her]
Yes, please do.

40:12 - Leonie Schäfer
It's something that I've looked for a different perspective for before or that I've, you know, been working on for a while. So my kid has been having huge problems in school, like ongoing. He's become anxious to go and sort of the latest decision around this that we both took was that this school system, or like the regular school system here, it's just not working for him. He's neurodivergent and he's just, the school that he's at now is they're going to try and make things work, but I already know it's not going to work.

40:55 - Leonie Schäfer



I already trust my gut enough. It's a, it was, it's actually hard for me to come up with answers to like who benefit that are not huge. Like the system benefits, teaches authorities that want people to conform, but it's very, it's vague in a way. Like Can see there's a system at work,

41:21 - Kelly Diels [She/Her]

I.

41:23 - Leonie Schäfer

But it's hard to break it down, you know, to our level, what the options are.

41:28 - Kelly Diels [She/Her]

I think you already figured it out though, because you're already looking at that and you're like, this system is not built for him. And so, we're not going to like shear off his edges to make him fit into that box. And the school system really is about just getting kids to sit quietly and do what they're supposed to do. And it's not really about encouraging creative thinking or innovative thinking or any of those things that we know are actually what our children need.

41:58 - Kelly Diels [She/Her]

And I can really deeply relate to what you're going through. When my daughter, who's now 17, she was about 10 years old, she got diagnosed with ADHD and some learning processing issues at the same time. Her pediatrician did the most amazing thing. She sat down with us, and she gave us the diagnosis. And we're getting shocked and upset. And she said to Lola, my daughter, This only matters in school. It doesn't matter anywhere else. And the reason it matters is school is taught a certain way, and your brain doesn't fit that certain way.

42:31 - Kelly Diels [She/Her]



You are 100% able to learn, to flourish, to succeed. And in fact, a number of CEOs have ADHD or other neurodivergent tendencies because that's what helps them think differently and innovatively. So this is not a barrier to success or a barrier to you self-expressing and achieving what you want in life. It's only a problem because you're in a system that is built for a certain kind of brain. And most of us don't have that brain.

42:57 - Kelly Diels [She/Her]

And it was just the most genius thing she could have said to us because it just immediately freed us to be like, we're not going to look for this system to give us approval. We don't care about grades. We don't care about any of these things. We're going to figure out how to make this work for you. And so I never like cared much about the report card or any of those things. And now she's 17, has early admittance to university, has a scholarship, full entrance scholarship, because we just did it differently on her terms.

43:26 - Kelly Diels [She/Her]

So sometimes all it means is we let go of other people's standards and figure out how to make it work for the kid, or we take the kid out of that system and put them in something else. I think you've already nailed it. And the conformity piece of what the school system was designed to do was prepare us to be factory workers. That's not the way the world works now. And what that that was like, can we sit from nine till two quietly and go to breaks on a lot of times? And, you know, are we controllable?

43:58 - Kelly Diels [She/Her]

Can we just do repetitive tasks over and over again? And that's like, to me, there's no value in that. So, I mean, I think you've already got you already have the toggle, which is like they're trying to fit him in a box. And there's no purpose to that box, so we're just going to divest of the little markers of that box.



44:19 - Leonie Schäfer
Yeah, thank you.

44:21 - Kelly Diels [She/Her]
And who benefits then is like anyone who's just trying to make us malleable and conformist.

44:30 - Leonie Schäfer
Yeah, individuals as well as the system, right? Yeah, totally.

44:36 - Leonie Schäfer
I sometimes it's Yeah, I forgot that the system is made up of individuals as well. Who support it and who co-oppoort it.

44:48 - Kelly Diels [She/Her]
Right, and it's easier to teach one way than four different ways. Right? And, you know, as a teacher, when I'm presenting material, I'm trying to present it in a number of different ways. So some people learn better on the spot orally. You know, some people need to read things. Some people need to work through things physically. You know, there's different ways of learning. So I try to provide different ways of getting into the same material. But that's not always what happens in classrooms.

45:15 - Kelly Diels [She/Her]
You know, some great teachers really do do that, but not everyone does.

45:20 - Leonie Schäfer
No, they don't. Yeah.

45:22 - Kelly Diels [She/Her]
But I mean, you already have that piece,



45:24 - Kelly Diels [She/Her]

Which is like, you aren't trying to fit your kid into a box. And that is where the stress and the trauma would come from

45:31 - Leonie Schäfer

I think there was a part of me that was, I felt guilty for him being different and for not conforming myself.

45:45 - Kelly Diels [She/Her]

Well, and if we want to take that one step further, there's sources of power underneath those differences. And that's why we get shamed for them. Like I always think our difference is our asset.

45:59 - Kelly Diels [She/Her]

Right, like being neurodivergent, you know, I have ADHD. One of my kids is proposing to me that I'm on the spectrum because I have all these weird sensitivities anyways,

46:11 - Kelly Diels [She/Her]

But I definitely have ADHD. That's actually great. It's my superpower. You know, like there are some things I'm really transfixed by novelty. When I have intense focus, I can move mountains and get in a flow state like anything, right? So it's actually a superpower for me. And then I put strategies around the ways that, you know, make daily life challenging. So anything we've been shamed for, there is a source of power. I'm convinced of it. There's a source of power there. And you being non-conforming and being different means that you're exactly the right mother for this child, right?

46:47 - Kelly Diels [She/Her]

Because you can guide him through what it means to be different. There's power there.

46:58 - Leonie Schäfer



I'm starting to see it.

47:00 - Kelly Diels [She/Her]

I'm so excited. Thank you for sharing. This stuff is vulnerable.

47:04 - Kelly Diels [She/Her]

I'm so grateful for everyone taking the chance to share to say what you want to, let's do one more share and then move on to the next couple of stages in the model, which just amplifies the model. But this toggling piece, like building your analysis, being able to zoom out, the toggling piece changes everything. It gets you out of shame, and often the next right step just automatically presents itself. But let's hear from one more person, and then we'll move on. Anyone want to get vulnerable?

47:31 - Kelly Diels [She/Her]

Put something that came up for you on the table? Hi, Anishka, I think you're on mute, Anishka.

47:42 - Anishka Grover

Thank you for telling me. Oh my gosh, hi. My name is Anishka.

47:46 - Anishka Grover

Thank you. I didn't want to share initially because I guess I'm having trouble. I suppose I have ADHD also, but I'm having trouble with just kind of progressing to the next step because I'm currently unemployed. I was like, oh, and I'm happy to be unemployed right now. It's been really a good time for me to just kind of undo the past year. So I guess I just kind of am having trouble with like the next step from toggling to, or, I mean, toggling, I feel like it's just gonna be a lifelong journey really for me.

48:34 - Kelly Diels [She/Her]



Do you want to give like a specific thing like is there a specific thing that feels fraught or. Has you second guessing yourself where there's a little bit of shame about it?

48:46 - Anishka Grover

I suppose the shame is in just being comfortable in my unemployment right now. And just knowing that I know that I don't want to go back into the same industry that I was in.

49:02 - Kelly Diels [She/Her]
Beth.

49:03 - Anishka Grover

And uh, the thing is, yeah, I have all these like skills, but I don't know how to piece them together. And I know just going into something conventional doesn't make sense.

49:16 - Kelly Diels [She/Her]

Okay. So, I mean, this is actually a very exciting moment, right? This is the moment that everything changes for you and you know it, right? And the discomfort about feeling comfortable in the unemployment, the toggle out that I would see, that I would offer to you in case it's useful is, Our culture, in a capitalist culture that's built on factories and industrial production, One of its almost religious values, almost like a fetishization, is around productivity. Like work productivity, and we start conflating our identity with our jobs and with what we produce.

49:57 - Kelly Diels [She/Her]

And then when we're not employed and producing appropriately, we're violating a huge cultural taboo, which can be where the discomfort comes from, both externally, that people might think a certain thing about us, and then internally, like what I was thinking when I was on maternity leave, like I'm not being productive. We feel like we have to earn our space in the world with our endless



productivity. So I would look at that as like the culture of relentless productivity is what is going on here.

50:29 - Kelly Diels [She/Her]

And who's benefiting from systems of capitalism are benefiting from making you feel like shit because you don't currently have a job and therefore you don't have a right to be. But this is actually an incredibly productive and generative time for you because you're looking at your disparate talents and skills and resources and thinking, how can I turn this into a livelihood on my own terms? But you're not the problem here. It's a system that only values your output when it's in service to something else rather than in service to yourself.

51:09 - Kelly Diels [She/Her]

Does that help?

51:10 - Anishka Grover

Yeah, that that so resonates that. Yeah, that was awesome. Thank you for articulating that.

51:17 - Kelly Diels [She/Her]

But one of the things to look at when we're struggling to toggle is like what are the different, what Leila Saad calls systems of supremacy. She says SOS, systems of supremacy. What are the different systems? So that would be like patriarchy, racism, capitalism, colonialism, like look to those different structures. What's at play here? And that's when I was sort of going through those different systems. I'm like, capitalism here, you have to earn it with your relentless labor.

51:43 - Kelly Diels [She/Her]

If you're not producing work outputs for the GDP,

51:47 - Kelly Diels [She/Her]



What's the point of you? Right? That's where that's coming from And then like personal stuff will come in too. Like maybe in our families, you know, the people who work really hard, maybe women have to work really hard in our families to support everyone else. And if we're not working, then we're not a good person. Like there can be other stuff. There can be religious stuff. But like, if we look through those different systems, we can understand like, there's the discomfort. And this discomfort that you're in is generative, right?

52:14 - Kelly Diels [She/Her]

This is growing pains where you are moving into liberation, where you're going to choose your livelihood. And so sometimes it does take a little while for it to coalesce and take some experimentation, but you've already made the decision to do it differently. And now it is just experiment until it comes together. Thank you so much. It was a really brave share. I'm so grateful. I'm so grateful to all of you for being willing to share what's actually going on because there's so much that's parallel.

52:46 - Kelly Diels [She/Her]

That we've all had similar experiences. Okay. I want to go back and share my screen again and take us through the rest of the model. So share screen. So that's how we toggle. Now, can you all see my screen? It's paused. Let me try again.

53:21 - Jacqueline Gates

Yes, we can see it now.

53:25 - Kelly Diels [She/Her]

Thank you. Thank you. I appreciate the feedback. Okay. So now, What comes next? Now we are going to remember. So the Truex model we did toggling. Now we're going to remember. What I want us to do is remember who you really are. So everyone on this call has a marginalized identity of some sort. Some of us have



multiple marginalized identities. Often, we are not thought to be the culture makers, right? We're thought to be the free riders or the people who are supposed to supply our labor to the agendas of the culture makers.

54:04 - Kelly Diels [She/Her]

But it's my thesis that we are actually the culture makers. We author culture. We might not be the power brokers yet, but we are the culture makers. And I can go through a list and show you who we really are. So the internet and computer programming, a woman, Ada Lovelace, wrote the first algorithm before computers were even a thing. Rock and roll, jazz, hip hop, Black Americans invented them. Pop culture slang, almost all of our trendy language comes from the drag community, the Black community, queer, gay, trans, and immigrant communities.

54:36 - Kelly Diels [She/Her]

Indigenous people protect 80% of the Earth's biodiversity. The literary and academic canons, science. If you look at the acknowledgements of all the big books across time in the canon, you'll see male authors thanking their wives, sisters, mothers, and female assistants for their thought partnership, their typing, and their disproportionate domestic labor that made that work of art possible. And then, of course, there are the women who were co-authors but didn't get credit.

55:08 - Kelly Diels [She/Her]

Instagram, Facebook, and TikTok could not exist. Social media platforms could not exist without women adopting them and generating the content. They are like the first adopters of these programs and generate disproportionately the bulk of content. Professional supports would cease to exist without black athletes. Art, fashion, music, and dance, gay people and people on the margins have always been the source of creativity in these professions. Teenagers, who are wildly underestimated in our



culture, including Autumn Poitier in Canada and Greta Thunberg, who's also neurodivergent, are leading movements to save our environment.

55:49 - Kelly Diels [She/Her]

They're also leading the way on gun control in the United States of America. And the Beatles, for example, could not have become iconic superstars without teen girls crowning them. And that's actually something to watch for in pop culture. Whoever the girls like, initially, those people will get sort of put down, but they are the ones who make a thing popular and then it becomes culturally iconic because then the men come on board. That's what happened with the Beatles. So teenage girls are literally kingmakers and queenmakers.

56:24 - Kelly Diels [She/Her]

You know, think about Beyonce and Taylor Swift without teenage girls. And why do we text? There's actually an article tracing out. It's because Norwegian teenagers made it a thing. Ericsson phones in Norway. Teenagers discovered that they could send numeric and text messages to each other and it became a thing and then all the other phone companies and data companies made texting possible and built that functionality into other phones. So it started with Ericsson in Norway and Norwegian teenagers and now that's why we text.

56:58 - Kelly Diels [She/Her]

Culinary arts, if you ever watch interviews with chefs, foodie and restaurant culture literally wouldn't exist without immigrant chefs and immigrant traditions. And in interview after interview, you'll see top chefs of all genders name their mothers and grandmothers as their inspirations for their work or their art. And even countries, nations as a whole, the ones who have glowing reputations, or used to have glowing reputations for human rights, have them because Black civil rights activists, feminist, indigenous,



and gay rights activists lobbied and protested and put blood, sweat, and tears into making those civil rights a thing.

57:39 - Kelly Diels [She/Her]

Nearly every civil right and human right you can point to was agitated for and earned blood, suffering, sacrifice, protest, and persistence by the people who were either not included in the first definition of people or who were defined as illegal. So when a nation has this incredible right for human, incredible reputation for human rights, it's because of the people who were discriminated against who made that human right possible. And I saw a speech, Paulette Senior, who was at the time the director of the Canadian Women's Federation, said that she copes and triumphs by remembering who she is.

58:17 - Kelly Diels [She/Her]

So she's a black woman, the head of an organization, and how did she get from there to here? And she says, by remembering who she is. And that's also how it works for me too. I remember everything I've survived. I remember how scrappy and ingenious I am, how I made something out of nothing, right? All the wild things that I've survived, the horrific things I've survived, I'm still here. I am inevitable, as my friend Danielle says. She likes to say, I am inevitable. When you remember everything you've come through and you're still here, you're still standing, How you tap into your power.

58:54 - Kelly Diels [She/Her]

So whenever you not you feel not good enough whenever you feel on board ashamed, remind yourself of who you are, you're a culture maker from a lineage of culture makers, and you personally have triumphed and survived. Unbelievable things. You've made things out of nothing, out of little resources. You've made magic. When you remind yourself of that, you tap into that



power source and sometimes that little rebel energy of like, yeah, this is happening. I'm not consenting to that.

59:25 - Kelly Diels [She/Her]

So we are the culture makers. We are the culture makers and we always have been. Remember who you are. So a prompt. We've already toggled. I want to take one or two minutes. I want you to just sort of cast your mind back off everything you've survived, every ingenious scrappy move you've made, every impossible thing you made happen. You know, the way that you came up with resources to do this thing that should have been impossible. Where you've come from, where you are now, remind yourself.

59:54 - Kelly Diels [She/Her]

So I want you to make a quick list of all the things that you've survived, all the brilliant things you've done, everything you've been able to manifest. Let's take two minutes and list them down. I want you to remind yourself who you are. And how extraordinary you are. So let's do that right now. It is 9.58. We'll come back at 10 o'clock. So I'll put myself on mute for a minute, and I'll leave you to make a list of all the things. And you don't necessarily have to report them back to me, but I want you to just get in the feeling of, oof, I am not to be fucked with, right?

1:02:31 - Kelly Diels [She/Her]

Okay, now I welcome you sharing what some of your list of things that you need to remember as your power source are, and I also don't want to put anyone in a really revealing spot. So I'll share some of mine, and if you feel you want to share yours, feel free. So here's what I remind myself of when I wanna remember who I am as one of the stages here. If toggling didn't quite do it and I need to augment how I remember who I am, I think, okay, I am a survivor of childhood sexual abuse. I am the first person in my family to graduate from university.



1:03:06 - Kelly Diels [She/Her]

I have been pregnant nine times and have four beautiful children who were sawed from my body, hip to hip, four cesarean sections. Right. I went through a brutal divorce and I had two children under the age of four, no child support, no job, like was in a real desperate situation. And I managed to get us to a place that now I can pay my children's college tuition. Right. Like when I look at all of that, like I am unstoppable. I, that's what I, and that's the energy I want you to have is like, look at all these bananas, ridiculous, sometimes horrific things that have happened to you and you have made.

1:03:50 - Kelly Diels [She/Her]

Circumstances that were totally impossible happen. You are still here. You are still standing, right? So if anyone wants to share, I welcome it. I also don't want to make anyone feel too, too vulnerable. But I just want you to know that there are things you have done in your life against all odds and creative power moves and ingenious scrappy moves that you've made. And that is where we want to live when we get in that place of feeling unmoored. If someone's underestimating you, they are underestimating you at their peril.

1:04:23 - Kelly Diels [She/Her]

They do not know who you are, but you know who you are. Does anyone want to share? I understand it's sensitive. We can move on.

1:04:41 - Katie Mae Scripps

Ah.

1:04:42 - Kelly Diels [She/Her]

Okay, yes, please do.

1:04:45 - Katie Mae Scripps



Hi, my name is Katie May. I am also a survivor of sexual assault within the family, and I am the one who is strong enough to be willing to talk about it. I was raised by a single mother who I only really started realizing in my adult life was really quite emotionally unstable and somewhat unhinged. She did the best with what she could, but it was also really challenging to grow up in that environment. I was able to take all of that. Really in my own healing journey, like study all of that and learn from it enough to become an intimacy coach and to have really transmuted so much of that.

1:05:35 - Katie Mae Scripps
Yeah, thank you.

1:05:39 - Kelly Diels [She/Her]
There's a quote from Tina Turner that says, she was able to turn poison into medicine. And that is the ultimate power move. And earlier in this talk, I said, everything that's been used against us is actually a source of power. And so even sexual abuse and sexual assault, which I would never wish on anyone, never, That has actually become a source of power in my life because I can pick up a predator instantly, like instantly pick up the signals. I can read power dynamics around consent instantly.

1:06:13 - Kelly Diels [She/Her]
Because I have long histories with understanding them from the inside out when no one understood the outside piece, right? So it's become a source of power in my life. It's post-adversity growth, right? I don't wanna wish trauma on us, but I do know, like you said, Katie, that you can transmute it. And like Tina Turner, who knows a thing about pain and abuse, you can turn poison into medicine. And when we remember that you have the ability and you have the history, of turning poison into medicine, that can get you in your power in the moment.



1:06:47 - Kelly Diels [She/Her]

So we toggle out, we get the bigger picture, we dissolve the shame, we realize we're not the problem, and then we anchor in like, oh, and I am unstoppable. Like I can turn poison into medicine. You underestimate me at your power, at your peril, at your peril. Thank you, Katie. I so appreciate it. Okay, let's go on to the next step, which is to unlearn. And unlearning really is just about choosing a different response. Oh, it didn't work again. Okay, let me try again. Okay, looks successful this time.

1:07:36 - Kelly Diels [She/Her]

So we are going to move on to the power move number three, the U in the Truex formula. So we've toggled, we've remembered, we're unlearning. And again, we're taking a long time to go through it, but you eventually can move through this model, this self-coaching tool, the Truex model instantly. So let's go through to unlearn. So unlearn is right now you want to forensically and carefully identify the behaviors, beliefs, and practices that support the shame, that support the status quo, that support the current challenge, and choose a different response.

1:08:13 - Kelly Diels [She/Her]

So we're basically looking at what's our conditioning, what's our automatic response and interrupting it because it only works when it functions on the level of the unconscious. So something is just automatically happening. If you slow that process down or you look at it directly, it doesn't work anymore. The conditioning doesn't work anymore and you can choose a different response. So one of the things I think is a good example of that is this It's like a little booklet, a little thing called The Characteristics of White Supremacy Culture by Kenneth Jones and Tema Okun.

1:08:44 - Kelly Diels [She/Her]

And what they do is they map out that there's a whole bunch of daily practices or beliefs that we use and default to that actually



reinforce white supremacy culture. So we might intellectually and viscerally and emotionally and idealistically say we want to end white supremacy culture, but there are daily things that happen that support it. So if we know what the connection is, we can interrupt those daily practices and therefore dismantle the bigger thing. So they said, one of the things that supports white supremacy culture is perfectionism.

1:09:17 - Kelly Diels [She/Her]

Another thing is a sense of urgency, a fear of conflict, you know, the right to comfort. So when we look at those things in our daily life, you know, if we're indulging in either or thinking, we are potentially supporting white supremacy culture, because these are the things that are like the pillars of white supremacy culture. So if you can look at those little behaviors, you dislodge the big thing. So that's what I want us to do with our learning is look at the little behaviors that happen on a daily basis that support this bigger thing that you don't want to have happen in your life.

1:09:51 - Kelly Diels [She/Her]

So again, we're going to be looking at the little, little things. So an example, let me think of an example. An example of, Let's say patriarchy. I use this example often because it's something that surprised me so much. But when I just default to doing what men ask me to do, I am supporting patriarchy. And I'm personally against patriarchy. And that means in my life, then my life is no longer my own. It's being directed to support you know, patriarchy and the men in my life. So, for example, when my partner was working out of town all the time, and I was taking on all of the domestic and child raising labor, I am supporting patriarchy.

1:10:41 - Kelly Diels [She/Her]

I'm supporting his career over mine. I'm doing all the work, taking on disproportionate labor in order to enable him to have the freedom to pursue his career, which is also what wives and



mothers and female assistants have done for like famous authors and big thinkers in the Western canon, right? They made sure like, I think it was Einstein who wrote a letter to his wife about You know, here are the things I need you to do. Don't talk to me when I'm in my office. Bring me my lunch. Do keep the children quiet.

1:11:11 - Kelly Diels [She/Her]

Like a whole list of all the things she had to do in order to enable his ability to study at the highest level. All that to say is there's little things that happen in our daily lives that create realities that we don't want to have. Another example is we are conditioned to just obey. So this thing surprised me, and I keep talking about it, but three or four years ago, I was in the grocery store, and this man looked at me and said, smile. And I literally smiled on command. It was Pavlovian.

1:11:43 - Kelly Diels [She/Her]

It was just instant. And it's those kinds of things that we get mad at ourselves about, but it's conditioning. And now I've thought about it. I'm like, wow, that was an incredible reaction. I was so mad at myself. But now I think about those things. I'm like, OK, when people tell me what to do, I want to pause a beat before I say yes. And even my co-worker, Triva, who works on in co facilitates, we Are the Culture Makers with me, she's been counseling me over the last couple of years to say a slow yes.

1:12:14 - Kelly Diels [She/Her]

Like, sometimes I want to do something and I instantly say yes, and then we have to reorganize everything on the back end because I so desperately want to do this thing, and I said a quick yes. And she's like, you can do everything you want to do, but you need to say a slow yes. So when someone wants something or you want to do something, you say, you know, I'm really interested. Let me think on that a few days. And then let me plan. So, all I'm trying to say with unlearning is we have to unlearn our automatic



responses and deliberately choose another response and usually what we have to do to unlearn is surface something, bring it up, like what's going on here?

1:12:48 - Kelly Diels [She/Her]

Are you mansplaining me? Like say the thing out loud. Say it. In a deliberate way like a reason to level of consciousness and the toggling helps with that because it already made it conscious and the other thing we need to put a pause. So you might immediately have a reaction that you want to do a thing if you train yourself to pause then you can decide if that was just conditioning pressing a lever and making you automatically do a thing or if you're choosing to do a thing. So unlearning, the greatest thing you can do is just pause.

1:13:19 - Kelly Diels [She/Her]

So first toggle so that you can see something and it's not just unconscious. And as soon as it's not unconscious, then you have the ability to make a different choice. It's not just automatic. And when something feels really viscerally like you need to do it right now, or automatically you start to do something, just pause and decide. Is it a choice or is it an automation that's running you? So this can sometimes be a challenging thing to do, but when you can unlearn and choose a different response, now you're self-authoring instead of being run by a toxic culture.

1:13:54 - Kelly Diels [She/Her]

So what is your usual reaction? So think about something where you, a situation where you feel disempowered or you automatically just do something. What's the usual, or what's your pattern? What is the opposite action? What are creative alternatives? So me, like I said, when I get excited about something, I say a quick yes, and then I figure out how to do it. And that causes all kinds of chaos on the back end. So now I'm trying to say a slow yes, which I say, I'm



interested, let me think about that for a few days and I'll get back to you.

1:14:23 - Kelly Diels [She/Her]

And I figure out if I can do it or not. So what is your usual pattern to instantly say yes? What's the opposite? To pause. It's not just to say no. The creative alternative is to pause and decide. So think of a pattern where you automatically do something. What's your usual reaction? What's the opposite? That's a good place to start. So if I say yes to everything, maybe I do need to start saying no. That's the opposite. Going beyond, what's the creative alternative, which is, OK, I'm going to say a slow yes.

1:14:52 - Kelly Diels [She/Her]

I'm going to pause. So what's a pattern that you would like to shift? What's the opposite reaction? What are the creative alternatives? This is how we unlearn. So let us take two minutes. Think of a pattern. Think of your usual reaction, your automatic reaction. What is something you could do different? What's one or two responses you could choose that would be different? And I would love for you to come back and share a couple of those with us. Okay, does anyone want to share?

1:17:43 - Kelly Diels [She/Her]

What's a pattern? What are different responses? I also just want to, before we get in there, I want to draw your, everyone's attention. Um, and Tathu Allen has joined us and Tathu is the meditation teacher and we are the culture makers. And Tathu, are you able to say hi? And Tathu is just a total miracle worker. Hi, Antathu. Everyone can see you. You're on mute, so I can't hear you, but I'm so glad that you're here.

1:18:26 - Ntathu Allen (she/her)

I've just literally eaten my lunch.



1:18:31 - Ntathu Allen (she/her)

Yes, I think my toggle is literally pausing, particularly with my dad, because he just has some views which don't align with how I believe the world is.

1:18:42 - Ntathu Allen (she/her)

And my thing is just to instantly. So for me, it's really about taking that mindful pause and just sort of grounding my feet. It had to come. Otherwise I'll just flash out and it's not pretty.

1:18:55 - Kelly Diels [She/Her]

Oh, and that's how I feel that I, that's me too. You know, I have a very sharp tongue and in my younger years, I was very much a hothead. And now I'm like, okay, I'm going to deescalate the situation, not escalate the situation. I'm going to pause. I'm going to lead the situation. And it's so delicious.

1:19:16 - Ntathu Allen (she/her)

It does, it makes a difference, but it's just reminding myself to come back to myself. That's, that's my lesson here. Yeah.

1:19:24 - Kelly Diels [She/Her]

So good. Thank you, Ntathu. Does anyone else have a pattern that they recognize and want to choose a different response? What's the response? Jacqueline?

1:19:46 - Jacqueline Gates

I'll hog the spotlight again. I have had, over the past couple of years, and I give myself some grace as a newbie business builder, of buying all the stuff, all the courses, and all the marketing, the mentoring, and particularly courses, and what I would like to teach myself to do is firstly to pause and realize it's really good marketing that, you know, a lot of the time, and then also to remember who I am and where I am, and then discern whether I'm just being



susceptible to the marketing or whether this is actually something that I can afford, B, that I have the time to take advantage of it.

1:20:41 - Jacqueline Gates

Because sometimes I'll buy a course and then I find out,

1:20:43 - Jacqueline Gates

Oh, the classes are on such and such a time and I can't attend any live and that kind of thing. And whether I'm devoted enough, I have the bandwidth to be devoted enough to get the result that I'm buying the program for. Because otherwise it's gonna be another little link on my hard drive or another, you know, thing. And then it just sits there and I feel worse, not better.

1:21:10 - Kelly Diels [She/Her]

Yes. Yes, totally. I think you just gave us a good model, really and truly, right? Of like pausing and asking ourselves, do we have the time and energy to do it? Can we afford it? And then make it, and is it actually going to help us get the result we want? Right, that's a perfect model. The other thing I do with my courses is I, at the beginning of the year,

1:21:34 - Kelly Diels [She/Her]

Decide how much money I'm gonna spend. Right, I decide that this is how much money I'm gonna spend this year on my professional development, and if I hit that in March, then I'm done for the rest of the year. Right, so then that helps me decide a little more carefully as well.

1:21:48 - Jacqueline Gates

Yeah, because I think we do need to invest in professional development, and mentoring is a vital thing, I think. We're not meant to build entrepreneurial businesses completely on our own. I know I'm not, but I tend to get, I tend to buy things when I'm feeling big and fuzzy. And that's because then I'm at my most



susceptible to whatever snazzy marketing I happen to land on or see or whatever, you know.

1:22:17 - Kelly Diels [She/Her]

And that's where the model works. Pause. Do I have time for this? Can I actually devote time for this? Can I afford it? Is it actually going to deliver the thing I'm looking for? It's a great model. Thank you, Jacqueline.

1:22:27 - Jacqueline Gates

Thank you.

1:22:28 - Kelly Diels [She/Her]

Does anyone else have a pattern they want to share and a different response that emerged when you went through this unlearn prompt? Yes, Katie Mae?

1:22:46 - Katie Mae Scripps

I come from a long line of people who really value working hard. Hard work is like, Yeah,

1:22:53 - Kelly Diels [She/Her]

Me too, yeah.

1:22:55 - Katie Mae Scripps

Like the ultimate virtue, and rest is the ultimate expression of laziness. And so I grew up really hustling and working three jobs at a time. And so hard work is kind of like the default pattern. And I still haven't figured out what my creative alternative pattern is because I have found since I've tried to go into business for myself, and I've also started valuing rest, that sometimes I will reject the hard work patterning. With my conscious mind. But I also think that some of that is my subconscious mind kind of in like a freeze mode because I don't quite know what to do when it comes to building my business and marketing myself and stuff.



1:23:42 - Katie Mae Scripps

So I think the old pattern was to work hard, hustle all the time. And then the opposite of that is to allow myself to rest. But then I'm also seeing how like maybe some of that is a little bit of like being a little bit frozen and so I'm still kind of open to inspiration when it comes to creative alternatives that are somewhere in between the two of those.

1:24:09 - Kelly Diels [She/Her]

Can I offer something? Do you want?

1:24:10 - Katie Mae Scripps

Yeah, please.

1:24:11 - Kelly Diels [She/Her]

I think I have two things. So one is, what would help there is strategy. Right? Of like here are my I'm just going to make something up right now. When I do these three activities, things work. For some of us, referrals are how we get business. So we know that referrals are the lifeblood of our engine. So then we want to think about how do I get referrals? What are the things I need to be doing every day to get referrals? Does that mean I'm sending emails to past clients? Does that mean I'm going to networking events?

1:24:43 - Kelly Diels [She/Her]

Does that mean I'm in Facebook groups or LinkedIn groups? Where do I need to be that helped me get referrals? And now, if you know like if you know that that's the big growth engine, now you're like, I'm going to spend 25 minutes every single day cultivating referrals. So now you kind of have a strategy of like, this is the marketing that I'm going to invest in. For me, I know that when people see me in action, that usually there's an opportunity to work together. So if I'm on a podcast, if I speak at an event, if I



do a free workshop, people see me in action, that tends to be how I get clients.

1:25:20 - Kelly Diels [She/Her]

So then I'm going to spend time doing those things. So if you can apply a piece of strategy in between the work hard and the rest, then you can it's really like working smarter right like you can work a little less but highly effectively and honor the recipes. And then the other thing that I think helps in the entrepreneurship game, especially the early entrepreneurship game is to understand that there are seasons. So there's going to be seasons where you have to sprint. And you don't sprint for six months, right?

1:25:49 - Kelly Diels [She/Her]

But there might be a season of like, okay, something's going on for the next six weeks. It's going to be bananas. I'm gonna need to order pizza every night. And that's how it's going to be. I'm gonna let everyone know like this for the next six weeks, let's head down doing this thing. And I can do that for six weeks. And then I'm gonna take a week off. So just like think in terms of seasons. There are seasons where you do have to sprint. What you don't want to do is to be marathons. So you bookend the sprint.

1:26:15 - Kelly Diels [She/Her]

So I know that when I go speak at events, for example, I come home and I'm wiped out. Wiped out. And I'm literally useless for at least three days after traveling and speaking and all that kind of thing. So I know that, okay, I'm going to sprint for this event and then I'm going to come home for three days and I'm going to have zero appointments on my schedule. So that's how I end up balancing of like, it'll be three days of total intensity, really long days. I'll be in the airport. I'll be going to multiple events, you know, long nights, all those things.

1:26:46 - Kelly Diels [She/Her]



And then I'm coming home and I have three days off. So think in seasons and think in sprints and recovery.

1:26:54 - Katie Mae Scripps
Thank you.

1:26:56 - Kelly Diels [She/Her]
That helps. Sorry, I have a little bit of a cold. Does anyone want to share a pattern that they can interrupt with a different response that they can unlearn?

1:27:15 - Anishka Grover
Hi, I'd like to share again.

1:27:17 - Kelly Diels [She/Her]
Sure Nicki, I'd love it.

1:27:19 - Anishka Grover
Cool. I think my pattern, it actually came up today is my over accountability in a situation. So where there's a conversation and today there was something that happened and I immediately felt like I needed to apologize and accept blame for it. And I'm trying not to do that, but I guess the opposite reaction, it feels like I should just not make it feel like an either-or situation, I suppose, like you had in the patriarchal side.

1:28:01 - Kelly Diels [She/Her]
Okay, so what does that look like if it's not an either or situation?

1:28:06 - Anishka Grover
Working on that.

1:28:07 - Kelly Diels [She/Her]
Okay. Okay. Even that, even of like noticing it and deciding, okay, I'm not just going to default to this. So now let me explore and



figure out an experiment with different things, right? We might not even choose the right different response right away. We might try this and like, oh, that wasn't quite it. Let me refine that. Or let me try this other thing. So we've got to be open to putting down one behavior and experimenting with other ones until one is ready to be the default.

1:28:37 - Anishka Grover

That helps a lot. Yeah, just acknowledging to begin with.

1:28:40 - Kelly Diels [She/Her]

Yeah, exactly. Thank you, Anishka.

1:28:43 - Anishka Grover

Thank you.

1:28:44 - Kelly Diels [She/Her]

Okay, so let's go on to the next step in a second. So now we're going to express. And what I mean by express is like actually doing something with, like you've just chosen a different response, expresses doing something with it, doing it, expressing it. So in the Truex model, T-R-U-E. So we've done Toggle, we've done Remember, we've done Unlearn, and now we're on Express. And we're taking a long time just so that you know what the model is. But eventually, after you practice it enough, you can go through it immediately.

1:29:23 - Kelly Diels [She/Her]

And sometimes you might not even need to go through the whole thing. You might do Toggle and Remember and you're good. And you might be Toggle and Remember and Express. But if you know what the model is and you can just move through it, it can be instant from going to feeling disempowered, shamed, second guessing, to, OK, let's do something different. Okay, so you



identified some of your patterns and the toxic conditioning you wanna change. Now you express it. What's the different?

1:29:47 - Kelly Diels [She/Her]

Exp, what's the different response? What I mean by that is, and we actually just did it all together, but what are the little things you can do? So if normally you bite your tongue, can you express yourself? If normally you go it alone, could you reach out for help? If normally you default to a quick yes, can you pause and say a slow yes? So we actually just did unlearn and express together. I rushed them. But all I want you to do is think about expressing is when you live into the thing. We did this thing where we're toggling, we're remembering, we're unlearning.

1:30:27 - Kelly Diels [She/Her]

All of that is like this intellectual process we're running. Express is now we're going to embody it. We're going to choose to do something different. And we're going to keep experimenting until the thing we want to do becomes automatic, until we recondition ourselves. So I'm just going to skip the express piece because we already did it together with unlearn and express. So unlearning is, what's your usual reaction? What are some different alternatives? Express is, what are you actually going to do?

1:30:54 - Kelly Diels [She/Her]

What is that different response? Choose a different response. Now, the get exponential piece is about not doing everything on your own. Our culture really tries to atomize and individualize and personalize everything. But we are not meant to do things on our own. I actually talk about, collective moves we can make to get things done, like collective rituals for productivity. So I think about when I was living in Trinidad, my sister-in-law and I shared a washing machine. So we would coordinate when we were doing our laundry and we would fold laundry together.



1:31:33 - Kelly Diels [She/Her]

And so I would do laundry on Tuesday, she would do laundry on Wednesday, like we would coordinate things. And that actually helped me get things done. Like things didn't just have to be done by my own sheer volition. So I think there are community rituals for getting things done that we have forgotten. And we download it onto one person and we think everyone's got to like figure out themselves. So getting exponential is the real power move is when we don't do things by ourselves.

1:31:59 - Kelly Diels [She/Her]

Sometimes we have to do things by ourselves, like only I can write my book, I need to get in a room and do that thing. But in terms of getting it out into the world, that's when a team comes into place. I need an editor. I need a copy editor. I need a publicist. I need an agent. There's a whole team who comes together to make this incredible thing together. So that's when we really take things and make them huge and get exponential, is when we do them with each other. So there is this incredible podcast episode with Roxanne Gay and Tressie Cotton with Gabrielle Union, the here to slay podcast it was an episode with Gabrielle Union, and in it they talk about.

1:32:37 - Kelly Diels [She/Her]

The magic of the group text, right? The group chat. It is in the group chat that we learn things that we wouldn't know otherwise. So if at work you have a group chat with a couple of other people who share your identity or have an affinity with you and you're sharing information, that's how you figure out who's getting paid what. Or if you're an academic at a university and you're getting offered to speak at different events, the group chat with other professors is how you figure out what you should be charging and whether or not people are underpaying you.

1:33:06 - Kelly Diels [She/Her]



The group chat is an exponential move, right? You're getting information together. You're rallying together to help each other rise. So that's an exponential move. If you join a network, if you join a mastermind, if you join a group, if you schedule time with friends, colleagues, thought partners, mentors, All of those are ways that you get exponential. If you organize a group of people to accomplish something, Whether that is to push back on a system or to make an event happen, that is a power move.

1:33:40 - Kelly Diels [She/Her]

That's how we get exponential. That's how we move ideas and personal things into the wider world and get exponential and make them really powerful. Other moves are standing dates. This has been a game changer in my life. Every other Monday, I meet with one of my friends, Professor Dr. Cve Har Quayle, who wrote a book called Feminist, A Key Idea for Business. We've been doing this for years. We chit chat, we share our lives, we talk about our hobbies, and we also strategize. When I need business advice, I ask CV because I trust her feminist analysis about business.

1:34:14 - Kelly Diels [She/Her]

She is literally a business professor. She does her work through a feminist analysis, right? So I trust her advice. And she trusts my marketing advice. And so we share advice all the time. I also have a meeting every Friday morning with my friend Magna Majmodar, who is a coach and diversity, equity, and inclusion consultant at very high levels with very famous companies. And we meet every Friday. And we coach each other. And we gossip. And we talk about our personal lives. Those standing dates have helped us both expand in huge ways.

1:34:47 - Kelly Diels [She/Her]

We both said in 2019, OK, this is the year that we go pro. And that meant we're going to take ourselves seriously. We're going to formalize. We're going to build systems. We're going to stop



winging it. And we supported each other in doing that. So every year, we choose, OK, this is our theme. And we support each other in doing it. Those standing dates provide me with emotional and spiritual support when I'm doing really challenging things, and also practical advice from people who know me and see me across time.

1:35:14 - Kelly Diels [She/Her]

So a pattern move can be... A standing date. It can be a book club. It can be having an accountability buddy. It can be going to events. It can be meetups. It can be joining a civic org. It can be inventing back channels where you get things done by talking to people behind the scenes instead of publicly. Those are all power moves. When you are trying to accomplish your objectives by doing them with other people, that is a power move. And that is what takes all of this to the next level, takes your career to the next level, takes your organizing to the next level, takes your activism to the next level, is when you do it with other people.

1:35:51 - Kelly Diels [She/Her]

So what I want you to do now is think about, in your life, what is a way that you can get exponential? What's something that you can build into your schedule or start doing or do more of that would help you get exponential? So is that you're going to start a group text? Is that you're going to start going to regular networking meetings? Is it that you're going to schedule a standing date with your entrepreneur buddy and you're going to support each other? Is it someone that you're going to meet with as a spiritual mentor?

1:36:23 - Kelly Diels [She/Her]

What are the things that you could do and build into your daily life, into your daily schedule that would help you get exponential? What's your power move? So I just want you to make a quick list of things that you could do with other people that will help you get exponential. And when I'm talking about the self-coaching model,



you cycle through like, okay, I'm gonna toggle, remember, unlearn, express, then I'm gonna try and do this with another person. Who can I bring into this? Who can I go to for advice?

1:36:52 - Kelly Diels [She/Her]

That's the next step. Or who can I speak this out in the world to? That's the getting exponential piece. So let's take two minutes and make a super quick list of different ways that you can get exponential in your daily life. Okay, does anyone have some exponential power moves? Something that they can start doing with other people to amplify what they're already doing? Does anyone have a quick couple that they wanna share? Feel free to just take yourself off mute and jump in.

1:40:16 - Leonie Schäfer (all pronouns)

Yes, I have something that I want to do more of

1:40:19 - Leonie Schäfer (all pronouns)

There's a thing called the London Writers' Salon. I Some of you might, yes, you know it, it's, it's, it's a space where writers come together regularly. They have different times every day, I think, except for Sunday, different time zones. And it's free. You can also have a paid membership and various degrees. And it's one hour, there's a five minute check in and check out and then 50 minutes off. Focused writing. I want to start a newsletter and it really helps me focus and sort of work on the things that I need to work on.

1:41:07 - Leonie Schäfer (all pronouns)

Yeah, and I've been trying to build this into my schedule more regularly and I'm going to continue doing my best. And yeah, also I wanted to share because it's really helpful and like a great online resource.

1:41:23 - Kelly Diels [She/Her]



I love that. And it's actually drawing on the principle of body doubling, which comes from people who have ADHD or are neurodivergent.

1:41:31 - Kelly Diels [She/Her]

It's been a major for me, which is if you do things in that community ritual with other people,

1:41:37 - Kelly Diels [She/Her]

They actually get done if you put it on your schedule. So it can be something as simple as like, your sister comes over and sits at the kitchen table while you you know, meal prep for the week. She doesn't have to do anything, but just being in the room with you and setting the time aside means the thing will actually get done. It's that community ritual. So body doubling is a community ritual for getting something done. It's so effective. So I love that. Thank you, Antathia, for dropping that in the chat.

1:42:05 - Kelly Diels [She/Her]

And if anyone else has ideas about ways to get exponential, feel free to drop them in the chat. But getting exponential could literally just mean that I'm gonna speak this out loud to a friend. Instead of just holding it to myself. Getting exponential could be, I'm going to have a group chat. It doesn't have to be like an event where we have to put on a bra and go, and I'm being silly. But it doesn't have to be a big thing. It can be the smallest little things that we do that we're not alone.

1:42:37 - Kelly Diels [She/Her]

That's a power move. And it could be that when we go to a conference, this is something that I learned from reading I agree, see a memoir by Gloria Steinem, was when she goes and and also Betty Friedan, when they go to conferences, they would organize before they got to the conference. So they would have events scheduled, they would have a party in their hotel room, and that is



getting exponential. And by doing that, now they have the relationships that when they want to get something passed, or an initiative started, then they already have relationships to call on to make that thing happen.

1:43:12 - Kelly Diels [She/Her]

So that is getting exponential. So if you're going to an event, before you go, organize some coffee dates, organize people coming over to your hotel room and hanging out in the evenings. That's how you get exponential. Now you have a network to call on. Now you have relationships. So that's another way to get exponential. Okay, Beth has shared one about like reaching out to my heart connected cohorts and asking who they know in the space industry. Yes, so that Beth then has people to interview for the podcast.

1:43:48 - Kelly Diels [She/Her]

Continuing to run body doubling marketing labs. Yes, for fiction writers community. Yes, like it's those things, creating those rituals is how we get exponential. You know, it's the small things and it's the standing dates that we're doing over and over again. Does anyone else have some ideas? What's a way that you can do something in your life to invite people into the power moves and not just make them by yourself? I just want to sing the praises of standing dates. Intathu, do you have something?

1:44:34 - Kelly Diels [She/Her]

Sorry, I saw your hand move. Okay. Standing dates. I have a really, really busy life, and I always have the intention of spending more time with my friends, or the intention of having a business bestie. I always have those intentions, or doing a mastermind with people. And then, if I don't schedule it, I forget about it, and it falls off the side of my plate, and it doesn't get done. So the standing date, like I said, with my friend CV and Meghna, those are non-negotiable. Those are on my calendar for one year at a time.



1:45:03 - Kelly Diels [She/Her]

That is incredible and that makes sure that the things I need actually have happened. And it's not just strategic about like, who knows me and can send me referrals, although that's important. It's also like emotional support, right? And it's also about community and being there for each other. One of the things that happens in our systems of supremacy is we get so overloaded that we can't be there for each other. And now we can't be a power block. So this is actually like a way that we push back on that by knowing each other.

1:45:33 - Kelly Diels [She/Her]

That's how we keep each other safe. That's how we take care of each other. Okay, so that's the model, the toggling model. So you don't have to go through the whole model because sometimes you toggle and you instantly know how to do it. Sometimes you toggle and now you're like, okay, I need to express, I need to send this to the group chat. You don't always have to do the whole model, but if you can learn, practice this model and get to the point where you can do it automatically and you've built your analysis so the toggling actually works, This is a game changer, right?

1:46:01 - Kelly Diels [She/Her]

You get to choose different responses. You don't just get to be a puppet on puppet strings reacting to oppressive social conditioning. You get to choose your response and you can do little things that interrupt patterns that change things all around us. And that's what I think like big cultural chains comes from these little iterative things that we're doing across time. And how our lives are changed are often not these huge dramatic moments where everything changes and you burn your house down.

1:46:31 - Kelly Diels [She/Her]



It's often tiny little things, like little behaviors that you're stacking and stacking and stacking until suddenly you have a new reality. Your life looks totally different. It's what you wanted it to be. So that's the model. This whole model is the first module of We Are The Culture Makers, which is my year-long group coaching program. And I'm not going to give you a big sales pitch, but I do have a gift for you. It starts on January 1st. And I'll go back and share my screen with you because I have a discount code for all of you because you signed up to this workshop and you gave me your time.

1:47:07 - Kelly Diels [She/Her]

You know, in this liminal week where we don't even know what day it is anymore, I don't anyways, I appreciate your attention. So I have a discount code for you where you can get \$200 off. So I'm going to share my screen with you, give you that discount code if you want it, you are so welcome to it. And if We Are The Culture Makers is a fit for you, I'd love to you to join in our journey. So let's just go. Oops, I'm totally doing the wrong thing. And let me give you the discount code. And I'm sending you these slides and I'll send you the discount code and I'll send you the recording as well.

1:47:45 - Kelly Diels [She/Her]

So we are doing this learning intention, which was to use the self-coaching tool, the Truex framework to dissolve shame and self-dote and get into power so that you can start shifting things in your life and in our wider culture, including in your livelihood and your career. So here's the special offer. If you go to the CultureMaker page, if you want to join, we are the CultureMakers. If you choose to pay in full, just enter this discount code in, WORKSHOP, and you'll get a \$200 discount.

1:48:14 - Kelly Diels [She/Her]

So instead of it being \$1,200, it'll be \$1,000. And if you choose to do the payment plan, so there's a 12 payment plan, so of eighty three



dollars and thirty four cents a month. So instead of being \$100 a month, it'll be \$83. Use this code, WORKSHOP2, for the payment plan. I will send all of this to you. So you'll have them. If it ends up being a yes for you that you want to join, we are the culture makers. These are the payment plans you can use. And these are the, the, the, the discount codes you can use.

1:48:45 - Kelly Diels [She/Her]

And the point of we are the culture makers is I had mentioned when you're toggling. The reason I can toggle is because I've been studying feminist theory for 30 years, because I taught political philosophy at university, because I'm constantly learning from other culture makers who are putting forward anti-oppressive critiques and narratives and tools. And I don't want it to take you 30 years to get to a place that you can toggle. So what I've done is put together this year-long group coaching course where every month I have three lessons that go out that are specifically providing you with systemic analysis about likability, about bodies, about money, time, power, beauty, relationships, mandatory femininity, risk, leadership, about all these fraught issues.

1:49:30 - Kelly Diels [She/Her]

Where we need to unlearn our toxic conditioning and choose different responses. So these lessons are about building your analysis so you can make these power moves, so you can toggle easily. So if this is something you want to do, you might want to check it out. It's kellydales.com culture maker. And now let's just take some time for a Q&A. I am able to stay a little bit late. We're gonna wrap up at 11, but I can stay about another 15 or 20 minutes. I wanna see what you wanna talk through.

1:50:03 - Kelly Diels [She/Her]

So is there anything that you wanna think through related to toggling, remembering, unlearning, expressing, getting exponential, or just about reconditioning and choosing different



responses in your life? Feel free to put it on the table with me and I'll coach you through it right now. If you want to be coached through it. We can be really informal. You can just take yourself off mute and jump in. We have a small group right now.

1:50:42 - Jacqueline Gates
And it's me again.

1:50:44 - Kelly Diels [She/Her]
Okay, Jacqueline.

1:50:47 - Jacqueline Gates
I was really struck by what you said, is that anything that has been used against us can be a power source or a source of power. That piece helps me hugely because a lot of what I do looks like patriarchy approved. So I love glamour. I love nesting and making my home look like my future self would be welcome in it. I do a lot of things that from the outside look like I'm promoting what society has expected of women, but inside it's all about what makes you feel beautiful, what makes you feel glamorous, what does your house need to do?

1:51:51 - Jacqueline Gates
So it's very individual, it's very rule-breaking. I had somebody change their whole house around to make it look better for them, using rooms differently, rather than they had been built to be, for example. And the thing that has been held up as a standard that I kind of reclaimed it and going, I'm doing this for me. I don't wear a full face of makeup every day for anybody other than me. I love it. I love my makeup rituals. And so this piece of not allowing anybody to shape me for it because I look like a white empowerment, you know, female empowerment brand.

1:52:42 - Jacqueline Gates



That feels incredibly freeing. It's not, I don't do any of this for anybody else but me. And I teach my clients to do the same.

1:52:52 - Kelly Diels [She/Her]

I think there's, I can relate to this because I felt ashamed for a long time and called myself vain for a long time about certain things that I like to do. And I actually have come to the realization that I dress for women. Like I don't dress for the male gaze. I give zero shits what men think of me, right? I dress for other women and I dress for myself and not necessarily for other women's approval, but it's almost like this communal thing that happens is like, oh my gosh, those shoes, they're ridiculous.

1:53:20 - Kelly Diels [She/Her]

I love them. You know, like it's that kind of stuff that I want to invite in. And I don't feel any obligation to wear makeup or do anything, but I get a kick out of it. So when I want to do it,

1:53:33 - Kelly Diels [She/Her]

When I want to do it, I do it. And it's never for the media, and it's never for the patriarchy. And so I think that it's like my inner artist. So I think we have to give ourselves permission to be creative, to play. And if we have certain things that are values, beauty doesn't have to look a particular way. But beauty can be a value of like, I love certain things. I love things that smell good.

1:53:58 - Kelly Diels [She/Her]

I love flowers. I love dogs. Those are beauty for me. And I want a lot of that in my life. Right. So I have roses, a rose garden. Right. That might look like a super femme traditional activity, but I love it, you know, and I love my dog and, you know, all those things. So we have to give ourselves permission to be who we are. And I also think we have to to interrogate it. Right. Like we have to understand when we are playing the game. So there is a place that I do play the game. Right. I am a fat woman.



1:54:28 - Kelly Diels [She/Her]

And when I present myself as a well you know, well-dressed woman, I can sometimes get a little more respect in the world and not be treated so shitty, right? If I show up with like earrings on and lipstick on, and I allow myself that, right? I allow myself that because I don't need to always be taking hits. So sometimes I know exactly what I'm doing and I'm doing it strategically and deliberately, right? So we have to understand what we're actually navigating. I know what I'm navigating.

1:54:59 - Kelly Diels [She/Her]

I'm sometimes making strategic choices, but I don't seduce myself into thinking that it's anything other than that strategic choice. And sometimes I'm bending so that I can, you know, get something else that I want, right? I can be a little suppressive. So I'm not saying that that's the right thing or the right choice for everyone else, but we do have to give ourselves permission to navigate what is and use the strategies and also give ourselves permission to like what we like, I like dogs.

1:55:26 - Kelly Diels [She/Her]

I like flowers. Sui right? Like that's my thing.

1:55:30 - Jacqueline Gates

Yeah. And I like makeup and glamor. So yes. And that's, that's definitely been my thing. Um, and to be in love with it and play with it has been very, and you're right. It does. It brings in the other women who are going, Oh my, you know, I, I miss the days where I was glamorous and now I'm knee high children. And then I'll say, you know, there's a season, but You can be glamorous when you wish. You can play with it whenever you wish and leave it alone when you don't.

1:56:02 - Kelly Diels [She/Her]



All I just want to stress is it's not a job. Right. Like there is a mandate in patriarchy that says you have to be this thing. And it's not a job that we have to take on. No obligation.

1:56:14 - Jacqueline Gates
Yes. Agreed. Thank you.

1:56:18 - Jacqueline Gates
Thank you.

1:56:19 - Kelly Diels [She/Her]
Does anyone else have something that they want to put out there that they want to think through?

1:56:25 - Beth Barany (she/her/they) bethbarany.com
I'd like to pop in. Sorry,

1:56:28 - Beth Barany (she/her/they) bethbarany.com
If it's too loud, let me know.

1:56:33 - Beth Barany (she/her/they) bethbarany.com
I'm really wanting to show up with my peers in a stronger way. And I'm noticing I have a kind of a itchy and scratchy history there of Well, I'm the eldest so there's domination from just being the eldest and then I'm being labeled all kinds of ways the way just the way I show up smarty pants or oh you're weird or strange or. Or I notice I trigger people's competition. And yet I know the importance of saying what I need to say and then stepping back into the circle. But I also have a history of feeling completely outside the circle and completely orphaned and alone and et cetera.

1:57:19 - Beth Barany (she/her/they) bethbarany.com
So that dance, I feel like it's important. My voice is important as well as all of my clients' voices are important. The stories we write



are extremely important. Anyway, so this is the dance I'm in, and as I consider your group, which I have been dancing around the fringes wanting to join for the last three or so years, I feel that tug of wanting to be in, but also noticing the scratchiness, the prickles, the ways in which I just show up and people have reactions because of what I'm doing and who I am.

1:57:55 - Beth Barany (she/her/they) bethbarany.com
So that's where I'm at.

1:57:57 - Kelly Diels [She/Her]

Oh, I relate. So let's toggle on that for a second. Not to sell you on the group. Just toggle on that experience, because I feel like that's an experience that many of us have. And I think there's two things that are happening. So many of us have had an experience, if we have been socialized as girls and women, with sisterhood not being a very pleasant thing. Where we go in expecting it to be like sunshine and roses, and we're going to be good friends, and everyone's going to treat each other well.

1:58:24 - Kelly Diels [She/Her]

And in fact, it being a very difficult thing And there's, I think, two reasons if we toggle out why we see that. Well, then maybe there's three. So one, I think the expectation of sisterhood sometimes is the problem itself, right? Because then we put all this romanticism on it. And it doesn't materialize. And it's the same when we use the word community. I think it creates all these illusions of safety and togetherness and this thing that we want, this collectivity. And we think the space is going to be safer than it is.

1:58:54 - Kelly Diels [She/Her]

And then we get walloped because our guard was down. So I think Adrienne Marie Brown has a great piece of advice here where you move at the speed of trust. So you take a chance, you join a thing, or you get a relationship with a couple of people, but you don't go



in and immediately get naked and vulnerable. You titrate. You go slowly. You see how it is, and you understand where you are. So you don't go in with the romantic illusions. You go in with the tug. And then you see you move at the speed of trust so that's like one piece but the toggle the bigger toggle is okay that's patriarchy.

1:59:27 - Kelly Diels [She/Her]

Right? Patriarchy makes women compete with each other for scarce resources that we're not allowed to get directly, that we have to get. So like, this is a deep wound in all of us. So I'm glad that you raised it, right? So if we look at that, we're like, okay, I can see what's going on here. That doesn't necessarily help when you're having a bad reaction or bad relationship. But like, if we know what's going on, that's one piece of it. Then the other piece, this is my personal theory. I think that what happens in Women's communities and I include non binary and trans folks in this as well right but like in this these communities is we have a sub cultural norm that I call leveling.

2:00:06 - Kelly Diels [She/Her]

Which is we self-deprecate. We give each other compliments. We try to make us all the same. And so whenever someone deviates from the leveling, they become a target because they're upsetting the norms in the group. So if you are a little too shiny, or a little too bold, or a little too forceful, or, or, or, Now you're a problem. If you're getting a little too much attention, if you're getting a little too successful, you are deviating from a cultural norm, a subcultural norm of leveling, right?

2:00:38 - Kelly Diels [She/Her]

The over culture, you're supposed to do that. But in our culture, that's not supposed to happen. So if I toggle out and I understand what's happening, I actually take it less personally. I'm like, okay, I see what's going on, right? I have deviated from leveling and I'm being smacked back into place. And then I can choose what my



response is. And my response right now, you don't have to choose the same response. My response right now is my inner circle is quite tight. And we're not necessarily leveling each other.

2:01:08 - Kelly Diels [She/Her]

We're actually all super ambitious, and we celebrate each other's rise. But there's no jealousy between us, even when we're doing the same thing, because I want them to win. They want me to win, and I know that. But it's tight. There's only like three or four people there. And then I have a wider circle of peers and groups I belong to where I don't get quite as vulnerable. And I understand if I get some passive aggressive comments, or even if people are talking shit about me behind my back, and I hear about it, and I always do, I understand what that is.

2:01:38 - Kelly Diels [She/Her]

And I'm not necessarily mad at those individuals. I understand that I am violating a subcultural norm. And I'm OK with that. And I understand that that's coming. My friend Danielle Cohen, who I also work with, she calls that budgeting for blowback. If I just understand that that is happening, when it happens, I'm not as wrecked by it. And I didn't get too vulnerable, and I didn't share too much, and there's not a lot of ammunition there for people. But they're going to do what they're going to do, and that is absolutely inevitable.

2:02:09 - Kelly Diels [She/Her]

It doesn't mean that they're bad people. It just means a norm has been broken, and we are trying to get back to norm equilibrium. So that's the toggle out of looking at what are the dynamics. It doesn't hurt quite so much, and I've emotionally prepared for it. I used to do this with my mother, who is a lovely woman. We have a very good relationship. And when I first started writing blogs in two thousand eight two thousand nine she would read them. I had four audience members. She was one of them.



2:02:35 - Kelly Diels [She/Her]

She would read them, and then she would phone me and be very upset that I had published on whatever I had published on. So I had to do this thing where like every time I press publish before I did it, I would hold my mother in my head and I would say, OK, mom, it is OK that you don't like this blog post. It is not for you. It is for the woman crying on the bathroom floor. It is not for you. You're not the audience. It's OK if you don't like it. So then when she called me and she didn't like it, I was so like equanimous about it.

2:03:02 - Kelly Diels [She/Her]

It was fine. I knew she wasn't going to like it. It wasn't for her. That's budgeting for blowback. So if you know the consequence and you accept the consequence, not like I invite it, but I know it's coming and I'm okay with it and I'm going to continue doing what I want to do anyways, despite the blowback, it's actually easier to navigate. So that's the toggle out of like understanding what the cultural dynamic is, understanding what the consequences of deviating are and choosing to do it anyways, or sometimes choosing not to do it, but like just deliberately making those moves.

2:03:39 - Kelly Diels [She/Her]

Thanks, Beth. So we're at 11. If you need to go, please, please do feel free. But I'm also available for another 10 to 15 minutes. Does anyone else have something they want to think through? I'm happy to laser coach, offer support, offer a different toggle that helps you get perspective on it. So I'm here.

2:04:03 - Rebecca Anderson

I'm having a big challenge with toggling my relationship with money, specifically undercharging for my services out of guilt because I'm a therapist and life coach.



2:04:15 - Rebecca Anderson

I've been doing it for 15 years and I charge way below market rates because so many of my clients are traumatized women, people of color, queer people. And I feel like as somebody who grew up with financial privilege and who has a spouse who can make up for the income, it's like, I don't deserve to charge what I logically know I'm worth, but emotionally, it feels like I don't. And I know it's the patriarchy, I know it's capitalism, but I somehow just can't get out of that mindset.

2:04:50 - Kelly Diels [She/Her]

Well, if we toggle out, there's a couple of things happening. Like you said, you know, you intellectually know what's going on. But what is actually happening here is there is a systemic gap in services that people need. That we should collectively be providing to people. And it's not happening. And what is happening is you are filling the gap, a systemic gap, with your labor. So the system is downloading its responsibilities onto the shoulders of one person. You picking up that responsibility is not liberation.

2:05:21 - Kelly Diels [She/Her]

It's not the solution. It's a solution for, it's a recipe for burning out, because it's not sustainable. What needs to happen here is also to toggle out and look at it from a business perspective. This is where running your numbers is really important. I would take the sentence, know what I'm worth, out of the whole equation. It's not about what you're worth. In fact, we are all worth way more than we are charging. We are each irreplaceable. There is no amount of money that could ever compensate us for our lives and our time.

2:05:50 - Kelly Diels [She/Her]

So if we take the I'm worth, what I'm worth out of it, and we just run the numbers, what does your business need to earn? What do you want your business to earn every year? How many hours a



week do you have to, like billable hours? And we usually have less than we think because some of us enter this thinking, okay, I have 40 hours a week. Of billable hours no you don't you have if you work 40 hours a week you have 20 hours of billable hours and that might not even be sustainable because that might be meeting with five clients a day that might be exhausting so how much do you actually work how many billable hours do you have how much do you need to earn the number is the number right is that so like toggle out to what the number actually is or and here's another piece if you are serving an under-resourced, financially under-resourced group who literally cannot afford your services no matter what happens, and that is where your heart is, and that's where you wanna provide services, then we need to think about a different business model.

2:06:45 - Kelly Diels [She/Her]

So that's why toggling out to the business model helps. So one to one fee for service might not work if you are devoted to this group and they do not have resources. So if you're devoted to working with women leaving abusive relationships who are at transition centers, they're not gonna have money to pay for coaching. So that's when you think, OK, I need a different business model. I need to crowdfund. I need to get grants. I need to partner with a local government agency who will pay for the coaching.

2:07:13 - Kelly Diels [She/Her]

In Canada, that's actually possible with some unemployment agencies will partner with life coaches. And career coaches for people who are receiving unemployment benefits. I'm just making something up, right? I'm not saying that's what you do. But there are other alternatives rather than the end user paying. So if you look at a business model where the client is the organization that's going to pay and the end user is the person you're serving, but they're not going to pay, you can look at a different business model.



2:07:42 - Kelly Diels [She/Her]

Another one of my clients does something where she knows what she needs to charge, and she charges, she needs four projects a month. And they need to pay X dollars. So what she does is the first three, she charges 25% extra for, and that's now her normal price. So in present of her price being this a hundred dollars, it's a hundred and twenty five dollars so the first three are at that full rate of 125, which includes a 25% surcharge so that the fourth client is free. So she does pro bono work, but she builds the pro bono hours and costs into the full price thing so that she is resourced to pay.

2:08:19 - Kelly Diels [She/Her]

And then one of the things I do is at the beginning of the year, I set out an amount of how much I'm going to give away. Like 10% to 20% of my spots in courses will be given away to people who wouldn't be able to access it financially. I look at that as a portion of my whole income. If by March I have given away all of my spots, then I am done for the rest of the year. I have to actually keep it in bounds because otherwise I'm going to work seven days a week and never see my children because I still need a certain amount of income to come in.

2:08:52 - Kelly Diels [She/Her]

And I'm replacing paying clients with non-paying clients. So I have to find a recipe that works. So all I'm saying here is, toggling out into what's the income you need to earn, what's the hours and therefore the hourly rate, could you add 25 or 30% to that hourly rate and do 25% or 30% free spots so that you can serve the people you most want to serve and the other people paying full price are subsidizing that? Or is there a model where you can go get grants or you can leverage funding from other sources so that the end user doesn't have to pay full price?



2:09:31 - Kelly Diels [She/Her]

This is where we need to get creative about the business model. Because this, what you're doing right now is not going to be sustainable. And it can't be just downloaded onto one person's shoulders, right? We collectively are supposed to all be doing that.

2:09:46 - Rebecca Anderson

That's super helpful. I wasn't even thinking of the business model aspect of things as part of the analysis, but that makes a lot of sense.

2:09:53 - Kelly Diels [She/Her]

Yeah, I want to add one more lens of the toggle out, which is around economic justice. Often when we are underpricing ourselves or trying to serve our communities, which I want us to be in relationship with our communities, right? I want us to be collectives. But when we are doing that, what we are doing is actually thinking through a capitalist lens, which is, I am a business owner, therefore I am the one who is in the up power position and I am the one most privileged and resourced.

2:10:24 - Kelly Diels [She/Her]

And I am to provide economic justice to these other people. In the way I think about economic justice is though, I also have to be a recipient of economic justice, it's a relationship it's not just I'm a provider, and often the people I'm working with aren't even in place to be providers of economic justice they're not even resource themselves. So it's wildly out of balance. What I want us to do is understand that we're going to contribute to economic justice, and we are also going to receive economic justice.

2:10:55 - Kelly Diels [She/Her]

And if you are providing resources to other people who can't afford them, which is beautiful, but then you don't have enough money to pay your bills, or you are overworking and working seven days a



week, Or, or, or, that is not economic justice, right? So you need to be in right relationship with economic justice as both a contributor and also a recipient. It has to flow both ways.

2:11:21 - Rebecca Anderson

Wow, that's kind of life-changing to think about that. Wow, thank you.

2:11:27 - Kelly Diels [She/Her]

You are not just a resource to be extracted from, even in the name of love, even in the name of justice. We have to stop treating ourselves as resources and understand we're in relationship with these things. Thanks, Rebecca. That was the toggle. We toggled. Does anyone else have anything they want to think through and get another perspective on or some laser coaching? Okay,

2:12:15 - Jessica Hagel

Kelly. Oh, sorry.

2:12:17 - Jessica Hagel

Just just unmuting. Yeah, okay, I'll bite. So this is what I'm working on. And it's like a lifelong project of dismantling my codependency, I think. But what I'm struggling with right now is when I start to think about pulling in, you know, excellent help and resources and making use of my resources to support myself further. I am grappling with guilt about having access to resources that others do not. And there's a big part of me that just wants to get stuck into trying to problem solve for the entire collective at once.

2:12:59 - Jessica Hagel

So if you have any insight on that, I'm open.

2:13:04 - Kelly Diels [She/Her]

So I'm going to just say, bring back what we were just talking about with Rebecca. Like collective responsibilities cannot be



downloaded onto one person. That's not justice, right? So you can't take responsibility for all of that. You can take responsibility for your part and what you can contribute that is sustainable. And one of my, friends, Lilia Grau, we were in conversation and basically we came up with this phrase that if the feminist running the business isn't flourishing, then it's not a feminist business, right?

2:13:40 - Kelly Diels [She/Her]

We cannot run ourselves into the ground in order to be in relationship with our communities and to be of service to our communities. We have to have a right relationship where everyone is resourced. One person suffering for the well-being of all is still not justice, right? I'm forgetting the name, but there's a whole book about this, a beautiful fiction book by this incredible, no, it's not Ursula K. Le Guin, it's Octavia Butler. You know, there's a whole book about a whole beautiful flourishing city is built on the suffering of one child.

2:14:12 - Kelly Diels [She/Her]

There is no justice there, right? That's not real. So the excellent help piece, what you can look at is, if you invite people to partner with you and work with you and work on projects that you're bringing forth and imagining, if you create an environment where they are flourishing, where they are paid a living and thriving wage, where they have some autonomy over their time, where they can make decisions and feel heard, where they can put forward their thoughts and help co-create the direction and be signed on to this this vision that you're holding, that can be a beautiful thing.

2:14:49 - Kelly Diels [She/Her]

There's no guilt there. Like I try to work with people in a way that they can contribute their gifts and be in the right seat for them to flourish as well. So the toggle out here is we're operating with a lived experience and an understanding of capitalism that preys on



employees, that exploits and extracts from employees. And we don't want to do that. But just having team members and employing people does not have to be abusive or extractive or exploitative. We can create a different reality by having different practices around our work culture that we create in our businesses.

2:15:28 - Kelly Diels [She/Her]

That's literally, we can have feminist anti-oppressive businesses by deciding what our practices are going to be. And that can be co-created with the people that you work with. So when I work with people, I go through this thing that's called conscious contracting. There's these legal, um, these lawyers who are doing this thing called integrative law and conscious law. And they have this thing that when you create a contract, instead of just handing a contract for someone to sign, and you've designed it to be as beneficial to you as possible, and they just sign or they don't, you engage with like a conversation with them, like three, one hour conversations.

2:16:00 - Kelly Diels [She/Her]

Where you co-create what is going to be the working relationship, and you co-create the contract. And what happens is you're actually taking care of the relationship, and you're deciding up front how are we going to mediate conflict. You know, what are we going to do in this? What's your conflict resolution style? What's mine? So if we are in conflict, what are we going to do? Here are the terms of employment. We decide that all up front in a series of conversations. So we co-create that.

2:16:26 - Kelly Diels [She/Her]

And then we have a contract that helps us stay in right relationship. It doesn't have to be exploitative. And my people who I work with are free to come to me at any time and say, this doesn't really work for me. I would like to do it this way instead. I run my



numbers, and here's the number I need to flourish. Or this number doesn't matter to me, but I need this kind of support over here. So we can do that at any time, even though we have a contract. I welcome people coming to talk to me about it.

2:16:54 - Kelly Diels [She/Her]

I don't always get it right. I don't always have the resources I need and want to pay everyone exactly what I feel would be the right thing. But I'm going to do as much as I humanly can to make this a good working relationship. So that's the toggle out here is there is a narrative here and a practice and a lived experience that working with people, having employees is going to be extractive and exploitative and we should feel guilty about it. I'm saying we can reauthor that by choosing different practices.

2:17:24 - Jessica Hagel

Thank you, Kelly. That is brilliant. I love the notion of entering into conscious contracts together. That's really, really excellent. Thank you. Yeah.

2:17:33 - Kelly Diels [She/Her]

Okay, so what I'll do since you are interested in that, and maybe other people are interested in that,

2:17:37 - Kelly Diels [She/Her]

We actually have a workshop in my vault of courses that these lawyers put on for how to do that.

2:17:43 - Kelly Diels [She/Her]

And I can give all of you access to it. So when I send out the resources tomorrow, I'll give you all access to this workshop for those of you who might be interested in this process, which I find to be just like totally generative. Thanks. Okay, we're at 11.15, so we should wrap up for the day. I am so appreciative of your time and attention and being here in this liminal week, you know, before



most of us actually go back to work. I'm on vacation. I hope you're getting lots of rest and replenishment, and I hope this was rejuvenating and part of that replenishment.

2:18:21 - Kelly Diels [She/Her]

Thank you all for being here. Like I said, I will send you the recording for this. I will send you the slides. I'll send you the discount code. And I'll send you this workshop that we just talked about, the conscious contracting one. You'll see that in your inbox tomorrow. Thanks everyone for being here. Thanks for being a culture maker. Bye everyone. Thank You.