

Hummingbird Humanity

an LGBTQ+ owned business

Hummingbird Hour

Propelling Yourself and Others to Success

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00:00:11:08 - 00:00:32:04

Brian McComak

I have to say something, precious Williams is in the house, we love Precious Williams, precious. So glad you're here and see Betty, you have a raving fan who joined us. We love that too. Awesome. Well, hello, everyone. Happy Tuesday and welcome to another episode of Hummingbird.

00:00:32:04 - 00:01:00:02

Brian McComak

Our Hummingbird Hour is our monthly conversation series, where we amplify the voices of the unheard and offer stories and insights and suggestions for how we create a more inclusive world and certainly more inclusive workplaces. Currently on Hummingbird Hour, we are featuring authors in honor of my book, which is coming out this fall.

00:01:00:09 - 00:01:24:15

Brian McComak

Humanity in the workplace, which I still can't believe. I wrote a book I wanted to amplify other authors and individuals that I admire and respect and follow. And so, so that's what this series is right now is we're covering some amazing humans who've written books about making the world a better place, a more inclusive and

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Brian McComak

welcoming for everyone. So that's what Hummingbird Hour is. For those of you who are joining us live and in our Zoom space this this month, we are trying something new. We've moved away from the webinar format and we're going to go to the meeting format so we can see each other.

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Brian McComak

I miss humans and so I'm delighted that we're trying something new so we can all be in the Zoom space together. I encourage you to introduce yourselves in the chat. Say where you're from. I'll share your LinkedIn so that people can connect with you.

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Brian McComak

So you know the chat is for all of you to communicate and connect with each other and of course, feel free to ask questions in the chat as well. And we'll make sure that we cover those questions.

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Brian McComak

Also, to optimize your viewing, change your setting to speaker view because you don't want to miss the wonderful faces of Betty and Brian and that that'll just make sure that you are, you know, you get to focus on the true speakers for today.

00:02:32:09 - 00:02:46:03

Brian McComak

Did I miss anything else on my housekeeping before we go to our formal introduction? Oh, if we could just ask everyone to stay on mute, mute? That would be fantastic. We might invite you to unmute if you want to ask a question.

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Brian McComak

And Mark will help us with that piece of the puzzle. Okey doke. Well, let's do our formal intro again. Welcome to Hummingbird Hour and I want to make sure that we acknowledge that it's Women's History Month where we celebrate women.

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Brian McComak

Of course, some of my favorite social media posts have been about shouldn't we celebrate women every day? And the answer is absolutely yes. But I'm also glad that we get to celebrate women this month, and our guest speaker today happens to be a woman as well so that I'm so glad you're with us and happy Women's History

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Brian McComak

Month to you. And I said, tonight it's still lunchtime, so I guess I've decided that I'm ready to go to bed already. Next month, we're going to have Tara Jaye Frank, author of The Waymakers. Join US for Hummingbird Hour.

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Brian McComak

So super excited about Tara joining, and I'm sure we'll have another great conversation next month, so don't miss it. And today we have Betty Ng. Betty, and I have known each other for probably a year, 18 months down here.

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Brian McComak

And you know this, this community of deep professionals, we all love to connect with each other and drive Vargas. I know connected us. And so another amazing human and another amazing woman. So I'm so glad that she introduced us.

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Brian McComak

And today we're going to talk about your book polling power, and I'm not going to want to give away any of the things we're going to talk about yet. So I can't wait to talk about it. So welcome.

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Brian McComak

Welcome, Betty. I'm going to show your bio in a second, but I want to give you a chance to say hello to everyone.

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Betty Ng

Hello, everyone. I'm so excited for today's conversation. Brian, thank you. And the hummingbird team for this great opportunity. Just really excited to go and get your questions ready because at the end, we're going to have some audience Q&A as well.

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Brian McComak

We love the Q&A. That's that's when you get to be in the hot seat, but we have to see what you know. I love it.

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Betty Ng

I love how I do.

00:04:53:06 - 00:05:08:01

Brian McComak

It's like a live test. It's super. It's low anxiety. It's awesome. Well, as we go through your bio though, Betty, I think everyone will well, rest assured that you are more than competent to answer any of the tough questions that may be thrown at you.

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Brian McComak

So let's let's learn a little bit about that. As the founder and CEO of Inspiring Diversity, the co-founder of TAIQ and co-founder of the Asian American Others Book Club, Betty Ing builds inclusive and high-performing cultures. She is a bestselling author, tech and media entrepreneur, trainer, a professional speaker, consultant and thought leader.

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Brian McComak

But he has been featured in top tier publications including Forbes, Bustle Ladders and Fairy Goddess. She's also been featured on Fox five. Good Day, Street Talk and PIX11 Morning News. Prior to founding Inspiring Diversity in 2016, Betty was a senior vice president of corporate development with 20 years of corporate and financial services experience at organizations including Moody's

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Brian McComak

, Citigroup, American Express and Arthur Andersen. Wow. Well, see, you're going to be ready for those questions. I love it. Actually, I don't. Betty, did you know that we work with Moody's? We do some work with them.

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Betty Ng

Oh, great. That's awesome.

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Brian McComak

D.K. Bartley is the Chief Diversity Officer. Yeah, he's just so fantastic. And so we've been working with them for about three years and we help. We do a bit of work with their now their business resource group. So very excited.

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Betty Ng

Oh, great.

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Brian McComak

OK. OK, well, let's talk about your book and you know, every book has a story and a why behind it? And you. I love this part of the story about about pulling power. Oh, I shouldn't do the the prop right here.

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Brian McComak

I got to love it. So you wrote pulling pulling power with your mom. How did that happen?

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Betty Ng

So just by way of background, polling is my mother's name. And so the book is called Polling Power, so inspired by my mom. So it goes back to 2015, when I was still at Moody's. I was awarded as a corporate trailblazer for the work that I was doing within diversity inclusion in mind you.

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Betty Ng

I was not actually specifically in the diversity inclusion space. I had a day job that was doing mergers and acquisitions. My night job was that I was the co-chair of the Women's Employee Resource Group. I founded the Asian Leadership Initiative.

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Betty Ng

And so in 2015, I was awarded as a corporate trailblazer for the impact that I was having in diversity inclusion, as well as my overall career ascent to become a senior vice president. And so in the process of writing my acceptance speech, I really had to think long and hard about who I am and how I got

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Betty Ng

to where I am. And frankly, all roads led back to my mom polling. And as I looked at her name, I realized that every letter of her name polling represents an important principle of what it means to propel your authentic self and others to success.

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Betty Ng

And so at that moment, I said, I really want to write a book with my mom and to share our stories and to share this framework. Admittedly. It kind of fell by the wayside for a little bit because they got just so caught up with working and everything, and then probably about a half year after I was

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Betty Ng

awarded. We were all sitting around a dining room table and you know, my mom, my brother, my sister, my husband, me, my kids and I don't know how it happened, but. All of a sudden, my mom said to me, I'm sorry, I couldn't give you everything that you wanted and needed.

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Betty Ng

And at that point, I broke down because I said, Mom, are you kidding me? You gave me everything that I could have ever needed. And so at that moment, I just felt that I had to. I could not wait any longer.

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Betty Ng

I had to write this book with my mom to share her story, to share how important it is for us to not think of success as material loss, but rather how, how well we are. We are propelling ourselves and others to success.

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Betty Ng

That's how the book came about.

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Brian McComak

I love that. I love that, and when you told your mom that you wanted to write a book with her, what did she say?

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Betty Ng

Well, at first she was like, OK, well, stand line, you know, she's a very popular woman and always very busy. And at first, she was a little hesitant because she was so busy. She's like, How am I going to have time?

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Betty Ng

And then they. But then we wound up taking a cruise together, a family cruise, and it's a mommy. We're going to just sit and we're going to crank this baby out like we're going to top you. Share your stories.

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Betty Ng

You know what? I'm going to do the transcription. Right. And you just tell the stories. And so I took the workload off her because I think she was at first a little afraid. But once we got going, it just became such an amazing experience for me and my mom.

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Betty Ng

It really deepened our relationship so much. And it's something that, you know, although she was initially hesitant, like she has just come to embrace and love and she showcases everywhere and she's just so happy about.

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Brian McComak

Love that, I love that. What a beautiful, beautiful story. And I'm so glad you and your mom got to share that and get to continue to share this because as we both know, you know, once once the book, well, my book isn't out yet, but once the book is out, it's there forever, and there's always no opportunities

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Brian McComak

to talk about it, which is exciting. So, you know, I mentioned at the in the introduction that are commitment at Hummingbird. Of course, everything you do is to amplify the voices of the unheard. Which is certainly one of the the principles that drives how we choose topics and guests for Hummingbird Hour.

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Brian McComak

And you know, we've already covered it's Women's History Month. So you fall into that category and but we as we, you know, we both do and we we all have intersectional identities and you're also a member of the AAPI community.

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Brian McComak

And the last couple of years have been really tough for the AAPI community. And I should say, as I say, something like that. I also acknowledge the last couple of years is when we know we've seen a rise in hate crimes and we also know that those hate crimes have been we have received coverage in the media

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Brian McComak

that, you know, the reality is that the oppression that has existed for the AAPI community is goes beyond that before that. So I want to make sure I honor the long, the long history there. But I'm curious. I wanted to come back and talk about representation and why it was important to tell the story.

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Brian McComak

But I'm just I just want to ask, like, how has that that, you know, the emergence of the hate crimes and a, you know, the in new ways? How has that affected you and your family and your loved ones?

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Betty Ng

You're really great question. As I mentioned on my book, and some people know this, but I actually have been the victim of hate crimes myself. Well, before, you know, the recent rise, the recent surge during COVID, and so and that those experiences and multiple experiences mind, you have really impacted me throughout my whole life and it stays

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Betty Ng

with me. And so with this recent increase in anti-Asian hate crimes, it's really been very triggering for me. You know, frankly, I've, you know, I've carried around Whistle actually also bought pepper spray all of that because of fear.

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Betty Ng

Fear because you don't know what's going to happen. Right? And, you know, and it just really is awful to feel like you are just being targeted because of your identity. And quite frankly, when I after I was first a victim of hate crimes, when my when I was just in middle school, when my sister and I were

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Betty Ng

brutally beaten up. That experience actually made me feel like, you know what? This is unacceptable, and I am never going to be one of those people who judges and hurts someone simply because of their identity. And that is that is actually fueled my own purpose to be a builder of inclusive and high-performing culture.

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Brian McComak

I'm sorry that you had those experiences in your in your life. And I really appreciate you sharing with us so authentically. You know, I would I believe and you know, when it's when it's my turn in these in these spaces, I try to share my stories.

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Brian McComak

And I do it because I know that there is healing in it for me, and I know that it can also help others feel seen. So so I thank you for sharing, and I believe you helped yourself and you're helping others as you share those painful stories.

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Brian McComak

So thank you. Thank you. I know that, you know, something that you and I both believe in is the importance of representation, and we're certainly not alone. But that's, you know, one of the ways to tackle the that the oppression that has existed for marginalized communities and the drivers behind the hate crimes, for example, is is to

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Brian McComak

create awareness and understanding and to elevate stories. So certainly that's something that you've you've done here with pulling power. Why? Why was that important for you to tell this story? Where did that come from?

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Betty Ng

I guess it came from multiple angles. one certainly was feeling that there weren't enough stories out there highlighting Asian women as leaders. Unfortunately, there is this stereotype that of Asian women as being submissive, therefore followers rather than leaders.

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Betty Ng

And that is so unfair. It is a very unfair stereotype. So one of the things that I really wanted to highlight was. The stories, my mom. As well as myself, as impactful leaders, as contributors, to contributors, to our society.

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Betty Ng

You know, those that we are truly as American as anybody else, and that we really add value to our society, to our American society. Just a little bit of background on my mom. My mom, you know, as an immigrant woman was widowed at the age of 32 and left with four young children to raise on a social

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Betty Ng

worker salary. And instead of giving up, she persevered for her own purpose and devoted her life to the community, helping everyone from young children to senior citizens fast for about five decades. She's gone well over 100 awards. But more importantly, she's had such a huge impact on so many lives.

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Betty Ng

Even the beginning of last year, she was awarded honored among the 50 over 50 who made New York great. So. Of course, I just felt that it was so important to share these stories because oftentimes this is not the view that most people have of Asian women.

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Betty Ng

But not only that, I felt that there were real powerful lessons that my mom taught me role modeled for me that led to this framework that I felt was so important to share with everybody with respect to how do we truly propel not only ourselves, but others to success while managing what matters?

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Betty Ng

When I say while managing what matters, my mom, hey, she raised four of us social workers salary. You know, and still did what she did. By managing what matters.

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Brian McComak

I really appreciate that that you brought in both the the the personal and the professional into that and that description, you know, something that I think we need to do more of in the workplace is to honor that we are humans as well as whatever job title we have.

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Brian McComak

So, you know, I really just want to say thank you for that because I somebody you grew up in corporate environments like me and those environments taught us to edit those statements out. And we got to keep them then.

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Brian McComak

So thank you so much. OK, now early on in our conversation, which I can't believe, it's only been 20 minutes. You were mentioning the framework. And so there was the little teaser, I think is a time to share the framework with everyone.

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Betty Ng

Sure. Sure, sure. You know, I can. I can tell a little bit more about like the yeah, I'll share the framework. There are two pieces of it, right? There's a polling piece of it. So when I came up with the when I wrote the acceptance speech for the Corporate Trailblazer Award, that's when I came up with the

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Betty Ng

polling framework. And so P stands for persevering for your purpose, your vision for your authentic self, always for others, helping others to succeed and addressing pain points that are out there. Elvis for lead, which is about being proactive in driving change and action as opposed to waiting for others to do something is inspire, which is really about

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Betty Ng

always being at your best, exuding that confidence and conviction for what you believe in and inspiring others to follow you. And as for network, which is not about handing out business cards, but rather it's about establishing building and leveraging relationships to make things happen and GS4 for grow, which is about always pushing yourself to be better.

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Betty Ng

You know, not seeing, you know, not seeing things as failures, but rather as learning opportunities. Reinventing yourself, challenging yourself to be better. So it came up with that framework when I when I wrote the Cover Trailblazer award, you know, speech.

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Betty Ng

And interestingly, months before that, I had been asked to speak on a panel for. Juggling it all. But for me, it's hard about juggling it all. It's about managing what matters. And I came up with the power framework, you know, as you can tell, I love frameworks I love just kind of like crystallizing things into ways that

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Betty Ng

are easy to remember and power managing what matters. It's really about staying focused on priorities. Oh, for obligations in terms of what, for whom and for what you're accountable. Worthwhile activities, so what is actually going to be impactful, right?

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Betty Ng

Energy. So what energizes you and those around you? And R for resources. What do you have access to, not necessarily what's in your bank account, but also what you have access to in terms of your network? Right? Those resources so.

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Betty Ng

So with every consideration, with every decision that you make, you think about managing what matters and is what you're doing actually allowing you to meet those power criteria. And then so. So they were distinct, so polling and power were distinct frameworks at first and then decided we were going to write this book.

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Betty Ng

And during the process of writing this book, I realized, Wow, they actually come together because a lot of people are like, Yeah, I would love to live by polling who doesn't want to persevere for the purpose, help others lead, inspire, network and grow.

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Betty Ng

But the question becomes How how do you do it? What do you focus on? Right? And so how do you make? Because there are 1,000,000,001 things that you could do. All of us are pulled in 10,000 different directions, but how do you decide what it is that you're going to do to live by polling?

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Betty Ng

And that's where the power considerations come into play. And so, you know, I'll just show you just quickly on, you know, on the screen, it actually is a grid, and it may feel overwhelming at first, but it's actually really not.

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Betty Ng

You know, if you want me to, I can walk you through an example. But basically, as you go through each each question or each row in terms of polling, like, Oh, I'm persevering, am I persevering for my purpose?

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Betty Ng

If you are, are you persevering for your purpose while actually still focusing on your priorities, your and your organization's priorities? Are you able to meet your and your organization's obligations while you're persevering for your purpose? Is what you're doing to persevere for your purpose actually worthwhile in terms of the impact that you're having?

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Betty Ng

Is what you're doing to persevere for your purpose, energizing you and those around you? And is what you're doing to persevere for your purpose in line with your resources, do you actually have resources to execute upon this, right?

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Betty Ng

So you have it's really, you know, an opportunity to self-reflect. It is a decision evaluation and measurement tool. So you kind of go through each row, say, Am I helping others? Oh, I'm not helping others. Well, I leave this whole world rogue way.

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Betty Ng

Oh, I'm leaning. Yeah, but am I leading in a way that's aligned with my priorities, obligations, worthwhile activities, energy and resources? So you go through this decision evaluation measurement tool at the end, you can see where the holes are right and that enables you to see, OK, well, what am I doing while what?

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Betty Ng

I'm what's missing? And if things are missing, then it gives you pause to be like, You know what? If it's not in line with my energy, why am I doing it? Is there something better for me to be doing that is in alignment with my energy?

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Betty Ng

Well, I don't have the resources for it. Of course, that doesn't make any sense. Let's dispense of it, right? But if you fine, but you know, if you do check off most, if not all of the boxes, then you know you're heading in the right direction.

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Betty Ng

And I know it takes time and I know I'm the founder. You know the adventure of this grid, right? But for me, it's this visual that I keep in my head. And actually, I tell a lot of my clients, Hey, just print this out, print, print this grid up.

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Betty Ng

But I buy your computer on your on your on your refrigerator. For me, it's a mental checklist that I go through with every single major decision that I make and even my daily activities deciding to come and speak here on Hummingbird Hour.

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Betty Ng

It checks every single box in my matrix. I am persevering for my purpose. Hopefully, I'm helping others, leading, inspiring, networking and growing because I'm still always challenging myself, and I'm doing that in accordance with my priorities. So meeting my obligations, doing things, doing something that's worthwhile, something that energizes me, and then I have the resources to do

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Betty Ng

so. Hopefully that helps.

00:25:37:06 - 00:25:53:13

Brian McComak

I love that. I love that. And in the chat, I want to share two comments that came in the chat. one is from J.D., who is our content manager and does all of the learning design at Hummingbird. They said, I love the activity grid, so you have a fan for the grid.

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Brian McComak

I have a feeling that Hummingbird is going to have some grids in the future is probably what's going to happen next. I look forward to it. And then Jodi says this process is worthy of the time and effort.

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Brian McComak

The grid keeps you accountable.

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Betty Ng

I love you.

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Brian McComak

He, as you were describing that you in the way that I heard it was as a an individual activity for self-reflection. Do you do you encourage people to to share the grid and and share their their assessment or their evaluation with others?

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Brian McComak

Is that part of? Is that something that people can do with it?

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Betty Ng

Yeah. Yeah, they can absolutely share with others. one thing I would also say is that while this is something that that individuals can use for their self-reflection, also from a professional standpoint, it is something that can be used for corporate strategy purposes too.

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Betty Ng

Mm-Hmm. What I mean by that is that what organization doesn't want to persevere for its purpose, right? Help others to succeed? Be a leader, inspire right network in terms of building those relationships, right? To to be effective and to grow.

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Betty Ng

Right. But also doing an alignment with their power. Their priorities, obligations. Worthwhile activities, energy and resources. Right. So it is something that that can be used both at the individual level and at the at the corporate level. And I highly encourage people to share with one another their grids because that can be an effective way to rope

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Betty Ng

people in and say, Hey, you know what? What I'm doing right now isn't energizing me or I don't think I have the resources for, you know, can do you have any suggestions for me or might you have some resources that can help me to execute?

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Betty Ng

And so, you know, by rubbing other people and sharing the grid sharing, you know, where you have areas of improvement, actually that can only help you and others.

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Brian McComak

Gowdy also thinks that ERGs could use it for their for their IRG work too low.

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Betty Ng

Absolutely, absolutely. So I, you know, I have to say this framework is something that I use in every aspect of my work in life, even when I'm dealing with my kids. And what we decide to focus on in terms of activities, right?

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Betty Ng

Writing the books with my children, which you know, I think we might talk about later. That was in full alignment with my pulling power. My family's pulling power, right? So it's just every, every decision, big and small. Is this mental checklist.

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Brian McComak

I really appreciate your passion and and thanks for taking some time to explain the framework works. I'm well and again for all of you in the Zoom room zoom space with us. If you have questions for you, feel free to throw those in the chat and we'll we'll try to incorporate those in real time.

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Brian McComak

one of the questions that came to mind for me is, you know, you said it, you know, as you started to describe this, it might feel overwhelming. And so, you know, let's say that there's someone out there who's the who says to themselves that looks really cool, and I want to be able to ask all those questions

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Brian McComak

. But I think it's too much. I don't know where to get started. You know, what would you suggest for someone who is trying to find their way into this?

00:29:15:21 - 00:29:34:19

Betty Ng

Yeah. Well, you know, first of all, I I think that. one of the things that may be a mental roadblock for people is the fear, the fear that, wow, they're going to have a lot of holes. We're going to have a lot of holes and like, what is that going to be like a bad reflection on them

00:29:35:02 - 00:29:58:06

Betty Ng

, right? I but what I want to reinforce is that this is just a tool to help you right to identify, you know, what, what's working, what's not working and and that, you know, it's not. It's not. If you've got holes in your pulling power, it doesn't mean you're a bad person at all.

00:29:59:00 - 00:30:15:15

Betty Ng

Right? The fact that you're even going through the exercise is a very powerful statement in terms of how you want to be the best version of yourself and not only propel yourself, but propel others to success, right? Because as you look at the the letters.

00:30:16:13 - 00:30:32:16

Betty Ng

In the pulling power framework, you'll notice that there is a significant duality in terms of self and others other, you know, so when I say others, it's really about you. Look at the oh, others lead. It impacts others.

00:30:32:17 - 00:30:50:20

Betty Ng

How are you leading being proactive and impacting others, inspiring and networking? Those are about how do you interact with those around you and impact them? Right? So don't think of this as just doing this for yourself, but doing this for those around you.

00:30:50:21 - 00:31:08:06

Betty Ng

And that's why this is a framework that is so important in the diversity inclusion conversation as well, because it's about how do you empower your authentic self because those power considerations are about what is important to you in terms of managing what matters, right?

00:31:08:17 - 00:31:29:09

Betty Ng

What is authentically you and your priorities, your purpose, right? But then it brings in others, right? And how are you going to lift others up as well? So, so, so in terms of I know it can feel a little overwhelming, but but when you break it down, it is really, really simple.

00:31:29:09 - 00:31:43:11

Betty Ng

You just attack it row by row. Don't overthink it in terms of this is such a big. What am I going to do? You got it. Just as with anything, you must, you must just take it piece by piece.

00:31:43:11 - 00:31:59:09

Betty Ng

So is row by row asking those questions about perseverance? My persevering for my purpose? Yes. No. OK, if you're not, you leave the whole room blank. Don't even worry about it. Right? But if you are, then you start to ask yourself the power questions.

00:31:59:09 - 00:32:08:00

Betty Ng

And it's hopefully not too intimidating. But it's a very worthwhile exercise, I promise you. It has really transfer my life.

00:32:10:12 - 00:32:22:20

Brian McComak

Well, that was a great lead into my next question, Betty, I'm curious, you know, you've you've given us a few different ways to think about the framework and understand the framework. Are there any anecdotes you can share of?

00:32:22:20 - 00:32:28:16

Brian McComak

Here's a meaningful moment that has transpired from the VA, from using the framework.

00:32:29:23 - 00:32:59:11

Betty Ng

From using the framework. You know, it's interesting. So as I mentioned, like a started first sharing the writing, the stories about my myself and my mom in the book. And it was only after we finished writing the stories that I went back and I did, the retroactive retrospective analyzes and each chapter, and I realized that, you know

00:33:00:14 - 00:33:17:07

Betty Ng

? That even at a young age, I didn't even realize that I was using polling power at those pivotal moments. And I was like, Wow, that completely makes sense. You know that those were very successful times for me. And then.

00:33:18:10 - 00:33:43:08

Betty Ng

The Times, when I realized that I wasn't as successful, I realized that I had huge holes in my pulling power and and even. Just before I left corporate, I knew I was not feeling entirely fulfilled. Yeah, this was when I was like, I need to write the book, but I was too busy, but like, you know, it's

00:33:43:08 - 00:34:00:23

Betty Ng

like. And so when I when I reflected back and did my my pulling power analysis retrospectively, you know, at that moment, right before I left corporate, I realized that I wasn't persevering for my purpose. And I wasn't growing.

00:34:01:13 - 00:34:22:24

Betty Ng

So those two rows, you know, were clearly, clearly not populated, right? That there were huge holes in my pulling power. And so here so here in this book, you know, there were huge holes in my pulling power. You see, these two rows were completely empty, even though the center, I was able to do the work that I

00:34:22:24 - 00:34:43:10

Betty Ng

was doing with the yards and and other things. I mean, you know, I just felt like I still was not doing enough. And so, so. You know it this is just just writing the book, going through the process and seeing how it really related to my whole life made me realize I have to use this going forward

00:34:43:10 - 00:34:46:05

Betty Ng

with everything, with everything that I do.

00:34:50:13 - 00:35:08:13

Brian McComak

OK, so we've we've predominantly framed it from the individual point of view and different ways to do it from, you know, from that angle you alluded to. You can also use the framework for strategy, design and and your mission, you know, aligning aligning decisions with the mission.

00:35:10:00 - 00:35:22:13

Brian McComak

If you know, I'm sure we have some leaders in the room who might be saying, Hey, I'd love to take this back to my team and use this as a tool with with my team as we make decisions.

00:35:22:19 - 00:35:25:06

Brian McComak

How do you how do you apply it and the team construct?

00:35:26:09 - 00:35:44:13

Betty Ng

Yeah, yeah. So so when we go through the the the framework, actually, when we talk about, for example, the power considerations, it's not just about your own power considerations, it's also about the power considerations for your team and for your organization.

00:35:45:02 - 00:35:59:15

Betty Ng

And so you know, and you know, JD, I think you should mention that this is this would be very a great thing for urges to use, even in determining what activities, what programs you know you're going to focus on.

00:35:59:15 - 00:36:14:03

Betty Ng

What's your strategy, right? And so even as you go through the polling, you know, so defining what is your ergs purpose? What is your your, your, your vision and your mission? And are you actually with the things that you have lined up?

00:36:14:11 - 00:36:29:10

Betty Ng

Is it an aligned with those things, right? Are you actually is your energy helping others? Are you leading in terms of being proactive and driving change? Or are you or is the RG actually meeting being more reactive versus proactive?

00:36:29:19 - 00:36:55:08

Betty Ng

Are you inspiring? You know, others you're inspiring in terms of, you know, the actions and and really you're helping the community be its best version of itself. You know, networking in terms of developing relationships and building those networks among the ERG members growing in terms of really pushing yourself, you know, to do new things as opposed to

00:36:55:08 - 00:37:07:19

Betty Ng

just the status quo. Right? And then going through the power considerations right and figuring out, OK, is what you're doing align with those priorities. Are you still able to meet your obligations? Are they worthwhile in terms of the impact?

00:37:08:02 - 00:37:24:20

Betty Ng

Is it energizing the people within the argues? Right? Because if they're not energized, you're probably not going to be very effective rate. And is it in line with your resources? Obviously, your ideas, every you know, all teams have, you know, defined and oftentimes limited resources.

00:37:25:14 - 00:37:28:06

Betty Ng

So. Hopefully that helps.

00:37:28:21 - 00:37:52:13

Brian McComak

Absolutely. Absolutely. There is a question from the audience. And you know, Betty, of course, you and I are focusing the conversation on pulling power and the the the messages in the book. We both have other areas of expertise, which includes creating inclusive workplaces and that, you know, and we've been talking about ERGs, which is where this question

00:37:52:13 - 00:38:11:20

Brian McComak

emerges. How do you make sure? How do we make sure that companies don't use drugs as a smokescreen, that you know, that they focus on amplifying and marketing their wonderful leagues? But that's the CEO, the leadership team that really bought into the commitment for DEI.

00:38:12:11 - 00:38:15:01

Brian McComak

How would you how would you sort of tackle that puzzle?

00:38:16:07 - 00:38:37:06

Betty Ng

Yeah. So what you say in terms of the smoke screen, you're basically are basically just having the yards and say, Hey, we have a bunch of young guys and and and that's good enough. Well, you know, a lot of a lot of the work that I do is is really actually focused on individual behavior, what is what

00:38:37:06 - 00:38:53:08

Betty Ng

you know, and also ensuring that you know that the urges are empowered to to to to make a difference and to it because your genes that often yeah, there's there's a place for your genes that are social, right?

00:38:53:11 - 00:39:11:05

Betty Ng

Because there is value for to create those environments and networks, you know that opportunity for people to to mix and mingle and to get to know each other. But I think that, you know, your genes also need to be empowered with, you know, ability to.

00:39:11:05 - 00:39:34:18

Betty Ng

And that's why a lot of them like, for example, you know, my past employer now they're no longer urges their be our right. They actually have a role in terms of the business. Diversity inclusion becomes integrated into the actual operations and the strategy right, and is not left on the sidelines.

00:39:36:01 - 00:39:55:21

Betty Ng

I think, you know, as as I mentioned before, it is so important. In addition to the urges, you know, many of the other things that that that companies focus on. It's not just about the top down structures, you know that that are put in place, you know, having urges and having this or that other program, it's also

00:39:55:21 - 00:40:12:18

Betty Ng

about the bottom up. What are companies actually doing to truly embed inclusion into cultural DNA? And with the work that I do with Tiku, which is one the other company that I that I run, Typekit stands for the Think Act Interact quotient for inclusive behavior.

00:40:12:23 - 00:40:25:12

Betty Ng

So instead of your IQ or your IQ, it's your Tiku. And it really is because at the end of the day, culture is the sum of the individuals. When people say the organization did that, the organization did this.

00:40:25:24 - 00:40:41:14

Betty Ng

Who's doing it? It's individuals. So how we think, act and interact ultimately influences how an organization looks with respect to diversity and representation, how it acts in terms of promoting diversity and inclusion, and how it feels in terms of the employee sense of belonging.

00:40:42:00 - 00:40:57:03

Betty Ng

And so it's really how do we empower people to not only think but also act and interact inclusively because inclusion inclusive is frankly one of those terms that a lot of people throw around. They have no idea what it really means.

00:40:58:05 - 00:41:14:03

Betty Ng

And inclusion, actually. one of the things that Typekit has done is we've broken inclusion down into aiki behaviors of being open, aware I'm biased. Performance goal oriented, curious, culturally competent, collaborative and courageous, right? You don't have to memorize all that.

00:41:14:03 - 00:41:35:19

Betty Ng

But yeah, but but even skills like empathy are a combination of those behaviors. But we break inclusion down into those. Then it becomes more livable and breathable. Right? And so it's really about ensuring that organizations don't just say, Oh, I've got this program in place, I've got this yoga in place.

00:41:35:23 - 00:41:58:03

Betty Ng

What are they really doing to empower each individual to be more inclusive? Because what individuals are more inclusive that actually facilitates every other aspect of the EIB conversation? It facilitates the diversity because if you if you don't have people who are inclusive, you're never going to get that diversity of representation.

00:41:58:10 - 00:42:08:02

Betty Ng

You're never going to, you know, you're never going to have that feeling of belonging and also equity. People who are making the decisions and doing things are not inclusive in their mindset.

00:42:12:00 - 00:42:32:15

Brian McComak

There's a follow up question here about ERGs as well, and well, the question reads. Kindly tell us how you feel about the possibility. There's a lot of caveats there that the that too many ERGs may cause us to be or feel more divided.

00:42:33:24 - 00:42:53:22

Brian McComak

And so I, you know, I'd love your thoughts on that. And actually, I'll share something just briefly here as and I'll take it to a different lens, which is the I'm fully committed to creating diverse, equitable and inclusive workplaces that I live and breathe it every day.

00:42:54:09 - 00:43:14:02

Brian McComak

I also have a concern that some of the approaches that we've taken to DEI over the years push people apart much more than they bring people together. So we like when we think about the work at Hummingbird, we try to focus on shared humanity like we are more alike than we are different.

00:43:14:09 - 00:43:32:15

Brian McComak

Let's build those bridges of trust. And then when we have those bridges, then we can also understand our individual lived experiences. And there are some very powerful and very real and very tragic individual living experiences. But if we start from shared humanity, then we can understand those and we can be part of the change.

00:43:32:22 - 00:43:38:07

Brian McComak

So that's something that we think about it. Yes, I saw your reaction, though I think you have something to say to Betty.

00:43:38:15 - 00:43:58:06

Betty Ng

Yeah, absolutely. And they're going back to the question in terms of the urges. I do believe that there is a role for four urges for specific groups, but also I see a role for an umbrella in terms of so for example, in my, you know, my last corporate role, our organization had a multicultural league.

00:43:58:11 - 00:44:19:00

Betty Ng

But within that, we also had, you know, the Garland ex, the the, you know, Asian, the black ergs within that. But there was a lot of cross collaboration. That was promoted because, yes, the worst thing to do is to create just silos.

00:44:19:23 - 00:44:45:12

Betty Ng

For all of us, it is about. You know, really better understanding, appreciating, respecting each other. Because that is going to really build that more inclusive environment where people will feel that they belong and feel like they're heard. And so, you know, and quite frankly, that's one of the reasons why my work, you know, with inspiring diversity.

00:44:45:12 - 00:45:06:20

Betty Ng

While, as you had mentioned, I am a co-founder of the Asian-American authors book club and I do a lot of things for the Asian-American community. But my view is that we're all in it together, and that's why inspiring diversity and Typekit are really about how do we all work together to propel each other to success while still

00:45:06:20 - 00:45:11:05

Betty Ng

recognizing, you know, nuances that are required for each community.

00:45:14:07 - 00:45:38:03

Brian McComak

I'll just add one other small suggestion or idea, which you already have planted the seed in your your answer there, Betty is at Moody's. one of the approaches that D.K. has used last year was urges. Bags are often putting on events and programs and to get access to the funds.

00:45:38:03 - 00:45:57:23

Brian McComak

Last year, they had to collaborate with another one of the leagues. So it was an unlock that required collaboration and understanding each other and and sharing those stories, which I thought was such an inventive way to to create dialog and also to create moments that that amplify intersectionality.

00:45:58:10 - 00:45:59:24

Betty Ng

Yeah, absolutely.

00:46:01:02 - 00:46:17:03

Brian McComak

OK, so one of the back to the book pulling power. And you know, when you you've talked a little bit about creating, you know, your network and how you think about network. And then, you know, we're talking about inclusion.

00:46:17:03 - 00:46:30:01

Brian McComak

So having an inclusive network is is, you know, I'm sure that you're going to say it's important. And how do you how do you think about that when you put those two words together, what does what is the inclusion of inclusive network mean?

00:46:30:06 - 00:46:33:21

Brian McComak

How do you bring it to life? Why is it? Why is it something that's that we all need to be doing?

00:46:34:15 - 00:46:50:03

Betty Ng

You know, when I think of inclusive networking is basically building relationships with people who are different from you and inside just about race and gender. It's in all aspects. And the way that I think about it is, you know, not just from a professional lens, but also from personal lens.

00:46:50:20 - 00:47:09:22

Betty Ng

I cannot tell you how much my life is better. With having diverse friends. You know, I mean, I just feel like people who challenge you in your ways of thinking as well as push you to do things that maybe you wouldn't have considered doing.

00:47:10:08 - 00:47:27:13

Betty Ng

You know, if you hadn't been exposed to people of different backgrounds with different interests and so forth from a professional standpoint, yeah, I've even written an article on it. It's, you know, I've written an article about how, you know, diverse and inclusive relationships help you to build your net worth.

00:47:28:12 - 00:47:47:16

Betty Ng

And I really believe that strongly it has helped me that my diverse and inclusive network has helped me so much, not only in my corporate life, but as an entrepreneur. Frankly, I am not a subject matter expert in everything.

00:47:47:23 - 00:48:07:09

Betty Ng

I can't be. Nor do I want to be. But to run a company, to be an entrepreneur, even to be an executive, because this is something that I had to do leading teams to execute projects even in corporate, you just can't you don't know everything, but you need to rope in the right people.

00:48:08:16 - 00:48:28:00

Betty Ng

With the right expertise, and it is together that you can actually implement well. And it's really hearing each other, you know, like I did M&A for for quite a while. Mergers and acquisitions, buying companies you can imagine, like my teams were oftentimes like 50 people.

00:48:28:21 - 00:48:52:03

Betty Ng

Representing different subject matter, expertize geographies, business lines, whatnot, but we had to work together, uncover issues together, talk about the intersectionality of what one area may have identified that might impact another area and really have that dialog and be inclusive of each other, make it, make sure each other are heard to make sure that we were doing

00:48:52:03 - 00:49:10:03

Betty Ng

the right thing for the business, right? So so the way I see, you know, diverse and inclusive relationships is really about diversity at all levels, right? Not just race and gender, things that impact our diversity of thought, which often does come from, you know, our race and gender.

00:49:10:03 - 00:49:19:04

Betty Ng

But it's not solely that it's experience. It's, you know, education. It's every it's so many things, so many things.

00:49:21:21 - 00:49:42:03

Brian McComak

And well, and we each have so many stories that are part of our lives and part of our experiences and and, you know, we can talk about the invisible and visible aspects of our identities. And then there's all these other stories about, you know, the experiences of, you know, how your how your, you know, your relationship with

00:49:42:03 - 00:49:57:17

Brian McComak

your mom and how that transpired over over the course of your life and having a man who was a social worker who raised four kids and made sure that you had everything you needed, I'm sure. And you know, all those stories add up to the humans that we are.

00:49:58:20 - 00:50:25:17

Brian McComak

The other thing that I'll offer is, so first of all, I agree with everything that Barry said. And I would also offer that there's also something that I've come to really understand is very few of us learned how to have meaningful and difficult sometimes conversations with the humans in our lives.

00:50:25:23 - 00:50:44:05

Brian McComak

So it's yes, have that wonderful diversity of amazing, unique, beautiful humans in your network and on your teams and also figure out how to have real conversation because that is how you really tap into that the power of that community.

00:50:45:11 - 00:50:58:18

Brian McComak

And you know, the I'm actually I'll just I'll just since I've said, you should do this without giving any tips. I think it's next month. The Hummingbird is going to be releasing a guide on how to have those conversations.

00:50:58:19 - 00:51:14:18

Brian McComak

So, you know, make sure that you sign up for the Hummingbird newsletter. This was not intended to be the see the set of her newsletter, but but, you know, check out that guy because we've we've been really developing a framework and our approach to how do we help people have those conversations?

00:51:16:02 - 00:51:30:17

Brian McComak

OK, well, we're coming to the close to the end of our hour and before we before we go, you know, I know that you and I both share a a another one of our passions is about children's books.

00:51:30:17 - 00:51:51:14

Brian McComak

And, you know, we have a tagline we've been working on, which is kind of working on you just came up and we use it. It's diversity. Conversations are for kids, too. I can't tell you how many spaces that I've been in facilitating with professionals, adults in the spaces and they're asking, How do I have this conversation with

00:51:51:15 - 00:52:07:04

Brian McComak

my, my, my child? How, you know, are there tools or resources? So I know that we released my grown ups last year and you and I connected, and I can't remember how long we stayed on that Zoom call, just talking children's books.

00:52:08:01 - 00:52:18:04

Brian McComak

And so you you wrote the persevering penguins and pals. So tell us, tell us more about your children's book.

00:52:18:21 - 00:52:38:00

Betty Ng

Yeah. So actually, it's it's now become a series. It's, you know, the Penguins and Pal series. But it all started when I was trying to explain to my seven and nine year old kids the polling principles. And my daughter, who was nine at the time, said, Mommy, I love the polling principles, but honestly, no kid is going

00:52:38:00 - 00:52:55:07

Betty Ng

to want to read your book. And so I was like, at first, yes, I admit I was a little bit hurt, but it just really emphasize the point that you need to know your audience, right? And so my daughter said, But hey, who doesn't love animal stories?

00:52:55:07 - 00:53:16:02

Betty Ng

So. So that was the beginning of our family embarking on a journey to write our Penguins in peril series. So taking the polling principles, actually creating these animals, you know, the persevering penguins, otters for others, the leading lions, the inspiring iguanas, the networking nightingales and the growing dribbles.

00:53:16:10 - 00:53:43:06

Betty Ng

All of these different animals. And having great strengths of their own. But yet at the end, having to come together to help each other to succeed. Right? You know, and so, so really, the series was not only to talk about the different attributes, but really to emphasize the importance of something that my mom has always instilled in

00:53:43:07 - 00:54:04:20

Betty Ng

me from a very young age that truly anything is possible. As long as we help each other to succeed, regardless of each other's backgrounds, we must help each other to succeed. And so the children's book, you know, really, you know, emphasized that point.

00:54:06:11 - 00:54:20:13

Brian McComak

It's so beautiful, so beautiful, I and I love the mission behind it. Apparently, I love all the things that you're doing, Betty, because I use that word like 30 times in this conversation. That's it's really, really great, you know?

00:54:20:15 - 00:54:39:11

Brian McComak

And the other the other thing you didn't use this language, but something that I heard as you were talking is, you know, we use that the diversity conversations are for kids, too. And then there's this sort of caveat that's understood of and we should have those conversations in an age appropriate way.

00:54:40:08 - 00:54:51:20

Brian McComak

And and so I love that, you know, that's what you've done as you've translated a concept that is an adult concept for for kids to be able to absorb in an age appropriate way, which I think is is fantastic.

00:54:52:21 - 00:55:09:07

Brian McComak

OK, I'm going to come back to you in just a second to ask you if you have any final remarks. So I'm going to give you pretend the Jeopardy music is playing for a second and I want to before we move away from the the diversity conversations over kids too in the children's books and the importance of

00:55:09:07 - 00:55:27:13

Brian McComak

these conversations. I think it's also just important to acknowledge the the pain that some communities are feeling in states like Texas and Florida, with the loss of transgender rights for kids in Texas and the battles that are happening there.

00:55:27:13 - 00:55:45:23

Brian McComak

And I live in Florida and my family's lived in Florida for 33 years. My sister and I are both gay and, you know, the don't say gay bill, as certainly struck, struck a chord here and painful ways. And you know, there's such fear about having conversations with kids about.

00:55:46:24 - 00:56:00:01

Brian McComak

Humans that are different from me from from the who they are, and that's I don't quite understand all of the fear that emerges from people being different. And it's but it's tragic and it's painful right now. So I just want to make sure I acknowledge that.

00:56:00:14 - 00:56:14:01

Betty Ng

Yeah, it's so important and it is really tragic. What's what's been happening? I just sometimes I just feel like at a loss for words like, how could this have happened?

00:56:15:23 - 00:56:35:20

Brian McComak

Yeah. Absolutely. Absolutely. And you know, the the other thing that I'll share here is one of my dear colleagues and friends, Surbhi Lal, she texted me last week and she said, Brian, I'm thinking of you and then Florida and just it was a very just human, empathetic.

00:56:35:21 - 00:56:49:02

Brian McComak

I just wanted to let you know, I'm thinking of you. And then she asked me a question about whether I felt safe, which was really interesting because those you can't see me on the screen, I'm six feet, six inches tall.

00:56:49:09 - 00:57:03:21

Brian McComak

I weigh almost £300. You know, I'm like, I'm not. I don't need to worry for my safety a whole lot. I also live in a gay enclave in a little town called What Manners? So I feel very safe, and I have privilege in that regard.

00:57:03:21 - 00:57:17:24

Brian McComak

So I want to acknowledge that the the thing I said, though, was I feel a responsibility to be part of whatever happens next, and I just don't know where to go with it. And that part is hard. And I think, you know, when you're as you were saying, like sometimes the words don't come.

00:57:18:00 - 00:57:36:09

Brian McComak

I think that's, you know, that's part of it is, you know, you and I are both committed to driving change and making change. And sometimes it's a little bit perplexing that where do we go next? So, Betty, this has been an amazing, amazing conversation, and we can have a whole nother hummingbird hour on that topic.

00:57:37:03 - 00:57:53:14

Brian McComak

But you know, thank you so much for saying yes to joining us for Hummingbird Hour, for writing pulling power. Please say thank you to your mom from all of us. Hummingbird as well. Any any final words comments anything you'd like to say to the group before we before we wrap up.

00:57:54:18 - 00:58:11:05

Betty Ng

Well, I just want to say I really have appreciated this opportunity to share my story, my frameworks and just my perspectives and really representation does matter. And it's so important for all of us to get out there and share our stories.

00:58:11:05 - 00:58:36:08

Betty Ng

Our stories are worth telling. And when we talk about humanity, it really is about us really better understanding one another. And a lot of that comes from relatability that storytelling does provide. Right. That's how I actually have even tackled some of the biases that I didn't realize that I had spent getting to know people who are different

00:58:36:08 - 00:58:54:20

Betty Ng

from me asking those questions like, How has your background influenced your success? What do you love about your culture? What are some challenges that you faced, you know, and how can we help you? How, you know, how would you like to be helped in terms of navigating such challenges?

00:58:55:08 - 00:59:14:02

Betty Ng

Let's share our stories. Let's build that humanity. And I love Brian. Everything that you and hummingbird humanity are doing so incredibly worthwhile. Thank you so much for this amazing opportunity. And I really look forward to us collaborating more in the future as well.

00:59:14:09 - 00:59:35:21

Brian McComak

Yeah, absolutely, absolutely. Well, I want to make sure I repeat our our stories are worth telling. Your stories are worth telling such a powerful message. And you know, and thinking back to the comments we were making a few months ago about some of the pain that's transpiring right now and some states that are challenging you, that's driven

00:59:35:24 - 00:59:49:11

Brian McComak

, I believe in large part by fear and not understanding and not understand not having that connection with others that are different. So one of the ways that we can be part of that change is sharing our story. So yes, your stories are worth telling, Betty.

00:59:49:11 - 01:00:03:00

Brian McComak

Thank you. Thank you so much. This was phenomenal. Definitely more collaboration in the future. I look forward to it for all of you that are with us. Thank you so much for being with us. And if you're listening or are watching later.

01:00:03:09 - 01:00:15:10

Brian McComak

Thank you again for thank you for being with us and staying connected to the hummingbird humanity community. Until next time, I want to say stay safe and be well. Goodbye, everyone.

01:00:15:17 - 01:00:16:15

Betty Ng

Thank you.