



Why sharing our experiences is empowering

From the #WomenInvested Speaker Series

With

Marci McGregor, Senior Investment Strategist
Bank of America Global Wealth and Investment Management

Bonnie St. John, Paralympic Ski Medalist,
Business Consultant and Best-Selling Author

Ruth Zukerman, Co-founder of SoulCycle and
Flywheel Sports

Please see important information at the end of this program. Recorded 3/20/2019

Marci McGregor: You both shared so generously with us earlier about your personal journeys and the challenges you faced along the way. Do you encourage all women to try that kind of degree of openness? Rather than keeping everything bottled up and keeping it inside, is it empowering us to share and to take control of that? Like would that help us make brave decisions like both of you have?

Ruth Zuckerman: I think so. I have found through my experiences with spin class, it's the sharing that connects people and allows people to have the realization that they are not in this world struggling by themselves and I think that when we feel that way, those are some of our scariest moments and most challenging moments. And sometimes you just want someone to listen but it all comes back to connecting. In this day and age, connection has fallen by the wayside. And it doesn't mean we don't need it as much as we always have, so.

Marci McGregor: Yeah, it's the sense of community has fallen apart.

Ruth Zuckerman: Exactly, yes.

Bonnie St. John: I sat down with a group of high school seniors and I told them a little bit about my story. And then I said, "Let's talk about the difference between looking extraordinary and being extraordinary." And they said things like looking extraordinary lasts for five minutes, you know. Being extraordinary lasts your lifetime. Looking extraordinary is for other people to try to impress them. Being extraordinary is for myself and my talents. And it was just so interesting. The idea that trying to look cool all the time,

and never talk about your problems, and be on Instagram and I'm cool and everything, can actually get in the way of actually living the life you really want to lead and being the person, you know, getting your talents and your gifts out.

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