

# #114 Empowering Women with Jane Finnett

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## SUMMARY KEYWORDS

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## SPEAKERS

Michelle Glogovac, Jane Finette

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**M** Michelle Glogovac 00:01

You're listening to the mice simplified life podcast and this is episode number 114.

**M** Michelle Glogovac 00:12

Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life

**M** Michelle Glogovac 00:46

Hi, friends welcome back to another episode. I'm your host, Michelle Glogovac women empowering other women has become a very common theme, and one that I feel we need to strive for more. My guest today wholeheartedly agrees. Jane finit is the founder of the coaching fellowship, author of the recently launched book unlocked how empowered women empower women and former executive at Mazola. Jane is a passionate advocate for women and girls. And although she's quick to downplay her role, she's truly changing the world with the work she does. Jane interviewed a number of women for her book and looks at how they've empowered other women, and then offers 10 keys for how each of us can do the same. The most beautiful example she gives is around the ripple effect. If I empower two women today, and they each Empower two women tomorrow, and so on, then in just one month, we will have touched the lives of every woman on the planet. That's simply mind blowing. But it makes me wonder why we aren't working harder to make this happen. Jane and I enjoyed a candid conversation in which we discussed her book, her nonprofit organization, our corporate backgrounds, and how we can empower more women every single day. Hi, Jane. Hello there. Michelle. I am so excited to talk to you. We've been emailing and following each other for months now I've read your book. And I'm just so thrilled to get to finally actually speak to you in real life.

**J** Jane Finette 02:27

To you too. Thank you so much for having me on your show. I'm just so equally jazzed to be here and can't wait for our conversation.

**M** Michelle Glogovac 02:37

My pleasure. Can you take a moment and introduce yourself to everybody, please?

**J** Jane Finette 02:42

Oh, yes. Thank you. Hi, everyone. I'm, I'm James SONET. I am the founder and executive director of a nonprofit called the coaching fellowship. And we help young women social change, leaders get access to leadership, development and community all around the world. been doing that for about the last seven, eight years. And we've supported about 1300 young women social change leaders. So that's really the job of my life. And then just recently, my book came out, I'm a first time author, and my book is entitled, unlocked how empowered women empower women. And it's all about how, how we as women can help another sister rise and thrive.

**M** Michelle Glogovac 03:31

And I love it, I read it page never cover. And you interview women that, you know, most of them I had never heard of. I possibly am living under a rock. But you are incredible women who are leaders, whether they're in Silicon Valley, or the military, and they've truly taken upon themselves to empower other women and to lead the way and it's just so incredible, because I think so many of us want to do the same. You know, and I'm sure that these women didn't intend on making such a movement in their each great path, but they did. Yeah,

**J** Jane Finette 04:15

yeah, no, it's and you know, I have to put myself in the same the same boat as well. Maybe later in our conversation. I can share some of the founding story of the coaching fellowship, but I definitely was. We had a similar story where you're very small actions, but multiple actions nonetheless led to a lead to movements being created by the women that I talk about to fundamental change whether that was Tracy Chou, she's she was the Pinterest engineer and a software engineer 2014 Who kicked off the diversity debate in Silicon Valley, which forever changed the face of women in technology and minorities in technology. Or if you We're looking at Holly Gordon, who was a, she was a TV producer. I mean, she had a very, very exciting job that she had two kids and really couldn't make it all work, ended up having to quit, because she could not be on the road reporting weeks on end. And at home, ended up creating the phenomenal massive movement Girl Rising, which is all about helping young women and girls to be able to go to school all around the world, which I think many of us have heard of now, they released a movie that has been shown and sort of like more than 100 countries now. It's extraordinary, but very, very small actions. And I love this, you know, sort of, I was just into

Stephen Sondheim just passed away just these last couple of days. And I was listening to NPR. And there was a beautiful quote, as well from one of his favorite songs. And some of the lyrics go, you know, it's, it's about the ripple, it's not about the sea. And, and I just, gosh, that gives me goosebumps when I say it out loud, too. Because it is like, we don't know the small pebbles in the pond. We have no idea where these ripples are going to submit

**M** Michelle Glogovac 06:16

your book to. And it's you just say, you know, if you go out and you help two people, and those people go help two, I think it was two people, right?

**J** Jane Finette 06:25

Yeah. Potential. Yeah, we know how that works these days. Within 30

**M** Michelle Glogovac 06:29

days, you got an entire planet? Yeah, it's like COVID spreading, right?

**J** Jane Finette 06:36

Yeah, totally. Yeah. Someone actually did when we were brainstorming that I have don't think I've ever said this, actually. So it's sort of a, what's the word, an Easter egg here are something that the, someone said that I should call the book, The Good contagion, at one point at the height of COVID. And I was like, No, they just can't do that. But you know, hey, it was it was a good guy. The point was there as well.

**M** Michelle Glogovac 07:05

Yes. I love it. How did you come about with the idea for the book? What spawned this?

**J** Jane Finette 07:11

Yeah. And actually just you touched upon it yourself just a moment ago to was that you've never heard of these women. And I mean, I have to say, I was just sure like yourself, and for everyone who's listening in the middle of summer 2020, really having a massive low point. credibly worried about the future worried about my mum, back in the UK, just, you know, looking at the news every morning, and really being horrified by what was happening, and, and then also by the numbers going backwards for women. The World Economic Forum, said in a women's economic report, that woman lost 36 years of progress in 2020 alone, so that was women in the workforce, women's rights, number of girls who can go to school globally, all of those numbers just tanked. And you know, and I work for an organization that I created, which helped women. And I was like, Wow, if I feel this down, and this depressed, and this stuck, how was it for other people? And yet, you know, I know, so many of so many of the women, I

interviewed women I know, since many years, I knew that they were continuing their work, and yes, the struggling but they were still continuing and I wanted to make sure their stories were being told to create a much more hope and much more momentum than these terrible statistics that we were all hearing every day. And yeah, so set to do that first storytelling and share their stories for really about hope and inspiration, and that we might all take a small act. And then the second half of the book is about 10 keys that we can all do every day really easy, repeatable steps that is within our power to help another, another woman in our lives because that part was also true that it felt very unable to create change, you know, like seeing how insurmountable some of the challenges are for women in the world. And, and yet, we all know, at our core, it is one person at a time, that's how change happens just one person at a time. And so I was like, wow, you know, we can actually do that. That is possible. wantedly Yeah, yeah. So I it's I mean, it's my first book, I've never written a book before it was an incredible experience to to interview these awesome women and then to to articulate it. Yeah, real, real gift.

M

Michelle Glogovac 09:56

I love it. And and it's so true that you know, we We want I think, deep down, we all want to change the world somehow. And yet that sounds like such a big project and a task that, you know, well, I'm just one person, you know, how can I actually change the world? And yet, as you said, the ripple effect that it has, we all have the power to do it. I often say that just doing a podcast interview can change your life. And, you know, it can be something so small an hour out of your day, that you just touched a life with your story, your message, you know, hopefully someone who's listening says, Oh, I can I simply mentor someone, you know, answer that DM that came over Instagram to help someone, you know, something as small as that can literally change your life for someone else. And now you have made an impact on the world.

J

Jane Finette 10:51

Yeah, no, it's so true. And, you know, I always come back to, you know, just take a moment and think about how, God bless look in the last one or two years and look back and say, who was someone who helped you who impacted who made a change for you. And just take a moment to think about that, and the impact they had on you. Because that is how you can help someone else. That is how someone else will feel when you reach out and support them. And we've all had someone support us over the years. And so it's easy to feel the impact of someone else helping you so we know it works. Yeah, it's possible,

M

Michelle Glogovac 11:33

positive and negative.

J

Jane Finette 11:37

As well, sadly, yes, as

M

Michelle Glogovac 11:39

we talked about, before we started recording, we started talking about corporate careers, and how we both have had one. And I had a female boss. And you know, as excited as I wanted to be, it was the one female who was not empowering me, who literally told me and since you brought lean in, up in the book quite a bit. It was around the time when the book came out. And I was like, Yeah, I'm gonna sit at the table, you know, this is it. This is I'm gonna lean in. And I literally remember I was called out to Miami, to the corporate office, asked to sit in on this meeting. And my boss said, Don't you dare sit at the table, you sit at a chair in the back against the wall. And I looked at her and I said, I didn't fly all the way from California, to sit in the back. I'll be sitting at the table. Thank you very much. So there's those. And I, you know, I think I think that's part of why as women we aren't, I don't want to say this and some totally negative, but we aren't as far far ahead as we should be. It could be because there are those of us who are holding others back.

J

Jane Finette 12:54

Yeah, it's a super, you know, I would have this conversation with many, many women, I was interviewing for the book, and they'd, you know, they'd all want to give me the quote, which I'm sure you've heard of, from Madeleine Albright, which is, you know, there's a special place in hell for women who don't help other women. And, and people would, like come out of the woodwork desperate to tell me this quote. And, and so, of course, you know, wanting to unpack it, though I don't really touch on it very much in the book, because on the whole, it really is, I have found and I'm just my heartbreaks be your experience, Michelle, because of but on the whole, I am not hearing those stories as much as maybe we did, you know, kind of, like 1010 years ago.

M

Michelle Glogovac 13:46

And this was like 10 years ago, so?

J

Jane Finette 13:50

Well, yes. And I know there's, we have a long way to go. And I do think that at the time, there was so few women, I mean, I do worry in the book about women being the only like, there. I mean, I was for sure the only sort of senior executive at Mozilla for a long time as a woman. We also have a female co founder, Mitchell Baker, but but any other executives, I've worked for them for several years before we had another woman in the in the executive team. And so when you're the only and the only other people you have around you are male versions of leadership and how they show up then. You know, I think there's not about great example setting women don't have a cue right on how to how other forms of leadership might look. And then furthermore, we I mean, it's a bit cliched, but yeah, there was the sense like wow, I clawed my way up. And so you got to do the same, you know, like they thought that they would lose their position if they gave an inch for someone else and I I sincerely hope that today, and I do hear more of this, obviously that there are more women positions there bring more women forward. There are more examples of different kinds of leadership. And it's not quite as polarized as, as it was. But I'm sure as you know, I'm generalizing massively, of course.

M

Michelle Glogovac 15:21

Well, I hope so I hope we're making these positive changes. I think we are I, you know, now I'm coming from the perspective of being a business owner and being in the online space versus being in a corporate, you know, environment. And they're very, very different. So, yeah, I find that in the online space, as a business owner, women are much more supportive than when you are trying to climb the corporate ladder.

J

Jane Finette 15:47

Yeah, yeah. No, we I mean, we're great cheerleaders. I mean, and I wrote about, about this in the book, too, about women in networking like that, God awful word networking, per se. You know, women are not really great at networking, but we are great a community and we care for one another. And we just we just want to be in relationship with women in a different way. And I got mixed the lights me up to hear you have like women in your corner. Michelle as a business owner, and yeah, like it's, it's hard running a business. And women generally build slightly different businesses, then guys, and so we need a we do need a strong community of women around us to help. Yeah, hope. Let's keep pushing forward.

M

Michelle Glogovac 16:33

Yes, something else I love that you mentioned in the book is about how women tend to invest in things that are close to us that mean something to us, and how that can make a difference. And I'm now at a point I've been putting this on Instagram, I'm at a point in my business where I'm ready to not just invest in me, but to look at other things that I can invest in as well. And I'm not talking about like a 401k. Like, I've got that stuff. I'm talking about, you know, other businesses like what else can I do? And there's one particular business that I'm looking at right now. But I am curious, if you have more to say around that and investing in how can we find these opportunities to invest in things that we that means something to us, and not huge investments, you know, someone might have 100 or \$200, you know, to invest in? And that can make a difference?

J

Jane Finette 17:29

Yeah. Oh, no, massively, massively The this is more aimed at the developing world. But there are numbers out of USA ID, which says that women in the developing world will give back more than 90% of their resources. So whether that is food they're grown, or knowledge they've acquired or the money that they've earned, but they will pour 90 plus percent of it back into their families and communities, and for men that sits around 41%. So that's a huge difference, isn't it? Yeah. So when that's what I'm always saying, like you invest in one woman, like, you will get that back like 1000 fold, because, but she is she is going to choose to invest as you're saying, Michelle, but very, very differently. And yeah, I mean, I would say I mean, certainly, there are more like organizations who are helping women invest in other women and minority owned businesses, on an investment level organizations like C note with a capital C C note. You know, they offer gosh, I can't remember what the return is now, but they are specifically investing your dollars into community development funds, which is guaranteed to

go to to women and minority owned businesses around in America. And then if you look at she, oh, this is a little bit more, a little bit more money than a couple 100 bucks. But again, she do is community driven investing into women that businesses and so and I also just think just what you know, Michelle, you were saying about your you know, more of a community of online women is just when you can be more in community with one another than you are here have more opportunities to invest I think just in your local neighborhood, right in your town, as opposed to on a on a global scale. But I I personally, I love talking about I love women talking about money and investing because for me, this is where we get the real power to create change as well. Because right now, you know, I'm sad to say it but the vast majority of wealth is held by men. And so I get super curious and super inspired to think about what happens when there's more of a Balance of who, who holds who holds the wealth in the world, because whoever holds the most wealth gets to decide what's most important. What what are the problems we're solving for? And how do we how do we create a, you know, a meaningful sort of society? And so, yeah, like, I wonder, will capitalism change when women, you know, have more wealth and can choose to invest it like you are, in a very different way and sustainable women led men minority owned businesses? Wow. Like, that's, that's the world I want to be part of.

M

Michelle Glogovac 20:35

It's powerful. Yeah, I look forward to seeing what the decades have in store.

J

Jane Finette 20:40

Yeah, I'm, you know, there, there is, gosh, I'm forgetting, I'm not sure it was McKinsey. Now, you know, the big consulting company, but they, there's quite a few of these reports going around. But they say by 2030 20, I'm sure it's 2030. There'll be a \$30 billion will be in the hands of women. So and that why that is is kind of a hate to say it, but like our baby boomer generation, or, you know, getting toward the end of their lives. And so and we know that gentlemen will tend to pass a little earlier than women. So that money that wealth, wealth transfer, by 2030 will be in the hands of women to decide how they're going to invest their money and where they're going to, you know, where they're going to put it and you put it to work. So there's a whole bunch of investment companies now trying to figure out how to serve more women. Because today the financial tools that are out there are aimed at men there they are designed for women investors, right? Yeah. Yeah.

M

Michelle Glogovac 21:44

I look forward to sorry, no, that's like eight years, eight years. Am I saying? Coffee and tea? And hoppy? leggy? Yeah, I got my billion.

J

Jane Finette 21:55

Oh, yes. Okay. You're paying. Okay.

M

Michelle Glogovac 21:58

Yes. The finest coffee and tea and maybe a cocktail in there to

J

Jane Finette 22:04

not be nice, man. Yeah. And all the all the good that we have done without money as well along the way? Yes. Yes. Yeah.

M

Michelle Glogovac 22:11

Tell me about your nonprofit.

J

Jane Finette 22:15

Oh, thank you for letting me talk about this course. Thank you. Yeah, it's some. It's the work of my life. It really is. It's. So I got access to coaching and leadership development when I was at Mozilla. So this was my, it was kind of my corporate job. But I don't know if anybody knows this. But Mozilla is actually a massive nonprofit. I mean, a one point \$300 million dollar a year nonprofit. But suddenly, you know, not not a sort of shareholder not knowing the stock market and not creating shareholder value and all that all the money's going back into Mozilla. So it was feel kind of weird things my corporate job because they kind of are a big dog. But, you know, we're really humble and incredible, mission driven roots. But it was there where I got access to, as I said, to the leadership development, and I've had many trainings and communication trainings and leadership trainings all over the years, but I've never had this opportunity to have one on one coaching, and blew my blew my brains I, and I could not believe I'd never heard of it. I'd gotten wave, you know, to almost the highest level of my career mirror, talk about that job. And he said, it was the job of my life of the biggest job kind of of my life with the responsibilities I had, and but had no idea. And I was like, wow, like, what if I'd had this when I was 25? Like, how would my life be different? And that was all about, of course, like, understanding what was getting in my way, really? What were my deep, innate strengths? What did I care about? What am I here to do in this lifetime? All of these kinds of things, gosh, do I wish they'd got my arms around a little earlier. And so I wanted more young women to have this great gift of coaching. And of course, if you're in the social impact space of you know, working at a nonprofit, you're a social impact entrepreneur, you're an activist, let's say, you're not going to get that kind of leadership support. So So what the coaching fellowship does is where fellowship program and we give about now, it's actually grown quite large, but we give about 300 social change leaders the opportunity to get coaching, leadership development in a year and our fellows have come now for more than 70 countries. And they are they're extraordinary. I mean, I, you know, mainly between the ages of 25 and 35. And they're working with indigenous populations in the Amazon or their inner city community workers or they're, you know, working with renewable energies and East Africa, rehabilitating Sol, child soldiers and Sierra Leone, women's right, I mean, there's just, they're incredible. I mean, it really just the complete gamut of everything from humanitarians to, you know, entrepreneurs working to create social change. So it is, it's incredible, we work with more than 200, excuse me, volunteer coaches, as well from over 30 countries. And so it's extraordinary to see their growth and to see their impact increase as well not at the cost of their health and wellness as well, which, you know, women, we, we give, give, give, and at some point, you



know, our health will fail, or we'll burn out and we just, you know, can't do it anymore. So we want to keep these women doing what they do, but keep them well and healthy and able to do more with less. So you

**M** Michelle Glogovac 25:57  
could have just written a book about yourself.

**J** Jane Finette 26:01  
indulgent.

**M** Michelle Glogovac 26:04  
But you could, because you're empowering a large number of women on a huge scale, who are doing massively incredible things.

**J** Jane Finette 26:15  
What my belief was always that if we could help women do do more, you know, that the back to that pebble, you know, the ripple effect, and so on that there would be, we would change entire communities, and that if we could create more opportunities for these extraordinary young women to develop their leadership, that they would grow their teams and raise more money and have more impact. And so we'd, you know, we'd all we'd all be able to benefit from, from that. Funny story, though, Michelle. So I, when I first started the coach fellowship, I was really looking for those, gosh, like, real changemakers. So we had the co founder of the Malala Fund. We had Debbie Sterling, she was the founder of GoldieBlox, this massive toy for girl, one of the first like engineering based toys for girls and a whole slew of other like, I mean, extra extraordinary young women. It was how I met Tracy Chow, by the way, who were saying the diversity activist. So they're all like, mid 20s, mid to late 20s doing this work. And I was overwhelmed to help them. But what I realized over the years that I had, what I had done was create an organization, which meant you you had had to make it I mean, I my words right here. Basically, you'd or had already made it before you could become a coach. And, and that was exactly the thing that I was trying not to do. Because I had had to, you know, I had made it at Mozilla, then I got access to coaching and leadership development. And Whoo, like I had this moment where it was a goodness, I've just created an organization where we're choosing women based on the scope and scale of their work. And I am skimming off the top who are extraordinary, and we still want to support them. But the other women who are up and coming will never get that chance. And so we completely retooled what we were doing and expanded the number of places. So we would only offer 50 places a program. And we went from 50 to 100 in six months. And, and have continued to grow that number so that we can help these extraordinary high potential women that are just come up and coming in the impact space so they can really benefit from from this opportunity.

**M** Michelle Glogovac 28:41

Michelle Glogovac 28:12

That's incredible. That must really keep you busy to 300 Fela a year. That's a lot.

J

Jane Finette 28:49

And now 1300 alumni. Yes. Oh my goodness. So no, it is and yet, you know, I mean, it's, it's, it's just great work. Michelle, it really is. It's a gift. It really is. I don't dread the day ever.

M

Michelle Glogovac 29:04

It sounds very rewarding.

J

Jane Finette 29:06

It is and much like yourself to you know, when we're, I mean, I'm a nonprofit, founder, still founder, you know, and, and when, where, you know, where we get to decide what we want to do today. Right? What's the impact? Like how do we want to be with our teams? And yeah, I'd like that. I do wish that my hope is that the corporate kind of wave of the world is changing. I mean, COVID has certainly shook things up and yeah. And will continue to of course, but we It doesn't serve us like the business of people as people. And you know what? Corporations have to keep remembering and figuring out the best asset is that people and that's they won't have anything if they don't have healthy happy workers and leaders so that you may we get to we get to choose Every day,

M

Michelle Glogovac 30:01

we are lucky. We are Oh, I love it Jane, can you share where everyone can find you and where they can find unlocked how to empower empowered women empower women.

J

Jane Finette 30:13

Thank you, thank you, I have a website, which is simply my name Jane fernet.com. So that's a great jumping off point for you, you can find out more about the coaching fellowship from there. And links, if you're interested to take a peek at the book or buy the book. If you want to just go directly to Amazon or Barnes and Noble, you'll find it on their website i It's my shameless plug, but people have been giving it as gifts, which to empower women in their lives, which is which touches me greatly. And so I think it is quite a lovely gift. And I'd be delighted to connect on LinkedIn, I'm always open for connections, just let me know where you were, we got in touch.

M

Michelle Glogovac 31:01

Perfect. Thank you so much. Thank you for not just joining me, but for really changing the world and everything that you're doing. And with the book that you've written, it's beautiful.

**J** Jane Finette 31:12

So thank you so much. Thank you. It's, it's a great pleasure. And I know we are, we're in good company here. And yeah. When we're all doing our bit, you know, we have to be hopeful like this, you know, the world is changing.

**M** Michelle Glogovac 31:25

Yes, we're gonna make it change for the better. Absolutely. Ladies, I really hope that this has inspired you to help another woman today. We can literally change the world by empowering one another by investing in each other by helping each other in any way that we can. Let's lift each other up and cheer each other on. Heck, go buy a copy of unlocked and gift it for the holidays or the new year to the women in your life. Together. We are going to change the world on a huge scale simply by being there for one another and lifting each other up. Until next week, answer that email or DM from a woman looking for inspiration or advice. Schedule a coffee date with your girlfriend and inspire her and encourage every woman you know to keep going