



Rants and Randomness with Luvvie Ajayi

Go Unafraid (with Bozoma Saint John) - Episode 10

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Hey y'all! Welcome to this episode of *Rants and Randomness*. I am Luvvie Ajayi, your Side-Eye Sorceress and Wacky Wordsmith. *Rants and Randomness* is my show where I'm talking about all the things that I'm loving, things that I'm side-eyeing, and having great conversation with great people I know.

I'm here at Chicago Recording Company with y'all; radio voice, how y'all doing? Shout-out to Mark, hey Mark. So, in this episode my feel-good is a begrudged feel—good because I started working out and my rant this week is about the maddening situation that's happening with families being separated at the border of the United States, mhm. And I'm spotlighting the Blacksonian, the Smithsonian is worth giving love to, and my guest is my girl, my sister, my FOMO-enabler, Bozoma Saint John, who is the Chief Marketing Officer at Endeavor.

So yeah man, let's do it.

Feel Good

[00:01:01]

Yo so I'm feeling really proud of myself because I've actually been working out regularly. For those who know me you know that this is huge because I don't workout. Exercise is my kryptonium, kryptonite, kryptonium Lord. Exercise is my kryptonite. I don't do it. I'm skinny by nature. Like I'm one of those who don't hate but I have been able to get away with my genes and metabolism for a long time. But here's the thing, being skinny does not mean you have good heart health. Like I found myself running in airports catching my flights and I get on the flights wheezing like a fool. So, I was like, "Let me get my life together." So, I'm feeling good because I've actually seen my personal trainer for the last four weeks, twice a week, shout-out to me on that. That's huge okay. But the people who've been telling me like, "Oh my God, the endorphins when you finish working out it just feels so amazing." It does not feel amazing. Working out is terrible and anybody who tells me otherwise is lying. I'm just doing it out of necessity, so I can grow old and you know have me some heart health. But shout-out to me on making the moves. I love that I'm giving myself all of the props for finally doing this, that thing that I'm supposed to do. But hey, have to start somewhere. I even started seeing some arm definition, mhm hmm. I'ma use all the, all the shallow reasons to work-out. Like I just want a track booty and amazing abs so I can wear crop tops all the time and yeah arms like Angela Bassett, so you know it's happening.

So, I'm really excited about that so feeling good. And also part of the reason why I want to wear crop tops is because this Summertime Chi, which is the best time in Chicago. Anybody who knows Chicago knows this city is bar none between the months of June and August. We have three solid

months of summer before things go back to hell and it's freezing. So, in the summer I be in these streets at these festivals, you know what I mean? These block parties, these gallery openings just enjoying what the city has to offer and it's just the best place to be in in the summertime. So, it's, it's when I'm feeling like amazing so I have to look good for the occasion and I have to suck in my stomach when I'm wearing these crop tops so yep those the things I'm feeling good about. LuvvNation, y'all as always show me the love that I need. This podcast has been a joy to do and I am here for the reviews you guys are leaving on iTunes. Some of them make me cackle and I just want to give you shoutouts for giving me a shout-out. Some of these is—somebody named Hardrict says, "Luvvie is nothing short of brilliant! I can't wait to hear her side eye firing from the podcast-osphere! Everybody should and shall now download this podcast!" Somebody said, "I am a huge fan of listening to engaging and entertaining podcasts for my long commutes and frequent travels and I am so excited for *Rants and Randomness*. My last episode with Glennon Doyle has been getting all the love on social, thank you guys for continuing to share *Rants and Randomness*. Please continue to do that. Please continue to leave your reviews and I'ma keep reveling in it and we gone keep bringing you some amazing episodes.

Rant

[00:04:33]

So, when I record this podcast, it's typically two weeks before the episodes drop. Sometimes a week and a half but it is not immediate, but I had to come back into the studio to change my rant because what's happening in the world right now, what's happening in the United States right now is super important and it's ridiculous. What's happening is families who are showing up at the border are being torn apart. Kids are being removed from their parents and there's reports of like a woman who was breastfeeding and they pulled her baby away and she doesn't know where this baby is and this is happening on United States turf, on territory, and like in this country that is supposed to be the keeper of people. That is supposed to be the world's measure of humanity. It is happening on our watch and it's happening for majority of Latinx people. These are people who are trying to come to find a better life and this is the result of new immigration policy from Trump that is giving zero tolerance to people showing up at the borders. This separation of families is supposed to be a deterrent. It's supposed to be like, "Hey stay away!" But it's so cruel and traumatizing and terrorizing and it can be done in a different way. Trump's team says this is the result of Dem policy only allowing families to be detained for up to 20 days, which isn't long enough, therefore they say they're only choice is to remain in compliance with the laws that separate the kids. Which, that's not true. That's not how this is supposed to work. I mean past administrations have had strict laws about immigration, but I think this the first time on this scale, on this level, that kids are being separated from parents, but is it though? Is it? I'll get to that later.

President Obama created policy that created family detention centers that allowed families to stay together while their cases were being processed. So, there's new levels of cruelty that's happening here. The government is separating 65 kids a day from parents at the border according to Vox and the AP, and since May almost 2,500 kids have been separated from their parents after crossing the Southern US border, according to the Department of Homeland Security. This, this is one of those times when I'm like when history reports back on what is happening, where do we say we stand? What do we say we did? Like these kids are being placed in shelters not necessarily even knowing if they're ever going to see their parents again. Like they're parents have no clue where their kids are. Some of these kids are being detained from their parents and then being flown to different

states to be in different shelters and the government is not making the reunifying with—of the children and the parents into a formal process. So, it's like how are they keeping track of all these kids and where they're going and what parents they're with because mind you some of these kids can't even speak yet. So, it's not like you can say, "identify your mom's name." How are you a toddler supposed to know who your parent is if you eventually see them. I don't—this is maddening, this is maddening. Like and now they just said tender age shelters exist. They're calling them tender age shelters to mean toddler concentration camps. This is maddening. I don't even understand how this is possible, how this is happening in this country in such a way. It's, it's just mind boggling to me. They have—they're creating tent cities because they're running out of space. There's an old Walmart in Texas that is being used as one of the shelters and the kids are sleeping on floors and then kids are in cages. Like they're enclosed in cages and have one hour of free time a day. They have child lines, like they're being told when to eat. They can't hug each other. Like one person was in the media saying how he quit because he was told to separate two siblings who were trying to comfort each other because the two siblings were not supposed to hug and touch. It's—I don't, it's just kind of one of those moments that I can't believe I'm watching happen. Like we read history books and we're like, "Oh my God, this was horrible, these things were hor—," they're happening right now. This is happening right now. We think about Japanese internment camps and we think about what happened during the Holocaust and how could it have happened. It's because good people stood around and didn't do much to like—it's just appalling. It's disgusting and we have people in concentration camps, Black and Brown people in concentration camps.

You know I just think again, I always think back to when I'm reading—when I was reading my history books, I always used to ask myself like, "Man, how did people let such bad things happen around them? Like how did people let Hitler get away with all this stuff?" Now understanding that like Hitler was able to get away with all the stuff he did because he took small steps that just got progressively worse and worse until one day. Like he didn't go from just like being a mad man, he didn't go from being a nice dude one day to gas chambers, like it was all the steps in between that people actually allowed to happen that made it happen right. That gave it the space and I'm just like, "We have to act now because this is a—this is a problem. This is a problem. By the time you hear this podcast I'm hoping, I'm hoping the separation of families has stopped. This is the optimist in me and if it has stopped though our work is not done because these, these—the people, the families are still basically being in concentration camps. Like to be clear right now we're trying to make sure they stop separating moms, dads, kids. Okay when they bring the moms, dads, kids back together, these people still have to exist in concentration camps essentially and that's not okay. And here's the thing, like as of when I'm recording this, it is being reported that Trump is going to be signing an executive order that's going to stop the separation of parents and kids. Here's why this doesn't give me as much comfort. I am glad they will stop separating parents and kids or so he says right because I don't trust him, but the thing is they will still be kept indefinitely in these camps. They will still be kept in custody, in ICE custody indefinitely until the government feels like it has time to hear their case. Why this is especially terrible is that in the past people would be released but they'll be monitored. Like they'll have some type of electronic monitoring where they get to go to some type of place, hmm maybe a family member's home to wait out when they'd get their hearing. Now this executive order that he says he'll sign is saying we will just make sure you have your kids with you but you will all still be with us, in our custody

indefinitely. Again that is essentially a concentration camp that the United States government is running and sanctioning and we cannot stand around to let this be.

So, again we have a lot of work to do. So first is to make sure these kids stop being separated from parents. Second, is to make sure they stop holding on to these people because listen, coming to the United States border is not a crime in itself because once you get here, you're probably going to try to seek asylum. Looking to get asylum is not a crime. So when people are essentially being jailed without a hearing for coming to the United States to ask for asylum, to ask from reprieve from wherever they're coming from is just, it's such a humanity violation. It is a violation of laws that the country has and we just have a mad man in office who is doing this because he feels like the country needs to have a wall around it. The country needs to be white again and all these Black and Brown people that are trying to come in is making the country less White for him. So we got to do something y'all. Like whatever we can we've got to do it. So wherever you are today, I'm hoping one of these things or many of these things you do. So the first thing that you can do is you can call your congressman to say how much you disagree with this. The ACLU has a script on their website that you can use and it's like you call your representatives, your senators and you say that you are not okay with one, families being separated at the border and two, families being held indefinitely in government custody until they're heard. Release them, monitor them so you always know where they are or whatever. Even if you have to monitor them, which I'm still not okay, but even if you have to monitor, but do not let these people sleep in tent cities until you're ready to hear them, and we need to tell our congressman's that. Also state your support of SB3036, which is the Keep Families Together Act. You can dial 202-224-3121, state your zip code, and when you're connected you say I live in blank and I support SB3036. So, that number is 202-224-3121.

Another thing you can do every single day, just be loud about your outrage because even the fact that he's thinking about doing an executive order is because he got so—it got so loud. How many people around the world said, "This is just inhumane. This is not okay." So even though he's a numbnut and he is this like ridiculous dude, he still has to respond to outrage. So, we have to constantly be talking about this. We cannot let this fall even if the kids are reunited with their parents, we're not done. So, continue to be loud. Do not let people forget these people are sleeping on floors and basically being treated like prisoners for looking for a better life for themselves and their families. Donate money to organizations that are addressing this issue. There's RAICES, that's Refugee and Immigrant Center for Education and Legal Services. They're the largest immigration nonprofit in Texas and they provide free and low cost legal services to underserved immigrants. They've—somebody raised eight million dollars for them in the last four days on Facebook. Donate to organizations who are currently doing this work who can then also tell us what they need in terms of dona—volunteering and supplies and more of that. There's also of course the ACLU, the ACLU's constantly doing this work to make sure our civil liberties are not being taken away. The Texas Civil Rights Project is another one and the Young Center for Immigrant Children's Rights.

My last guest on this podcast Glennon Doyle has a organization called Together Rising and Together Rising has raised two million dollars to donate to the rest of these organizations too. So find really reputable organizations like these, give your money. Right now they need money because they need to hire lawyers and they need to hire staff that's going to make sure they're working around the clock to figure out how to fix all of this. If you don't have money, which I

understand, you know call some of these organizations, ask how you can volunteer. You know give your time, your time is also worthy and the thing that I want us to really stop doing is, I want us to stop this is not the America I know because it's not true. This is exactly the America that we have, that we've always had because I mean it tries to do better sometimes but it always reverts back to its roots. Like this country was started by the killing who were originally here and then bringing over people who were forcibly separated from their homes and kinfolks in Africa and then when they got here they continued to be breaking up. Like slavery, people go their kids taken from them every day. This is as American as apple pie. Like Japanese internment camps, Native Americans, like the Trail of Tears, this is America unfortunately, but we have to change it essentially. This is what we have. This is where we're at right now. How do we move forward? How do we change it? And this is not a partisan issue, this is not a party issue, it's a human issue. I don't care if you're Republican, Independent, Democrat, Green, if you're seeing what is going on and you're hearing these kids crying and you're seeing these horrible pictures of heartbreak and trauma, and you're like, "It's cool, they broke the law," you're—at this point it's a morality issue. That's so messed up. Like a lot of things used to be legal that are not okay. Slavery was legal but that's not okay. So legality and ethics are usually on different sides, actually often, not usually. Often on different sides but a lot of people are laying down on the sort of legality. If it's, "Well they shouldn't break the law, maybe their kids won't be taken away." I'm really glad y'all have so much faith in the legal system but a lot of times the legal system does not serve people who are not rich and White and straight. So right now it's not serving people because these people are just looking for a better life.

We can do something about it. We've got to take this matter into our own hands as citizens of this country, as humans who care. There are people around the world who were watching this happen who are just appalled and we can't just sit around and let this go. Throughout this whole thing I think about Warsan Shire, who is an amazing poet and the poem that she wrote called *Home* is especially apt and it, I'ma read some of it to you:

"no one leaves home unless
home is the mouth of a shark
you only run for the border
when you see the whole city running as well (1-4)

.....
you only leave home
when home won't let you stay. (10-11)

.....
you have to understand,
that no one puts their children in a boat
unless the water is safer than the land (23-25)

.....
no one chooses refugee camps
or strip searches where your
body is left aching
or prison,
because prison is safer
than a city of fire (35-40)

.....

no one leaves home until home is a sweaty voice in your ear
saying —
leave,
run away from me now
i don't know what i've become
but i know that anywhere
is safer than here" (89-95)

Look up that poem and let's get these people home. Like somewhere where their safe and let's hold our government accountable for treating people like property. We can do this.

Randomness Spotlight

[00:19:02]

So yeah with that, like my spotlight randomness this week is just showing love to the National Museum of African-American History and Culture, which I call the Blacksonian, because right now we need our history to be very clear. We need to know where we coming from, what we've been through, how we've risen above it, and this museum for me is so important now in a way that like it almost needs to be revered. So it opened September 24, 2016 in DC, in Washington, DC, and it's the only national museum devoted exclusively to the documentation of African-American life, history, and culture. Like yo, the only national museum. There is local ones everywhere, but this is actually like under the Smithsonian umbrella. It's creation was established in 2003 by congressional bills sponsored by Representative John Lewis, following decades of work promoting and highlighting the contribution of black folk in the United States and collections include like Civil Rights, clothing and dress, education, and politics, and more. There's over like 36,000 artifacts there and nearly 100,000 people have actually become members including me, like I definitely was like, "Uh huh, take my coins. This is worthy. Okay yes." One fun fact though is that I was the first person to have an event at the Blacksonian after it opened. Yes! Okay so it opened September 24th, and on September 26th I actually had my book signing and a book talk at the Oprah Winfrey Theatre in the museum. I sold out the Oprah Winfrey Theatre and got to talk about *I'm Judging You: The Do-Better Manual*. So that's something I'm really proud of, being that first in that way, the tiny first okay, tiny first by I would just have it as a tattoo on me okay; it would be tattooed on me. But yeah and shout-out to the museum's new Watching Oprah Exhibit, all about like Oprah's, her show and essentially what she's done in media and it shows like—it has like original artifacts from Harpo's Studios. It's organized into three permanent sections, *America Shapes Oprah*, *The Oprah Winfrey Show*, and *Oprah Shapes America*, which is dope.

I recently went to the Blacksonian for Carol's Daughters 25th Anniversary, celebrating Lisa Price's amazing empire that she's created and yo, it was epic. They shut down the Blacksonian for six hours. We had dinner on the terrace which is gorgeous and then we got to see one of the exhibits, the one about clothing and dress, no, no, no the media one. Yeah, the media one, and then we ended up doing the electric slide, okay, in the Blacksonian until 11:00pm, it was a moment in Black History. A very proud moment in Black History. It was so dope, oh man. Congrats Lisa by the way, Lisa Price on 25 years of Carol's Daughter and it was such a perfect place to do this because that brand is all about love and just showing like, showing Black women that you are seen in this museum that educates us on the contributions of Black people in this country. Yeah, it's important. It's an important place to go visit, see the exhibits. It goes from slavery all the way

down to you know to modern times. And now when we see how immigrants are being denigrated and how this country is not welcoming immigrants, being in the Smithsonian, in the Blacksonian, is powerful because you understand that like this country was built on the backs of Black people who were forcefully brought here and who made the best of it and it's a proud moment; it's humbling. Yeah so, definitely support the museum by visiting it. You can donate as a one-time gift, you can donate on a recurring basis for as little as \$25 to become a member and I am really proud that like something of mine exists there. Like my book is sold in the book store. So, yeah the Blacksonian man. Donate, visit, tell other people, bring other people, bring your White friends. White people you should go visit and give money and look at the exhibits, and learn more about history because Black history is also White history because White history forced Black history [be ours]. So yeah, gone ahead and do that. So shout-out to the National Museum of African-American History and Culture.

Interview with Bozoma Saint John

[00:23:42]

Alright, so my next guest on *Rants and Randomness* is super special to me because she's a member of my glow-up squad, founding member of the West African Voltran, and one of those friends who has become family. She's also one of my FOMO-enablers, okay with all of her shenanigans, and I am so excited to have her, Bozoma Saint John a.k.a. Boz.



Luvvie: What up girl?

Bozoma: Yes, hi Luvvie. Who!

Luvvie: Hey boo.

Bozoma: I'm so excited.

Luvvie: Let me give people your official bio so they understand you know what I mean so you can walk in here strutting. Bozoma Saint John began her career in advertising working for industry titans including Arnold Worldwide before making her way to PepsiCo, where she led the company's entertainment marketing efforts. During her tenure at PepsiCo, she managed brand integrations with media juggernauts, and you know that whole Beyoncé Super Bowl thing?

Yes she was the woman behind that you know what I mean, epic. Okay and after nearly a decade at PepsiCo, she was at Beats Music, and then went to Apple Music, and then she joined Uber as Chief Brand Officer in 2017, and recently she joined Endeavor as it's Chief Marketing Officer and will oversee marketing efforts across the company's portfolio. This chick is over here, they done picked her as like Best Dressed in Silicon Valley, Adage's 50 Most Creative People. y'all her resume is ridiculous; just stupid. So hey boo.

Bozoma: Hi. Exactly, tell 'em.

Luvvie: You're team scatter them, just scattering them left and right.

Bozoma: Exactly, that's correct. Pepper dem, pepper dem gang.

Luvvie: Pepper dem, yes. Okay so I'm wondering like what did you want to do when you were growing up?

Bozoma: Ooh, right so because you know I'm West African, my parents wanted me to be a doctor, lawyer, or engineer. I feel like most people feel that way. So I just picked the one that was like closest. I was like, "Okay I'll be a doctor then. I don't know, that sounds pretty good." I happened to be good in sciences and math. Although I'm not sure if I'm naturally gifted in science and math or if it's just because my dad would like you know lock me in my room and tell me to like you know study the encyclopedia every day you know what I'm mean. It's like not quite sure if it's like nurture or nature but for whatever reason I did really well in science and math, so it felt like you know medicine might be my calling, that's what I decided. I mean I took it all the way through, I was admitted, I went to college as pre-med, I applied to med school and got in, like the whole thing.

Luvvie: What?!

Bozoma: I went far. I went really far with this ruse, this lie.

Luvvie: Yo I feel like—I actually had a question in here that was like, "Did you get the pressure to be a doctor, lawyer, or engineer?" And you already said it because that is the universal African story. You know I was also going to be a doctor and then—.

Bozoma: Were you really? We're such a disappointment.

Luvvie: Girl yeah. Look at us now. We are disappointments. See I dropped my ruse way earlier than you did. Like my freshman year in college, I got the D in Chemistry, and I was like, "You know what, we're done here."

Bozoma: Oh wow.

Luvvie: I ain't gone be—yeah nah.

Bozoma: Yeah no, no.

Luvvie: So you actually applied to med schools?

Bozoma: Yes, yes. I mean I did the whole thing. I did orgo chem, I did all of it. I applied to med school, yeah, took the MCAT, I really went, I really tried.

Luvvie: You tried?

Bozoma: But you know what happened is that in college I was also that—that may not be a surprise to anyone now, but that chick that threw all the parties. So I was the one, and I lived my first year, actually my first and second year in college, I lived in a house called the Malcolm X House.

Luvvie: Okay.

Bozoma: Which was on Wesleyan University's campus and my upbringing had been in Colorado Springs, Colorado where you know wasn't very diverse and there were no real you know, not a lot of Black people running around. So by the time I got to college I was like, "Oh Malcolm X House, this sounds like the place I need to be."

Luvvie: Right.

Bozoma: Well yeah it was the place to be and it was also the place where I threw a lot of parties. I mean I did a whole lot of stuff. So coming into that space and knowing that you know I was definitely excited by the things that were more social and where I would call like more pop culture, you know I would organize like concerts. By the way, I brought Jay-Z to the campus.

Luvvie: Word?

Bozoma: To the cafeteria, yep. During my junior year, which was a disaster. Any case it was just one of those things that you know all the things that I was spending a lot of my emotional time with were what you know really where my heart was right. The things that I was doing in the classroom during my study time just felt like it was such a burden and I really wanted to a break between college and you know starting med school because I just knew I needed to like double down on you know just concentrating. And so that's what I told my parents, that I needed a little—I needed a year to explore New York and my—you know get some other work under my belt before I went to med school and unfortunately for them, they agreed.

Luvvie: And you never left.

Bozoma: Girl, never left. Okay 15 years later, I was like, "Ha ha, tricked ya!"

Luvvie: Tricked you. Like were your parents ever the ones who were like do or die like sink or swim? Were you actually feeling the pressure of, "I cannot disappoint them?"

Bozoma: Oh yes. Yeah, yeah, yeah, I felt that a lot. And hell, I think if I could admit, I still feel it today you know. The need to you know make them proud you know that everything that they've done. Everything that I do is a reflection of them and you know and so I still feel that pressure all the time. I mean yeah it's never left really.

Luvvie: It's funny when you win awards and your mom is there, hey shout out to mama Aba, my Ghanaian mamma—.

Bozoma: Yes.

Luvvie: You be like she's just there to basically look amazing. You can tell she's proud but African parent, their level of proud is different.

Bozoma: Oh my goodness. Girl listen, they're the most boasting, exaggerating people on the planet okay. You know it's like and the funny thing is I'm like, "Mom the award is amazing already. Like you don't have to add to it," you know what I mean? Like it doesn't need any extra encomium as they would say you know.

Luvvie: They'd be like, "My daughter is the president of a company."

Bozoma: Oh yeah. Oh yeah, yeah, oh absolutely. You know the year I gave the Apple keynote.

Luvvie: Yeah.

Bozoma: Which was you know a big deal because you know no Black woman had ever been on the stage and you know there was all these other things happening and so there were lots of articles written and I talked to my dad that night, who was very surprised by the way because up until that point he still thought I was a complete failure you know. So he was so shocked, like, "Hey so you are good at this thing eh?" I was like, "Daddy are you serious? Like yes I'm you know what I'm actually pretty successful thank you very much." But and by the way, it'll keep you humble you know what I mean.

Luvvie: It keeps you so humble.

Bozoma: Because after that day, you can imagine, like I got so many you know texts and messages from people telling you you're the greatest ever and then you talk to your dad and he's like, "Yes, so this thing it's working out eh?" You know what I mean it keeps you grounded. But any case, I asked him that that day, you know I got a call from a distant family member who was like, "I was talking to your father and he said that you are now the CEO of Apple," and I was like, "Yo no, that's Tim Cook. Okay I am not the CEO of Apple," but it was just hysterical because I'm like you know this was a big win, it was great for me and my career and you know it was great in and of itself but then he went and added to it.

Luvvie: Added extra.

Bozoma: For no reason.

Luvvie: They have to add the extra.

Bozoma: Right.

Luvvie: And you know what's funny? They never tell us that they're proud of us, they tell other people.

Bozoma: Oh of course.

Luvvie: We find out from other people.

Bozoma: We find out accidentally that they're proud.

Luvvie: Right.

Bozoma: You know that they're proud. Oh yeah, yeah, and the thing is that they are proud you know because this is what they have worked for right.

Luvvie: Yeah.

Bozoma: And by the way it's like this interesting, ironic thing where it's like you can you know, as long as you're achieving something, they're probably going to boast about you, they're just not telling you.

Luvvie: They're just not telling you.

Bozoma: You know what I mean? It's like any achievement you know it's like it's even happening with my daughter now where it's like she's just finishing third grade and they have like her school awards and whatnot and she—even though I travel a lot and sometimes I do travel with her, she really hasn't missed a day of school this year. So she got the award for like perfect attendance or whatnot.

Luvvie: Oh Lael!

Bozoma: Yes I mean adorable. So of course my mother tells the world that you know because she hadn't missed a day of school, she's now the teacher's assistant in the classroom, and I'm like, "That's not true. Okay, that's not true. That's actually a lie. You know she's not assisting anybody okay."

Luvvie: Lord.

Bozoma: It's hysterical because it's like even the smallest achievements are you know a big deal and they would love to boast about that.

Luvvie: You know it's funny like Africans, we humble each other. So the Voltran Tribe, we are just a bunch a useless people.

Bozoma: Yes, Voltran.

Luvvie: The way we even compliment each other is ridiculous.

Bozoma: Oh my God.

Luvvie: Like we talk about how our parents are ridiculous about how they do. We'll be like, "Ah so you're not just useless all the time. Eh hey, congrats."

Bozoma: Exactly and "Congratulations on your lack of uselessness." And it's like wait is that a compliment? I don't understand.

Luvvie: Is that a compliment? And you're like thank.

Bozoma: Yeah does that feel better?

Luvvie: So first of all my mom called you badass, just so you know, and as you go through the world as Badass Boz and you—

Bozoma: Oh my God, first of all I'm sorry, I've got to interrupt you because the fact that your mom called me badass, I don't know if I should also be proud or embarrassed. I don't know, it kind of makes me feel like pride and shame.

Luvvie: She's like, "How is badass?" Seriously mom?

Bozoma: Oh my God, I love it.

Luvvie: You made my mom curse, congrats.

Bozoma: Oh man, I know right. That's what I'm saying, I don't know if I should be proud of that or like ashamed.

Luvvie: I think both. I think both.

Bozoma: Okay, well I'll take it. I'll take it. I'll take it.

Luvvie: So like you're walking through this world this badass Boz, you're like getting on planes wearing kente dresses in Silicon Valley. You're walking in these meetings with big hair, red lipstick, just like fully yourself, and it's not been easy.

Bozoma: Right.

Luvvie: Like what gives you the courage to be able to show up as yourself every day?

Bozoma: Ooh girl, right. I mean that's a really good question. You know because we have been, especially I think for Black women, you know let's just start there, where you know we have been so indoctrination, indoctrination of our image you know as not good enough has like permeated. It's in our mind, you know it's in our psyche. It then shows up in how we behave and how we excel because we're just constantly told that being ourselves is not good enough. And so you take that in subconsciously even. You know it's like your hair is not good enough, your butt's too big. You know it's like your voice is too loud. Your expressions are too wild. You know your passion is too strong. Like everything is just too, too, too much and so what happens is that we start to quiet all the—like anything else it's suppression of your greatness means that you really can't be great. You

know you suppress all of those amazing, beautiful things about ourselves, and like how do we expect to excel? We're spending so much time in the energy of not being ourselves then how do you expect like your best ideas, or your best comments, or you know your best efforts to be present? It can't be, it's impossible. It's like physically not possible, chemically not possible, and so I recognized that pretty early that you know that I just wasn't able to really bring the best of myself unless I was bringing my whole self. Because that is really what the best is and I would be in these meetings and couldn't comment on anything happening or give my opinion on any of the ideas in the room because I was busy trying to formulate how I was going to say it but I didn't want to say it the way I would say it. I wanted to say it the way that the guy next to me would say it. How in the hell am I supposed to be psychic on that?

Luvvie: Yeah.

Bozoma: So what would happen literally is I would say nothing in the whole meeting. I would spend the whole time thinking about, "Well how do I exactly say this so it sounds more like him and less like me," you know? And then you'd miss out on the whole opportunity. I would walk out of meetings and I would often get reviews that said like, "Boz you don't contribute. You know we don't—you don't have great ideas," but meanwhile I know I got the best ideas okay.

Luvvie: Yeah.

Bozoma: But I wasn't able to communicate them and so after a few of those sorts of conversations, I just you know, I realized that I had to just say it. You know in the moment and it was scary you know? It was like scary, scary, scary in those first few years of trying to practice that, and by the way nothing is overnight.

Luvvie: Right.

Bozoma: You know it wasn't like I decided and then next day I was like awesome.

Luvvie: Right.

Bozoma: You know it took a while and for me with practice, and sometimes it's no practice. You know when you're in rooms that seem so large with people who seem so impressive you know and knowing that your ideas are as worthy as theirs.

Luvvie: Yep.

Bozoma: Or your opinion is as worthy as theirs and having to practice that and knowing that like, "Okay, I've got to open my mouth and say what I want to say. It doesn't matter how I think it's going to sound or how I think they're going to react, I've got to say it."

Luvvie: Right.

Bozoma: And you'd be surprised more often than not that idea really is the winner and people will really look at you almost as surprised, which is a whole nother conversation.

Luvvie: Yeah, yeah, yeah.

Bozoma: But look up and say, “Oh wow, okay yes that idea, yeah cool, that sounds amazing.” You know and that’s how you get the best ideas across.

Luvvie: I think people are just so used to seeing other people and seeing themselves wearing masks that you stand out in a way that’s besides the fact that you’re like 5’10, you’re chocolate—.

Bozoma: Amen.

Luvvie: You be having like the bombast hair. People legit be shocked when you walk in the room because I’ve been in rooms where people were like, “She dares to be this person,” and it always shocks me because I’m always like, “Why are people stunned that she’s this person,” or like, “I’m this person,” it’s because we don’t see it enough. What do you tell the woman who’s like, “Yo I have to wear a mask every day to succeed.” What do you tell her?

Bozoma: Wow. Well the things that I really want to encourage, and this is the part about the bravery and sometimes being the only or the few right, which is that none of us can do it by ourselves.

Luvvie: Right.

Bozoma: You know there are a few people who can do it and that’s okay. I mean there’s nothing wrong with like, “Oh my God, I’m afraid I can’t do it by myself,” that’s okay. You know this is not, this is not a shaming conversation.

Luvvie: Yeah.

Bozoma: You know but we do need help and so most of the time I feel like if I am even virtually helping someone else show up, and by the way, sometimes those are my favorite comments on Instagram or anywhere else. People are like, “Girl, you know today I wore my six inch heels to the office,” I would be like, “Yes! Like yes, you get it. You strut up and down those hallways,” you know and I’m snatching air. You know?

Luvvie: Yes.

Bozoma: I’m happy when I see that because I think it really does take encouragement of each other to take down those masks you know and I wish that more of us would be able to do it more often. That way we can be unstoppable you know. It’s like it only looks weird if I’m the only one doing it.

Luvvie: Correct. Correct.

Bozoma: You know if we’re all doing it. If we’re all wearing out natural hair. If we’re all—well hell by the way, no judgment on that either because I do love myself a weave and a wig, and a jheri curl.

Luvvie: A good bundle. A good bundle.

Bozoma: Listen, bundles, I got bundles under my sink right now. Like—but if we all show up in exactly the kind of way this black girl magic that we possess, then it won't be so weird you know.

Luvvie: Yeah.

Bozoma: Like we'll shock them with our brilliance instead of shocking them with our strangeness. You know so for me I want to make sure that it's no longer strange, it's not an oddity. This is magic, it's not a surprise, like I'm not the only one who possesses it you know?

Luvvie: Amen.

Bozoma: Luvvie possesses it, Yvonne possesses it. You know like we are able to show up because we have the capacity to do it and it should be celebrated instead of stared it.

Luvvie: Correct.

Bozoma: So for me, I want to make sure that like yes I'm representing that but that I'm also encouraging me sisters to do that too.

Luvvie: We got to normalize being our authentic selves. We got to normalize that.

Bozoma: Yes. Normalize being our authentic selves. That's an amazing, amazing way to put it.

Luvvie: Just be the people that we are. Now you've, you've had some like high profile moves. You've made some super high profile moves, and last year you went—.

Bozoma: That's correct because I want to be seen girl.

Luvvie: Girl, listen you out here. So you went from Apple to Uber. Now I know that was a tough decision.

Bozoma: Yep.

Luvvie: Because people look at Apple as like the grand place right? The ivory tower and at the time that you moved to Uber, it was in the middle of a lot of public challenges. Like what made you decide to take on that role and were you nervous that you were biting off more than you could chew like in the face of this public scandal?

Bozoma: Yeah. You know what's interesting too that I think looking backwards—and I love the think pieces of how people think I've created a career, because it wasn't, it wasn't necessarily strategic plan. You know I didn't have a plan that said, "Hey I'm going to do this and I'm going to do this, and I'm going to do that." I'm walking in my own divine path.

Luvvie: Yeah.

Bozoma: You know the one that was set for me and so again I don't look at other people's careers and say, "Oh well I want to do that, that, that," because it's not meant for me. You know I'm doing what I'm supposed to be doing and the way that I know that I'm walking in the right path is that I really do listen to my spirit. You know other people call it your gut, your intuition, all of that, I go where I know I'm called, and so when I met Travis Kalanick last spring I knew that that was the place I was supposed to go regardless of what the logic told me. You know this is why I've stopped creating pro's and con's lists, you know when people are like, "Oh should I make this move? Let's write all the pros down, let's write all the cons down."

Luvvie: Yeah.

Bozoma: It's like first of all you're quieting your spirit when you do that. You're rationalizing something that is probably not meant for you. You know what we should be doing is practicing listening to our intuition. So you sit down in a quiet room by yourself, concentrate, you know, listen to your spirit. What is it telling you? Don't be afraid because when it's telling you go in this direction and you know that like, "Oh shit," like maybe that's looks too big or it's too scary or whatnot.

Luvvie: Yeah.

Bozoma: You know it's like I love the saying like that you know, "The will of God will never take you where the grace of God cannot keep you." You know that is a real thing. It's like so I go on afraid. If I feel it and I felt it the day I met Travis, then I know that's where I'm supposed to go. You know God is not going to take me into a place that I can't manage, and so I had that strong belief. So for me as I looked at the opportunity at Uber, it was also two-fold. One yes, my intuition, my spirit told me I should go there, but I knew that the conversation around diversity and sexual harassment, and all these challenges was a really important one for us to tackle.

Luvvie: Yeah.

Bozoma: You know, that you know people said, "Oh burn the building down!" But honestly why do you want to do that? That just proves the fact that certain places we can't be in. No I don't want to do that. I want to go into a place and say, "Okay this is wrong but we're going to not like—we're going to take it over. We're not going to burn it down." Like I want to be in that place and change it so that there is no company, no industry, no space that we are not allowed to be in. So for me, it's like it's really important that again we look at these brands and companies and not burn them down. It's like who's going to go in. And by the way, let's not just send one person, let's send a hundred.

Luvvie: Right.

Bozoma: And let's go fix that shit. You know?

Luvvie: Storm the castle.

Bozoma: Yes, storm the castle. Yes.

Luvvie: Storm the castle.

Bozoma: Let's go right in and let's all go in and make sure that we're changing it. And then the second part of it was for business reasons. You know there are very few chief executives who are black women.

Luvvie: Yeah.

Bozoma: And the fact that I could occupy that seat, especially in tech, was really important to me. For both personally, for my career, you know in making sure that I was getting to that next rung on the ladder.

Luvvie: Yeah.

Bozoma: But also again as a signal. You know that we are more than capable, highly qualified, and we should be given those seats, and by the way also call out the fact that it's an embarrassment. Why am I the only c-suite executive [unclear]? That doesn't make any sense.

Luvvie: That's crazy, that's crazy.

Bozoma: And so for me I'm like let's change this conversation. You know let's change the conversation. So yeah, so for a number of reasons. Yeah I felt like I felt it in my spirit and I knew that I would be able to go there and have the grace to sustain all of it that was coming.

Luvvie: So after a year what makes you think your job is done? You've moved on to Endeavor and left Uber behind. What made you make that decision?

Bozoma: Well, the job isn't done. You know let's be clear about that, it's definitely not done. Perhaps somebody else can follow behind me you know.

Luvvie: Yeah.

Bozoma: The doors open.

Luvvie: Yeah.

Bozoma: So storm the castle you know. Somebody should go and continue the world, and by the way there's so many talented tech women you know.

Luvvie: Yeah.

Bozoma: Especially women of color. So my hope, and by the way I've said this publicly, I said it to the CEO, that my hope is that we have Black women who are considered for that role after me,

and that any criticism or you know notion that you know, “Oh, well one didn’t make it. Now we got another one,” should not be listened to.

Luvvie: Yeah.

Bozoma: You know because at this point we’re here trying to get critical numbers up for these roles and so why should it be replaced by a White man? It shouldn’t be.

Luvvie: Oh come on. It should not be.

Bozoma: And so we need, we need the door open, and so my hope is that the opportunity will be given to somebody else to try their hand at it. But for me it just wasn’t the right time. You know that the needs of the business, the needs of operation. You know there were lots and lots of other things that were happening that needed to be fixed and I wanted to make sure that wherever I am I’m creating big impact. You now I’m really proud of the work that I did in the time that I was there. You know we worked with LeBron and had an amazing moment in Uber where he and Kevin Durant were talking about being you know what it means to be a Black man in America, and LeBron said some things that pissed off some journalist on Fox News or whatnot and you know she recalled the conversation saying he should just, “Shut up and dribble,” which became its own cultural moment. That wouldn’t have happened if I wasn’t sitting in the chief seat at Uber. You know that I funded that conversation and also gave the chance for Cari Champion, who is a brilliant journalist at ESPN, but doesn’t get nearly the credit she deserves or the spotlight. You know I put her in the driver’s seat, literally in the driver’s seat in that commercial and in subsequent commercials, to also have her moment you now. It increased her profile even within ESPN, to know that she’s a personality and someone who can you know shine in a commercial. So for me I’m really proud of some moments that I had there and able to really work with some incredible people but I’m really excited about the future. You know I don’t think it’s any you know secrets that Hollywood also needs some help.

Luvvie: Sure does.

Bozoma: You know and if I’m a storyteller, which is what I consider myself, a chief storyteller, I want to be able to also influence the places where these narratives are being created.

Luvvie: Yeah.

Bozoma: So now that I’m at Endeavor, which has you know some of the biggest talents in the world and some of the most influential companies, hopefully we’ll be able to create some additional narratives in this marketing seat that will again extend our stories in much more impactful ways.

Luvvie: When you look at where you are now. Like you’ve risen up the ladder, all that good stuff, and you celebrate your wins loudly and it’s because you remember the past struggles. Like when you reflect, what—at what point was the struggle almost too real? Where you were like, I don’t even know if I’m going to make it?

Bozoma: Ooh girl, there's been many of those moments, many of those moments. I mean there are—because you know the real challenge also psychologically for me and I think for a lot of Black women in corporate and are in these business is that there isn't a great support structure you know. So when you have a failure, there's no one for you to honestly and openly talk to.

Luvvie: Yeah.

Bozoma: You know you've got to put on the brave face and say, "Oh yeah, you know what I might have failed but here is the learning," you know. You can't like openly cry.

Luvvie: Yeah.

Bozoma: You know or mope around for a couple of weeks. You know for somebody else to pat you on the back and say, "Oh it'll be alright." You know because the moment you slip and admit that you may have made the wrong decision or maybe it didn't go as well as you thought, you're going to get the pile on of people who are like, "See I told you she wasn't smart enough. I told you she wasn't good enough. She shouldn't even be in that job." You know so psychologically for us we don't have this freedom to be able to be honest about these failures that then could become learnings for us.

Luvvie: Yeah.

Bozoma: And so for me it's been a struggle to find the right support network so that I can actually honestly and openly get feedback, which will make me better, and strong, etcetera. But yeah I do feel that there are lots of moments where I ponder whether or not you know I'm cut out for it. And a lot of times where now I feel like it's a superpower of mine and it eludes back to the point you made about me celebrating myself. I'm my biggest cheerleader and I'm my biggest advocate. There's no one in the world who can make me feel better than myself.

Luvvie: Yes.

Bozoma: Literally, you know I shoot listen, I look at myself in the mirror, sometimes I'm like, "Girl you just, why you so damn fine. Like seriously, God!" Or like I come up with an amazing idea and I'm like, "Yo like ain't nobody smarter than me. Get out of here. Like this is what?!" You know but that's also practice.

Luvvie: Yeah.

Bozoma: You know because we have the voices in our head that do tell us that like, "Ooh girl you need to you know you need to put them fries down. You know that idea is not really that cute. You know don't say it out loud to anybody because you going to be made fun of." You know it takes practice but also practice that self-love and that self-celebration so that when the mistakes come or the failures come and you feel terrible, and you feel like maybe you're not going to make it, that you're also the one who is encouraging yourself. That you can get back out there, that you can try again tomorrow, that it wasn't devastating. You know that you can learn from the issue and that's really, really important for us to survive.

Luvvie: Do you still have imposter syndrome sometimes?

Bozoma: Not really.

Luvvie: Yes. Yes, I love that answer.

Bozoma: No, no. You know what part of it is, and again I feel like this is a habit that has been formed over time, which is that usually, and it applies to me too, that we look at an opportunity or a job or room, or a project, and we need to check off every box in preparation for that thing because like we don't fail at it. You know so by the time you get into the room, by the time you get the job, you are so overqualified for it that it's almost easy. You know what I mean. Like I can step into rooms now or jobs and just like, well of course I should have this job. Of course I should be in this room. I'm, I'm more prepared than any of you. You know so imposter syndrome, I don't really suffer with because I do feel over prepared most times for most jobs and for most meetings even now.

Luvvie: See most people would be like, "Yeah I do," you're like, "Nah I'm good."

Bozoma: Yes I'm good. Yes I'm good.

Luvvie: So what do you think is the biggest misconception that people have about you, or your work, or just the space you take-up?

Bozoma: Ooh, well, well that's a multi-answer I feel like. I think people see my work or see you know the results of my work and think it's really shiny and really glamorous, and don't realize the hard work that it takes. You know the sleepless nights, the real strategy, you know the smarts that it, that it requires in order to achieve, attain, and to sustain it. You know? That you know they tell you that all that glitters isn't gold. You know and it's true. It's like it's not gold. It's f*cking sweat. You know it's like it's blood, it's tears. So my glitter is made up of all of that pain and sacrifice and hard work. You know it's not, it's not gold. And so for me I really try hard to, yes celebrate myself, celebrate my wins, like show the fabulousity of the lifestyle and the whole thing, but all of that is backed up. You know it's like, it's not a mirage.

Luvvie: Yeah.

Bozoma: So when you poke at the dream, like there's substance back there and I think that's a misconception. Some people have tried it and I'll, I'll shoot listen I'll correct you in a second.

Luvvie: Because people see all the traveling, all the like, "Oh my God," not realizing that you're missing Leal's school play.

Bozoma: Correct.

Luvvie: Or you're missing sleep because you have to go catch another flight.

Bozoma: Yes. Correct. Or the fact that like yes I may have gone to London, but I turned around that trip in two days, met with 16 people in a matter of 17 hours because I actually do have to get back to see her play. You know so as far as other people are able to and by the way some of my colleagues are able to spend that into the weekend and like go out and have a great time, like you don't see me in the clubs in London. You don't, because all I've done is meet back to back to back to back and then got back on the plane and went home. You know so again it's like there is I think some misconception about what it actually takes to maintain the lifestyle and to really have it all. It ain't easy man.

Luvvie: So what do you want people to say about—well actually no. What do you think people say about you when you're not in the room?

Bozoma: That's an interesting question.

Luvvie: Because I think that's what a brand is right, and you have a brand.

Bozoma: Yeah, yeah.

Luvvie: So?

Bozoma: I think people say that I am magnetic. You know and that my ideas are powered by my ability to put shine on it. You know that it's some sort of ethereal thing that they can't put a handle on. Like quite often it's funny, it's like I know that's true because it comes back to me. You know where people are like, "Well you tell the idea or you sell it because only you can do that." By the way I love that. I love that because it's my own brand right. It's like, "Well you can't do what I do."

Luvvie: Hey because special sauce!

Bozoma: Exactly. It's my own special brand. You know that somehow I have something magical and I—sometimes I struggle with the word magic because it makes it sound nonhuman.

Luvvie: Yep it makes it sound like luck.

Bozoma: You know or not smart or accidental. Yeah I'm like, "No it's not accidental at all," but there is something to that because it does make me uniquely qualified then to do what I do.

Luvvie: Yeah.

Bozoma: You know these last two jobs that I've had, actually no let me take that back, three: Apple, Uber, and now Endeavor, no one has occupied this seat before me.

Luvvie: Wow. Yep, each one.

Bozoma: All the jobs that—each one, these are jobs that were created for me.

Luvvie: Yeah.

Bozoma: Wait no, let me take it back a step further, Pepsi, my last job at Pepsi, which was the head of music entertainment, no one had had that job before me either.

Luvvie: Wow.

Bozoma: Oh my God, I just realized that right now.

Luvvie: Yeah.

Bozoma: My last four high powered jobs, no one has had the job before me.

Luvvie: They literally created it for you. Holy sh*t.

Bozoma: That requires magic. That requires people to believe that you have something special that no one else has, therefore create something new just for you, tailored made to fit for you. So I encourage that perception.

Luvvie: You better come one anointing. Okay.

Bozoma: Okay.

Luvvie: Come on favor. That is favor. That is some special favor right there. See this is what I'm saying. I feel like things happen in the way they're supposed to happen in the way they're ordered.

Bozoma: Yes, that's right.

Luvvie: That's it.

Bozoma: Yes, that's right, the way they're ordered. Yes.

Luvvie: I didn't not realize your last four jobs—holy smokes. Wow.

Bozoma: Yeah, my last four jobs.

Luvvie: They actually created each position.

Bozoma: Yeah.

Luvvie: That's incredible.

Bozoma: Yeah.

Luvvie: That is incredible.

Bozoma: Amen.

Luvvie: And I love the fact that I have you in my squad because being able to go up ladders and have these careers and be visible, it's good to have somebody to be able to like compare notes with. Like which is why I love Voltron so much.

Bozoma: Yes.

Luvvie: Because we're able—we're like in the perfect alignment in each other's lives because we happen to support each other and like lift each other up. It's like what's the point of being at the top if you can't have a party with your friends?

Bozoma: Correct! Yes! What's the point? Ain't' no fun if the homies can't have none.

Luvvie: If the homies can't have none, okay.

Bozoma: Now I think they were talking about something else.

Luvvie: I know right.

Bozoma: But we're reinterpreting for ourselves.

Luvvie: We are, we are, we absolutely are. And a lot of times we get messages from people who are like, "Yo like y'all are encouraging me to be exactly who I am and be the African person that I am." Our West African-ness is—you know what's funny? Like Wakanda made being an African cool.

Bozoma: Oh my God, it made it so cool, so cool.

Luvvie: And we're all like remember when it wasn't cool.

Bozoma: Listen I remember those days very clearly.

Luvvie: Girl.

Bozoma: But you know also there's something to that though, where I feel like again this is the point about bringing your whole self. You know being unabashed about it, which is that you know Wakanda may have made us all want to go live there and made people who maybe didn't necessarily didn't pay attention before you know want to go live in Wakanda. But honestly I think it's the shine of everyone's who's excelling and proud of their heritage that's actually making it sustainable.

Luvvie: Yep.

Bozoma: You know it's like I give credit to you, to Yvonne, to Abiola, even though Issa's not in the Voltron, you know like all, all the people who are not afraid to exhibit their African-ness. David Oyelowo, I mean come on now.

Luvvie: Yeah.

Bozoma: Lupita, you know we can just keep naming names. And I do feel like there is such a strength in being able to celebrate where you're from and that's why when people are like, "I want to join Voltron," I'm like, "Start your own damn Voltron." You know what I'm saying, like come on. You don't need to be a part of ours, start your own thing. You know like celebrate whoever you are.

Luvvie: Yeah.

Bozoma: Like do that, that's great.

Luvvie: Yeah.

Bozoma: You know and I really do think that all of that excitement you know in this very moment, I do want to make sure it's sustainable.

Luvvie: Yeah.

Bozoma: You know I want Lael to grow up and be proud of being half-Ghanaian you know and that she uses that. I hope she has her own Voltron and you know is waving her Ghanaian flag.

Luvvie: We might have to create Voltron mini.

Bozoma: I know right, Voltron Junior.

Luvvie: Voltron Junior. So we can—.

Bozoma: Voltron Next.

Luvvie: Voltron 2.0 and we'll call them useless too all day every day.

Bozoma: Every day, every day. Exactly.

Luvvie: Every day. And you're raising this little like Afropolitan who likes travel like nobody's business, she got like all this taste, what makes you proudest of Lael?

Bozoma: Oh, you know Lael is such a great person.

Luvvie: She is.

Bozoma: She really is. She's a great person. You know I was talking to somebody the other day and I said I like Lael, and they totally dismissed it, and I was like, "No, don't dismiss it," that's actually a point.

Luvvie: Yeah.

Bozoma: I'm like, "I love her of course because she's my child and you know I love her, there's no question about it, but I like her." You know, like if she was not my child, I would like her to be my friend.

Luvvie: Yes.

Bozoma: You know that like I really like her as a human being, and so that's probably what I'm most proud of. It has nothing to do with me. It's nothing to do with anything I've done in her life but that her spirit is such a likeable one and that she's just a good person. I'm very, very proud of that.

Luvvie: She is, she's really good to kick it with. We be out here like, we be taking Lael places, just because.

Bozoma: Okay, exactly. She be hanging, she be hanging.

Luvvie: She be hanging, taking all the pictures.

Bozoma: Oh yes.

Luvvie: Oh she's good with that, she be taking good pictures.

Bozoma: Oh God, I got to get a poll, the selfies—I got to help her with that.

Luvvie: Lord. So as you're doing all of this stuff, you know I be getting on you on this, like how are you taking care of yourself?

Bozoma: Of myself? Yes.

Luvvie: Uhm hmm girl.

Bozoma: Ooh okay, so here's the real truth right: is that I love to sleep. I really do. I know it appears as if I'm not sleeping because I'm everywhere, but you won't catch me out here in these streets when I am tired. I need a full eight hours. I am not one of these people who brags about sleeping for four hours. By the way which is not healthy and not possible. Actually, it is possible for like 1% of human beings who have an actual genetic mutation, okay.

Luvvie: Yeah.

Bozoma: The rest of us, you actually do need seven to eight hours a night in order to get your full functioning back. So I am not afraid to go to an event and dip out at 11 o'clock because I'm like, "I got to go to sleep," okay.

Luvvie: I can testify to that. I can testify to that. I've seen Boz—let me tell y'all about Boz. Boz has tried to sneak out of an event in all her glory, like in the middle of an event and my—I said, I

caught, I was like, “Ma’am you’re not sneaking out of here. Everybody sees you leaving. There’s no way you and all your tallness, in all your big hairness, and your long nail-ness is sneaking out. You’re not sneaking out. You’re a foolish peasant.”

Bozoma: Luvvie, let me say something. Sometimes, listen sometimes I try, so I try it because you know it’s hard to get out of spaces and they won’t let you leave. So I try to sneak out and they’re like, “We can see you because we see you with your bag and your hair, is walking out the door,” and I recognize that. But you know that’s why I’m unashamed, that’s why I got to tell people up front. I’m coming to your event but guess what I am going to leave in an hour okay? So let’s just make sure whatever I need to be doing in here, let’s just make sure I’m doing it because the clock is ticking. You know so yeah no, I like to show up to places, but I don’t mess around with that, yo I need my sleep. I care mostly about my sleep, you know being recharged but mentally it is also about you know all the thing we’ve been talking about. Like how do I replenish my you know any challenges that I have, who do I go to? Voltron is clearly a very important part of that. My sister circle is really important part of that. The people that I can be honest and clear with you know I do pray a lot actually. You know a little bit of meditation, a little bit of prayer to just center me, and like I was saying before you know being able to follow my spirit. It’s not just about the job moves, you know those major moments, it’s also in the daily decisions. You know there are some things where it’s like you know you’re in a meeting with somebody and it’s just like you get some sense or something that tells you this person isn’t all that. You know what I mean? It’s like but you need to be in constant prayer and in constant meditation, things that I do in order to be able to identify that because I’m not trying to waste my time or make the wrong decision or the wrong step. And so I need to be able to be clear on you know a number of decisions that I need to make and so I spend a lot of time making sure that I’m centered and all of that is self-care for me.

Luvvie: Yes.

Bozoma: But like my food is really important. I don’t like those salads and sandwiches. You know I’m truly West African, I try to have hot food all the time.

Luvvie: You’re a true African.

Bozoma: So I eat—yes, I eat well. I eat really well for me, for my body.

Luvvie: Even though you eat Ghanaian jollof, but whatever.

Bozoma: Listen because Ghanaian jollof is nutritious.

Luvvie: It’s alright.

Bozoma: And you people with your Nigerian jollof, there’s nothing inside. Eh what are you eating? Just rice? Eh? Just rice?

Luvvie: Eh, eh, Naija’s cook jollof, it starts off like this.

Bozoma: Me, me I need things inside of my jollof. You people you are dry, eh your food is dry.

Luvvie: Ay, see insult, save my life. Oh my God. Oh my God, the insult. Jesus. It's, it's fine.

Bozoma: I like how we've been having this very powerful conversation and it's going to disintegrate because of jollof.

Luvvie: Because of jollof wars. Like that's where it's like, ah really you are just going to insult my rice. It's fine. Next time I come to LA, mama Aba knows the only Ghanaian jollof I eat is Boz's mom's jollof. That's it.

Bozoma: I know it's hers. Listen and by the way Luvvie let me tell you, it's the moment of pride for her you know. She brags about that too, I hope you know this. She uses it in her own circle.

Luvvie: Yes.

Bozoma: She's like, "Eh even me, my jollof is so sweet that my Nigerian children they come and they eat it."

Luvvie: Yes

Bozoma: You know what I mean and I'm like, "Mommy, please, please don't say that. Like don't say that cause then you're looking for trouble."

Luvvie: No actually, no that is actually a point of pride because I didn't—I'm just stating the only Ghanaian jollof I will accept, the only one is mama Aba because hers is anointed.

Bozoma: Right.

Luvvie: And it's special Ghanaian jollof, everybody else's is no, I don't eat it, and Boz is right. She don't eat nothing, she don't eat nothing American. The girl is a bougie peasant. Boz, if you want to kill Boz, give her something that has cheese in it; just kill her dead.

Bozoma: Oh my God. Oh my God I can't, I can't. You know, no, no, I don't. No. Because you know what I think people pretend as if cheese is natural for Africans, it's not.

Luvvie: It's not. It's not.

Bozoma: It's not. Stop pretending. Okay, stop pretending. Let's all just get on it. Most of us have you know some sort of lactose intolerance or something so I just want to make sure that I am being true to my heritage and my DNA composition okay? Thank you very much.

Luvvie: So looking out for—.

Bozoma: It's a PSA.

Luvvie: PSA, hot food. Yeah no I, I actually still eat 70% African food. Like legit.

Bozoma: Yeah.

Luvvie: That's part of my self-care. If I go too long with rice, my rice levels drop low and things aren't right.

Bozoma: Right.

Luvvie: Like I need my rice levels to never drop low.

Bozoma: Correct.

Luvvie: So that is definitely a part of my self-care too. So I agree with that. Naija jollof though.

Bozoma: You know what, we just have to, we just have to have the last word. You know what it's your show so I'ma let you live.

Luvvie: That's it. Don't worry it's just one time because you've already insulted my rice. You insulted my rice.

Bozoma: We're still going to be friends though okay. Insults and all.

Luvvie: In spite of the jollof wars, we stand side by side as sisters.

Bozoma: Correct. Yes I will stand with you till the end Luvvie, you know this.

Luvvie: Correct, correct, and I am so proud of you and all the moves you make and how big they are and even the small ones and I am so excited to share you on along all of it.

Bozoma: Amen. Thank you Luvvie. Thank you so much sister. I appreciate you.

Luvvie: You are amazing. I am excited for our trip this—the end of this year.

Bozoma: Yes, to Ghana and Nigeria.

Luvvie: That's gon' be ridiculous.

Bozoma: No, listen, I hope, I hope people know. I hope people are ready. But if you can join, join, if you can't, watch us, we'll be working.

Luvvie: We'll be working and acting a complete fool on the continent.

Bozoma: Completely.

Luvvie: Lord it's going to be a hot mess.

Bozoma: Oh my God.

Luvvie: So thank you for joining me on *Rants and Randomness*. You are the best.

Bozoma: Thank you Luvvie. I so appreciate you. This platform is incredible, we appreciate your voice and you know I just—by the way I love every one who follows you and comments. I just sometimes go on your comments just to laugh and like take a break from the day because the kind of comedy that's happening there is incredible.

Luvvie: Yo, they're hysterical.

Bozoma: So thank you for everything you do.

Luvvie: They are hysterical. LuvvNation has no chill, no sense, just—.

Bozoma: NO chill, I love it, I love it.

Luvvie: They're the best and I love you and yeah we'll talk probably later today.

Bozoma: Yeah, exactly, I'll see you in like five minutes.

Luvvie: Bye boo.

Bozoma: Okay bye.

Yo, so shout-out to my girl Bozoma Saint John for joining me. y'all can follow her on social media so you can see all her shenanigans, all her travels. You can watch her work. She's badassboz on Instagram and Twitter, that's b-a-d-a-s-s-b-o-z. Follow her, give her love and let's all learn how to be authentically ourselves and let's normalize that. Much love to Chicago Recording Company for partnering with me on this. Shout-out to Mark, my sound engineer. I told him I was going to interview him one day, he said it was going to be the most boring interview. I'm just saying I think he would be interesting. And subscribe to *Rants and Randomness* on Apple Podcast, Spotify, SoundCloud, wherever you prefer to get it and please rate it. I'm loving your reviews so gone ahead and drop them. Follow the podcast on social media. On Twitter it's @rantsrandomness, no and, and then on Instagram it's @rantsandr randomness. Now I get a lot of questions in my messages so feel free to also email me if you have any questions you want me to answer on this podcast, luvvierants@gmail.com, and as always follow me on social media. I am @luvvie everywhere.

See y'all on the next episode.