



Rants and Randomness with Luvvie Ajayi

Do Your Best (with Jovian Zayne) - Episode 31

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Yo, my peoples! Welcome to Rants & Randomness. I am Luvvie Ajayi, your side-eye sorceress, and this is my show where I'm talking about the things that I'm loving things, things that I'm side-eyeing, and having really good conversation with dope people. I'm here at the Chicago Recording Company bringing y'all the radio voice as always.

On this episode, I'm going to talk about feeling good about the launch of the [Do-Better Academy](#), ranting about how we project our fears onto other people, and spotlighting [Up in the Air Life](#), an amazing travel company. My interview is with purpose-mover, game-changer [Jovian Zayne](#).

It's going to be a really good show, so let's jump into it.

Feel Good

[00:00:41]

Yeah, I'm feeling good about the launch of my eSchool, the Do-Better Academy. The Do-Better Academy is my eSchool where I'm going to be helping people level up in their professional lives. To launch it, I did a free web class on the three things that you need to start your career as a public speaker. There were over a thousand people on this. There were 2,700 people registered. Only a thousand people could get into the room. In the hour, I gave people information on the why, the who, and the what to being a public speaker.

The reason why the first thing that I'm talking about in the first series of courses for the [masterclasses on public speaking](#) is, as a black woman who's been speaking for the last nine years, I'm able to command a five-figure fee for the work that I've been doing. Oftentimes, I'm the only in the room. For me, and that's not a point of pride. I want to teach people how to build a career being a public speaker, one that is profitable, one where they are giving people something of value, and one where they're sharing their gifts with the world, and they're not suffering for it.

Being the person that I am who's done it over and over again, I average 35 speaking engagements every year, I want to teach people the cheat codes that I had to learn myself throughout my career. Because the thing is, a lot of white men get a chance to have this access, to get a chance to be on stages, to get given credibility just because they're white and male. I'm like, "What if more of us, who are women, who are black, who are black women, who are people of color can show up on stages and live the life that they want to design for themselves?"

So, yeah, it felt really good to do the webinar. I really enjoy the moments when I'm able to give the information that I know, but I'm also imploring people to invest in themselves because the [masterclass](#) is the power. In the [masterclass](#), I get to teach people how to write the signature talk that they get to pitch over and over again, that they get to get checks written for, where they get to do TED Talks. Because the signature talk is what gets you paid as a speaker. Panels are good, but what makes people write the checks are the signature talks. In the masterclass that I am teaching, I get to teach you the formula that I use. Fun fact, [my TED Talk](#) that has, like, 4.2 million views right now, I actually wrote that talk in an Uber because I already have a formula that I use right all my talks. So, I was able to do that.

I thought they would be like, "Oh, my God. Luvvie, we don't like it." No. They were like, "We love it. Do it." I was like, "All right." It felt good to do the webinar. There's a bunch of students registered for the Do-Better Academy's first course, and I'm excited to kick that off. For those who don't want to, who aren't ready to do the masterclass, you can take the [Public Speaking 101](#), where I help you figure out your why, the who, and the what. Because if you do not understand your why, you really can't do amazing work. What's funny is my guest on this episode, Jovi, really goes in on why, the power of understanding your why. [The 101 course](#), which you can take, helps you figure that out and helps you pull that out so you can land on stages and give people something of value.

Thank you for all the love that I've received on the [Do-Better Academy](#). Thank you to my students. We're about to go on a eight-week journey. It's about to be dope. And thank you to my team that's allowed [Do-Better Academy](#) to be launched. I'm really feeling good, and I'm excited about this new piece of my work and of the work that I can do that other people can really receive value from. So, shout-out to the [Do-Better Academy](#). If y'all want to check out more info on it, you go to [dobetteracademy.com](#). You get all the information on both the courses, [the 101](#) and the [masterclass](#), and sign up. Let's do this. Invest in yourself, and let me help you.

Rant

[00:04:27]

All right. This week's rant is about how people have to stop projecting their fear onto other people. It's actually kind of messy. It's something that we don't realize that we do, so we actually need to stop it. I spent a lot of May in Mexico. Probably half of May, I spent in Mexico with my girl Yvonne Orji. We were working. We were just kind of trying to slow down our lives because we get on planes all the time, so we took the time to pause and give ourselves room to get the things that we have to get done *done* without the constant movement.

Me being me, I shared parts of my adventure on my social media, and I got a lot of people commenting, like ... Because I mentioned that, "Oh, I've eaten my body weight in mangoes," and I got comments with people being like, "Oh my God. You're going to end up on the toilet all the time. Oh, my gosh. You're going to end up on the porcelain throne. Oh, man. Your stomach is going hurt, all this mango." Somebody else was like, "Oh, man. Make sure you don't get bit by mosquitoes because those Mexican mosquitoes are hardcore." Somebody else was like, "Well, look out for kidnappers."

I was just like, "Wait a minute. I am fine." I ate mangoes every single day. My stomach, it was fine. When I went to Mexico in the beginning of May for [Myleik's retreat](#), I got bit by, like, 60 mosquitoes because I wasn't using the right repellent, and I didn't die. I was okay. But this time when I went, I took [Avon Skin So Soft](#), which actually really helped. I got one mosquito bite the whole time, and I was there for, like, two weeks. Then, I have the mango-eating. I was literally fine. I ate two or three mangoes every single day. This Nigerian stomach of mine was perfectly fine. There was no porcelain throne madness and nightmare. Then, we also wanted to go do ATVs, all of that.

I think it's really important that we do not project our fears on other people and the things and our anxieties and our doubts on other people. It made me stop and think because I'm like, "Do we realize how often that we pass ... We don't just tell people our fears. We pass our fears onto other people. We impose the things that we are afraid of on people every single day. I know why people are afraid of seeing the world and experiencing things and being free because we're constantly telling people to be scared. We're constantly telling people, "Oh, my God. Watch out for the okey-doke. Oh, my God. The other shoe might drop. Oh, Jesus Christ. This happen to you."

I think we need to be more conscious of doing that. I get it. The world is scary. But we lead our lives with so much fears that we wonder why we don't get to see some of our biggest dreams come true because we're too busy bracing for constant impact that we sit where we are. We're too afraid to move because the monster that we think is around the corner is going to jump out. Then, we pass that same fear on to our kids so they too grow up to be people who don't have the audacity to be free. We're like, "Oh, my God. Don't do that. Oh, my God. Be careful there. Oh, my God. You might fall," and we pass on anxieties to the people who look to us for their life cues.

We got to stop it. I wasn't asking for advice of, "Should I eat this many mangoes?" I wasn't saying, "Hey, what do I need to do to make sure I don't get bit?" I was just like, "Hey, I've eaten my body weight in mangoes," just a statement. Folks was like, "Oh, my God. Your stomach's going to hurt so bad." No, maybe your stomach hurt last time you ate mangoes. Mine does not have to, and mine did not. So, I want us to be more conscious of this and be less fearful of the world.

I know there's a lot to be scared of, but you cannot constantly live thinking that everything is a catch-22. You can't constantly think everything's going to bite you. I [dedicated an entire post on Facebook](#) and [shared it to my IG](#). People started understanding, like, "Oh, my God. I think I do this. Oh, man. I think I have actually done this to somebody." It's why people don't tell you sometimes when they're traveling out the country because they're afraid you're going to be like, "Oh, I read the news, and I heard this thing happened there." Wish them well. Just be like, "Stay safe and have a good time."

You don't necessarily have to drop all the weight of your fears at their feet, and then they pick it up. So many of us have picked up other people's fears for us that we don't even understand that the reason why we aren't doing the things that we want to do is because other people have told us not to. I loved the conversation that this brought up on [my Instagram](#) and on [my Facebook](#) and the comments people posted. People was talking about how they said no to jobs because their parents were afraid for them and came back to regret it. They've said no to opportunities because somebody was anxious on their behalf, and they said no.

So, ultimately, let us stop living our lives with this acute fear that everything is going to go wrong. Because a lot of times, it doesn't go wrong. A lot of times it goes amazing, but we never find out the amazing because we didn't even give it a chance. And if you are that person, just relax. Start paying attention to when somebody tells you something that they want to do. Start paying attention to what you say to them in response.

The moment that you find yourself about to lead with fear, stop and calibrate. Recalibrate and be like, "You know what? Is this my issue that I'm about to drop on them? Or is this something that they actually have to watch out for?" Yeah, man. That's my rant. Let's all do better on this. Honestly, this is related to something else that I'm working on that I'm going to announce soon, but I'm excited that we're talking about this stuff. It's an issue.

Randomness Spotlight

[00:09:58]

All right. Let me put y'all on game. This episode spotlight is really connected to how much fun I had in Mexico. A lot of time in Mexico, I was working. But the last weekend I spent there, I had an amazing two days. That is because of a fabulous woman named [Claire Soares, aka up-in-the-air Claire](#). She is incredible because she is a travel curator. Claire has a company called [Up in the Air Life](#) that does epic travel experiences, like, they create... Let's say you want to go to Dubai, or you want to go to Thailand, or you want to go to Mexico, or you want to go to South Africa. Claire's group, [Up in the Air Life](#), what they do is they put together these group trips that put together just nice itineraries, well curated, well planned, with a really good group of people because then they want people to see the world without necessarily having to fear going alone if their friends don't want to go. She is just this amazing travel coordinator.

I've been on an [Up in the Air Life](#) trip, like, five years ago. It's a good time. It's a good seven days or five days you invest in yourself. You go have fun, and you see the world. They've been featured in [the ROOT](#), USA TODAY, [ESSENCE](#), all of that. They've curated experiences to places like Portugal, Chile, Egypt, Seoul, Beijing, and they're doing Antarctica in 2021. Our last weekend in Mexico, Claire made sure we had an amazing time. We did ATVs one day, and then went to go chill at a pool and ate some amazing food from this restaurant that she goes to all the time. Then, the day after that, we took a day trip to Isla de Mujeres, which is this island off the coast of Cancun where you drive golf carts, you eat really fresh seafood, just have a good time. It was a mini version of her [Up in the Air Life](#) excursions.

A lot of people struggle with seeing the world because they're like, "Oh, my friend doesn't want to go. My family doesn't want to go. I don't want to go alone." You don't have to see the world alone. You can actually tap into a service like [Up in the Air Life](#), a company like that, and join some of their group trips. You'll meet new people. You'll see the country you want to see. But I also want to emphasize that I don't want people to not see the world and do the things that they want to do because the other people in their lives don't want to. Do not use that as the reason that you're going to miss out on stuff you want to see.

I've actually been to multiple countries solo. I've done Egypt. I've done Thailand. I've done the United Arab Emirates. I did the Dominican Republic. I've done Mexico, actually, solo. I've done, where else, South Africa solo too at one point. So, do not wait to see the world just because other people around you aren't ready. But if you still want to travel with a group, definitely check it. [Up in the Air Life](#). Their Instagram is [@upintheairlife](#). Claire is [@upintheairlifeclaire](#), and you can go to their website, I think, is [upintheairlife.com](#). So, check it out, travel, do some good stuff, and yeah, man, pass it on. It's a really good service, and I trust Claire's judgment. I trust her work, and she showed me an amazing time at this point, I'll say, in three different countries. So, shout-out to you, Claire.

I love the reviews that y'all leave for me on social media. Please keep those going. They give me ... My love language is words of affirmation, so it shows me a lot of love. Lil odiale said, "Luvvie is transparent, authentic, insightful. It doesn't matter who she's interviewing. She's going to pull some gems for her listeners." Thank you. Thank you so much. E Noemí said, "Luvvie brings all the truth, positivity, motivation, and celebration of our culture. Her [book](#), [TED Talk](#), and previous work is what led me to her [podcast](#). Luvvie is the truth, and I can't thank her enough for joining forces with other amazing guests who help share the love, positivity, and magic that lives within our bones." Shout-out to you. Thank you for that. Sani_ITW said, "Wow, what a great episode. I love Own Your Character, Rent Your Title, which is more important." That's the Thasunda Brown Duckett interview.

Now, on to my interview with Jovian Zayne.

Interview with Jovian Zayne

[00:14:25]

Luvvie: Rants fam, one of my favorite people is on today. This is [Jovian Zayne](#) that is joining us. Jovi, I'm so glad you're on the show.

Jovian: Oh, it's such a pleasure. I'm so glad. We were long overdue, but perhaps it's just right on time.

Luvvie: It's right on time. It's perfectly on time. All right. I'm going to give people your bio so they can understand your epicness in all its glory. [Jovian Zayne](#) is an international speaker and certified leadership and professional development coach with years of experience in change management, global diversity, and leadership development. She leads the [OnPurpose Movement](#), a firm committed to developing values-driven leaders through targeted coaching, public speaking, and facilitated experiences.

Luvvie: Her firm's client list? Yo, everybody. Google, The New York Times, Goldman Sachs, Columbia University, Harvard, the Aspen Institute, Janelle Monáe's Wondaland Records, and Teach for America. Alongside notable individuals such as Tarana Burke, Serena Williams, and LeBron James, Jovian was named to the 2018 Root 100, an annual list of the most influential African Americans ages 25 to 45. She is the founder of the annual [International Day of Purpose](#), a day created to inspire people of all generations to celebrate and activate the power of their purpose. In partnership with the Obama administration and various organizations' celebrities, its

global reach has touched over 16 million people around the world. She is just epicness in human form. Jovi, welcome.

Jovian: Aw, thank you. Oh, thank you, Luvvie. I'm so glad to be here.

Luvvie: Yo. Yeah. No, Rants is much overdue to have some Jovi love on here. I always start with asking people, when you were little Jovi, what did you want to be or do when you were grown up?

Jovian: Yeah. Little Jovi wanted to be a therapist.

Luvvie: Really?

Jovian: Yeah. Yeah. I mean, I had a lot of clarity of mind that I wanted to sit people down, couch, and just have an epic conversation with them. I mean, it was something from think since I was about ... Honestly, I feel like I could speak to it very clearly once I was in middle school. I had seen a therapist on television before. I remember overhearing one of my friends' moms, who was actually seeing a therapist, talk about it in the kitchen one time. We were coming up for soccer practice, and I remember thinking, "Oh, that's what I want to do. I want to help people with their problems. I want to listen to them, give them perspective. Yeah, that's what I want."

Jovian: Growing up, honestly, it made so much sense to me because people naturally came to me with their stuff. For whatever reason, people found me to be a safe place for them to explore their identities, to explore their problems, to think through ideas. I mean, it was everything from like, "Girl, I know he's about to break up with me. How do I handle it?" to "I really don't like this teacher. I'm trying to figure out how to change out of this class," to, "Me and my brother aren't getting along. How do we handle it?" I mean, people were coming to me with their stuff all through school. So, it's the thing that little Jovi wanted to do, and I guess it's translated well to the work I do now.

Luvvie: So, sixth grade, you was basically running a mini therapist couch.

Jovian: I was. I was. I've always been holding space for people.

Luvvie: Wow. Environment is a big part of who we are as humans, especially during these crucial, formative years-

Jovian: Absolutely.

Luvvie: ... and you grew up in North Carolina.

Jovian: I did. I did. I always like to say I'm a southern girl turned Big Apple biter. Well, now West Coast lover, but the South is certainly the place that birthed me and raised me. I was born in Texas, but I spent most of my formative years in the American South between North Carolina and South Carolina. Yeah.

Luvvie: How do you think North Carolina played into that idea that you were the person who holds space for people?

Jovian: That is such a powerful question. I'm going to answer it in reflection to [a beautiful TED Talk by the incredible Taiye Selasi](#) where she talks about this idea of challenging the notion of asking people, "Where are you from?"

Luvvie: Mm-hmm (affirmative).

Jovian: Because for so many of us, that could be a loaded question. Right?

Luvvie: Yeah.

Jovian: She invites us to approach that question from the angle of, "Where are you local to?" Meaning that if you were to think about things from the standpoint of where you have rituals, restrictions, or relationships, it invites a much more open and transient kind of definition to explore the things and the environments that have helped to shape who you are. For me, North Carolina is certainly the place that allowed me to, I should say North Carolina and South Carolina, that helped to form young Jovi because of the very important relationships that I saw. I mean, Luvvie, you know this, but I am the granddaughter of two Baptist pastors.

Luvvie: Mm-hmm (affirmative).

Jovian: So, growing up, I saw incredible examples and, of course, with their lives, my grandmother's, and other members of my family. I saw what it was like to hold space for people who were going through this for the "least of these." I saw what it was like when ... I mean, I remember very candidly, specifically, my grandfather on my dad's side, who we lovingly called Grada ... I remember him getting up time and time again on Christmas Day where we'd be opening presents. The phone would ring, and somebody would have lost someone. Or somebody would be in the hospital, or somebody, some church member would be in crisis. He would leave our jubilant celebration to go see about members of the church, and I saw what that was like for someone to hold space, even when it wasn't convenient, how important it was to put someone before yourself. Being a product of that kind of environment really helped to shape the way that I understood the power of relationship and being there for people.

Jovian: I also say the rituals of church, the rituals of family traditions, everything from family talent shows to, oh my goodness, to having to book reports and to talk through them, to soccer practices. I mean, there were tons of rituals that I had growing up from grade school through college that the South helped to shape in me. Of course, I would also say restrictions. There were certain things I couldn't do because I was in the South, and I thought ... I mean, I'm a young black girl. I identify as cisgender black woman now, but I was just a cisgender black girl growing up. I was well aware, very well aware of who I was because of how often I was othered, how often I was the only black girl in my classes, how often I was the only black girl on my soccer team, the traveling soccer team. I mean, I played competitive soccer through college, and so, I mean, outside of ...

Jovian: One of my best friends, Jamila Seymour and Michelle Buteau, sometimes when we were lucky enough to be on the same team, we were fine covering each other. But I was used to being the other, and yet, Luvvie ... This is the thing. And yet there was something about the way that my

parents helped me to understand who I was and who I was made to be that I didn't adopt an identity of another in a way that made me to feel less than, outcasted, or not enough.

Luvvie: Ooh.

Jovian: But it actually unleashed a sense of competence, clarity, and confidence in myself that I can-

Luvvie: Girl-

Jovian: Yeah, that I won't just survive in spaces where I'm the only young Jovi but that actually, I am there for a reason, and there is a deeper human connection for me to make. It's been a part of who I was since I was young. People see it in me now, and it's hard for people to pinpoint, but the truth is this calling to invite people in to be in relationship with me, to know that they can be in a safe space and be themselves has just been a part of me. I think the South did have a lot to do with that.

Luvvie: That actually is a really powerful piece that I want to pull out, the idea that you were often the only. And instead of the usual of people kind of reducing themselves or diminishing themselves and feeling out of place and out of voice, you let it embolden you at a young age.

Jovian: I did. I did. I will tell you this story I will never forget. I guess I'm talking some other point as the conversation continues, but people ... You know the work I do now is all around purpose, and I think there are a few things that help us to understand our sense of why. When I was in fifth grade, I was about, what, 10 years old. I'll never forget there was this kid named Junior Butcher, and Junior was the exact opposite of me. He grew up in a lower-income area. I was growing up in middle-income area. He was a white kid. Obviously, I'm black. He was overweight. I wasn't overweight at the time. Well, amen, I'm not now, I don't believe, but-

Luvvie: Right, you're not.

Jovian: ... he was overweight. Junior was just trying to keep up, if you will, but he was a easy target for kids to make fun of and to pick at and whatnot. Here I am. I think there may have been maybe one or two other black kids in this fifth grade class, but I remember knowing for ... I understood that I had somewhat of social capital in the class and that enough people liked me. The teacher liked me. I had relationships that "mattered." I remember one day being like, "People have got to stop picking on Junior. This isn't cool," like it was just, "This is not okay."

Jovian: I went home, and I couldn't stop thinking about it. I didn't have to talk to my brothers. I didn't talk to my mom and dad about it. I just had made up in my mind I'm going to interrupt this system of bullying. I'm going to stop what's happening to Junior. As much as I was afraid ... Because you know how you talk about those jump-out-of-the-airplane moments where you feel like, "Oh, am I really about to do this?" I remember the next day being like, "Am I about to do this? Am I about to really? Am I about to put myself out there for the sake of this kid?"

Jovian: But I knew I was. I knew I was. Through a series of very strategic house-of-cards-type moves, I remember talking to some friends over here and other friends over here and basically creating allyship around Junior and convincing other people we were going to leave him alone and that

wasn't necessary anymore. I'll never forget that moment because I was so ... Proud isn't even the right word, but I think I actually was relieved. When it was done, and people weren't really messing with him anymore, I felt a sense of like a deep breath out of my body, like a deep sense of relief that I hadn't betrayed my heart, that I hadn't betrayed myself.

Luvvie: Wow, that I hadn't betrayed my heart.

Jovian: That I hadn't betrayed my heart, yeah. So, when I talk to people about this idea of understanding your why and purpose, I think there are a number of things that help people to get that clarity, and this moment, what I would call this breadcrumb moment of potential betrayal that helped me to remember who I'm supposed to be. I'm supposed to invite people in. I am supposed to help bridge gaps. I am supposed to operate across lines of difference, whether that's political difference, social identity difference, and that there's a larger call for me to do that. I'd be lying, I'd be lying if I say I haven't known that for a long time. I know not everybody may operate with that sense of clarity. But the truth is, I have, and I'm grateful for it.

Luvvie: And you honored that.

Jovian: Mm-hmm (affirmative), I've honored it. I know that there's been a responsibility that's come with it that I think has been tapped back and been given to me from family, again, back to how I grew up, the relationship there and everything. I think growing up the way I did with my grandparents and seeing my grandfather and my grandmother and my parents, it shaped me.

Luvvie: I'm going to come back because there's a piece in that story that I want to pull out later or even after I ask this question, which is a piece that you used your privilege for good at such a young age.

Jovian: Mm-hmm (affirmative).

Luvvie: But right now, talk to me about how you grew up. What was your family life like? Because I want to find out about the people who were able to create this young girl or guide her through the world so she is the girl who is telling somebody not to bully somebody else at 10.

Jovian: Yeah. Yeah. Young Jovi grew up in the middle of two incredible brothers. Nate is my older brother. Roman is my younger brother. I'm three years apart from both of them. We, again, were born in Texas to just the most outstanding, I think, examples of love and partnership that we could have imagined. Nat and Chandra Irvin are my beloved parents who've been married now almost, what, 44 years. I always say this. I think it's been kind of precarious over the past few years, but we really were the Cosby Show. And I knew that. I mean, I knew it to the point where I was kind of like, "Y'all wish y'all had ..." The Huxtables wished they had what the Irvins had.

Luvvie: Aw.

Jovian: Yeah. I'm serious. I'm serious from the kind of people that came to visit, the way that we were with our grandparents. I mean, the only thing that we had that the Huxtables didn't have were spankings. We got whooped. That's for sure. I have to say that. We never saw the real

punishment that happened on the Cosby Show, but I know at our house, spankings were involved. And I do think for me, that played a part in how I understood discipline. So, with restriction, with a few spankings here and there, Jovian understood that she is responsible for how she operates in the world. If you tell a lie, there are going to be consequences. If you don't do something you said you were going to do, there are consequences. When you hit somebody, there are consequences.

Jovian: I grew up in a home with incredible love, and I think that love also ... It showed itself in terms of, if I think about Gary Chapman's love languages, we had a lot of physical touch, a lot of words of affirmation, a lot of words of affirmation and quality time. I remember every day going off to school, and my mom would tell my brothers and I, "Do your best," like, "I love you. Go do your best." I still say that to myself sometimes because I got to remember I have to do my best. Not Luvvie's best. Not Angela's best. Not George's best. My best, and my best may vacillate from day to day, but I know what my best is for that day. I just need to rise to the occasion of what the day has presented, what the Lord has presented to me.

Jovian: That's a huge part of how I was formed, and I know without a doubt the reason why I can navigate so many spaces that I can now is because there was a unending, unending river of love and confidence that had been poured into me since I was little.

Luvvie: Wow.

Jovian: I did not have to look externally for affirmation, and I'm grateful that I didn't because Lord knows that the messages I was receiving outside of the home could've been in direct conflict with the messages I was receiving. So, if I wasn't getting the reminder that ... My dad still tells me now I'm the best thing to fall off the Christmas tree, like, "You are-

Luvvie: Aw.

Jovian: Mm-hmm (affirmative). Mm-hmm (affirmative). He has a great nickname for me. I won't say the whole thing. I'll just say muffin, but that's a part of my nickname. He will say things like, "Muff, don't you forget who you are. Don't forget who you came from." My family, my grandfather and my grandparents were extremely poor, and particularly, my dad. Dad grew up in this side of North Augusta called Boggy Branch where, Luvvie, I mean, dirtish roads, one-room homes, just poor, poor, poor, poor, poor.

Jovian: Bertha Irvin, my great-great-grandmother couldn't even write her own name. She just wrote her X. Too poor to receive any care. My grandfather actually received his call to ministry at his mother's funeral because, because they were so poor, no minister would officiate. So, this shotgun funeral happened. He sat in the back pew fuming and upset and sad, and that's when he said, "I will never let anyone go without a proper funeral again," and, "God, I hear you."

Jovian: That's what I was born into. I was born into ... My mother and my father both are civil rights leaders in so many ways, my grandfathers, too. But my parents shaped me in that my dad, when he was only 14 years old, he integrated schools in the South.

Luvvie: What?

Jovian: He was supposed to be joined by so many others. Yeah, imagine. Go back in your mind right now, Luvvie. 14. You know what we were doing at 14. Right? Imagine being 14 years old, and you and your other friends, some of your other homies, y'all decide, "Okay, yeah. We're going to heed the call from Dr. Martin Luther King." But then that fateful day comes, there's no Gene, Arthur, Bill. Tommy doesn't show up, and it's just little Nathaniel Irvin. He got to get on the bus. He is ridiculed. People are spitting. The hurls of obscene language, and he has to persist for a full year through that. Were times where people didn't want to speak to him at all, right, until at the last day of school.

Jovian: That's what I grew up in. That's the strength that I know that carries me, the stories I heard. Stories of my mom with a cohort of other really brave black women helped to integrate Winthrop College in the South. I mean, they poured that into me. They taught it to me. And my brothers, I can't talk enough about them. I mean, you know them.

Luvvie: Your brothers are epic.

Jovian: I mean, they literally are. They're Grammy-nominated, all that kind of good stuff. But besides all of the things that come with their incredible talent. Also, I've got to speak to my parents for this. I think I could've grown up in the middle being the only girl, perhaps a little warped. People say, "Oh, little children do X, Y, Z thing." I think maybe I was a little saved because I was the only girl, so I felt like I got enough attention, and I found my own way.

Luvvie: Yeah.

Jovian: But I was certainly growing up with a older brother who made a perfect score in the math section of the SATs.

Luvvie: Wow.

Jovian: That wasn't me. Right, right. Certainly wasn't me. He could sing and all these other things, and I was like, "Nope." But the cool thing is I think my parents did a really great job of cultivating our individual strengths and affirming who we are, the natural things that were coming out, and holding us accountable, again, to, as my mom would always say, "Do your best." I wasn't in competition with Trey.

Luvvie: Nope.

Jovian: Nate wasn't my competition. I wasn't in competition with Roman. We were always in support of one another. That's persisted today, so we're thick as thieves. That's a lot of why young Jovi is who she is.

Luvvie: Man. Because ultimately, you've been the same person, just been in evolution of yourself.

Jovian: Mm-hmm (affirmative).

Luvvie: So, you were owning your power, and you understood and acutely had this grasp of the power that you walked in every room in, which is a big part of people recognizing their privilege. So, you understood your privilege from jump-

Jovian: I did.

Luvvie: ... which is why you were able to then be like, "Hey, even though I might be one of the few black girls in this class, I'm actually popular. So, I should probably use my popularity to say, 'Stop messing with Johnny.'"

Jovian: Yeah. Yeah. Exactly. Exactly.

Luvvie: Yeah.

Jovian: Yeah. There's so much to unpack in that, but I think being ... My faith is a huge part of how I understand myself to be responsible to not just myself or my family, but be responsible for creating a world where we can all be seen, heard, and valued.

Luvvie: Mm-hmm (affirmative).

Jovian: I mean, I just cannot say that enough. My understanding of the way God sees me, loves me, trusts me enough to exist and has thought about me in a way with such care that He created me in a way that has allowed me to ... People say often to me, like, "Oh, Jovian, you carry such a light with you." I'm like, "Well, I should, if I think about it." If I'm a true reflection of God and my creator, I should be shining all the time. I often think about my responsibility even as a black person on Earth, and specifically a black woman. Yeah, I am marginalized. There's no doubt about it, and there are so many aspects of my life, and I got stories and stories and stories where the discrimination and oppression has been overwhelming.

Jovian: Yet, there has been a resilience in my spirit that I know comes from ancestors, I know comes deeply rooted in faith that has allowed me to carry on and to carry on in a way that invites other people to carry on too and to build bridges, to create more equity and justice in the world. I have to use what I have at all costs for other people. It's not for me. My ability to be confident in spaces isn't just for Jovian to thrive. If I'm not doing it in a way that's going to allow for other humans around me to be their best, what am I doing?

Luvvie: What are we doing it for?

Jovian: What am I doing? If the next black girl won't feel better in the role that I just inhabited, I didn't leave it in a way that I could've. Yeah.

Luvvie: What would you-

Jovian: Yeah. I need to feel responsible. Yeah.

Luvvie: How would you advise somebody who's like, "I am the only. I am the first. I often feel alone in these rooms"? What would you say to them to find their power, own their power?

Jovian: Yeah. Well, I encourage them ... Well, first off, I could speak to that in so many ways because whether it was first black woman to be class president at UNC, only black woman to ever have my job ... I used to work at this big PPG company, which I won't name right now. I mean, the firsts could go on and on and on for me. Earlier in my life, there were times when it did feel overwhelming. Or, to be even more honest here in this nuance here, when I would let me ego make me think that I had reached a pinnacle, and there wasn't a responsibility to take care of that seat in a way that would invite other people in.

Jovian: So, what I would say to the woman now or for anyone who's listening who's kind of like, "Yeah, I'm the only. What do I do?" it is to be reminded that there is a purpose in the seat. There's a purpose in the seat. There's a purpose in the current assignment, and to remember that you didn't end up there by accident.

Luvvie: Yes.

Jovian: You didn't. There was no accident in your arrival to the present moment. But consider that it was carefully crafted, that you played a role in co-constructing the moment with the Creator, and now is the time for you to do something very purposeful with the moment that you have. Consider how do you want to show up in a way that invites other people in after you or invites other people in alongside you? Don't let your ego convince you, one, that you're the only person that could ever be in that space, because that's not true. And don't let your ego convince you that the burden is on your ... Sometimes we can mistake the blessing and really not absorb the blessing because we are looking too much at the strain of the transition to be in the new seat.

Luvvie: Mm-hmm (affirmative).

Jovian: But that's why it's really important that we keep our eyes focused on what has this moment allowed me to do? Other thing I would say for people ... Very tactically, people are like, "Oh, God, I'm overwhelmed by it." I think mindset is everything. But I also think there are people around you that have to support you and keep you in the right mindset to help you navigate. For me, it's always been the right mentor, sponsors, advocates, family members and friends. I keep my circle tight and strong. You know this. Those are the people that I have to go to when my vision is blurry, when I can't see, when I'm-

Luvvie: When your vision is blurry. Mm-hmm (affirmative).

Jovian: When my vision is blurry, and/or when I need help taking out the trash.

Luvvie: Oop, that's a word.

Jovian: Yeah. What I mean by that is we're all ... There's a smog that we're always breathing in, the system of oppression that we exist in in this world. I mean, it's a smog. No matter who you are, you're getting messages, and oftentimes, those messages will conflict with a positive message of who you're supposed to be in the world.

Luvvie: Yeah.

Jovian: I need help sometimes taking out the trash. I need help being reminded of who I'm supposed to be, what I'm able to do, what I'm capable of. So, people got to be really careful around who are you allowing on your team? Because not everybody who's in your circle is on your team.

Luvvie: Oop. Say that again. Say that again.

Jovian: Yeah. Not everybody who's in your circle's on your team. Specifically, consider it for such a time as this, if I do air quotes around that, there are different moments when you need different people in your life to rise to different occasions. There have been different times when I've had to call on my big mentor, [Carla Harris](#), to support me through a major job negotiation, or call on [Jemina Bernard](#) when I was unsure about how to deal with a funder. I mean, you got to be careful and use a good sense of discernment to figure out, "Well, who are the right people who need to help me take out my trash and to clean my glasses so I can see myself and see the perspective and the situation for what it is?"

Luvvie: I think that's also important because we tend to assume that everyone's supposed to play every role in our lives, like-

Jovian: Right, Luvvie.

Luvvie: Right?

Jovian: Right.

Luvvie: We think every friend is supposed to be the mentor and the cheerleader and the ... No, no. You got to have people-

Jovian: No, they're not.

Luvvie: ... for specific things.

Jovian: Mm-mm (negative). You do, and it's not fair. It's not fair to put everything on everybody because everyone truly can't be everything for you. You got to be really careful about who you go to for what kind of counsel in what moment.

Luvvie: That's real. When you went to college, what was your major?

Jovian: Psychology.

Luvvie: Same.

Jovian: How specific.

Luvvie: Same, friend. Same. Same.

Jovian: Yep, you know it. You know it. I started with it, left with it. I mean, I started to fall in love with business towards the latter part of my college career, and that's because I was doing a lot of big,

student leadership stuff. I was president when I was at UNC. So, working within student government and organizational systems and teams, I just ... I'd been doing that since I was in high school and all these extra curriculars, but it just got to the place where I was in meetings with the provost and with the dean and all these things. I was like, "Oh, I belong here." I really thought, "I belong here," and I wanted to help navigate change through people.

Luvvie: So, you graduate with your psych degree. What was your first job out?

Jovian: I did. I graduated with my psych degree. I went on to get business certification from ... Wake Forest was at the time Babcock School of Management and Business, but their School of Business in general. The next step, is that what you asked-

Luvvie: Yep.

Jovian: ... like what'd I do then?

Luvvie: Yeah, what was your next job?

Jovian: Yeah. This is so crazy. Remember I was telling you I was in politics when I was an undergrad, so I actually thought in some way, shape, or form, I was going to go into politics for real. So, I moved to D.C. and started working with this organization called the Presidential Classroom. That focused on civic education, leadership for students around the world. I thought I was going to in some way, shape, or form, transition that into working on the Hill, getting to meet people and build relationships in a way that allowed me to pivot.

Jovian: But the closer proximity I got to government, the more I realized, eh, government's not the route. Business is the route. Which I say that now in hindsight, and I can say it very smoothly. But yo, I was bugging. That was just a very ... I was freaking out. It was a hectic time. I spent that summer in D.C. and soon realized, okay, I need a plan B or plan C, D. Something Lord, this isn't it. Move back home to North Carolina for a short stint to regroup, and my mom ...

Jovian: I love her. She as very gracious and, "Okay, Jovian." Everyone knew I was going to be okay, but I think they did the right thing in holding me accountable to, "You're going to figure this out sooner than later, though." When I was home for that short stint, they made sure, like, "You better have a schedule. You better be talking to all these mentors. I want you on your resume," all that kind of stuff. Thankfully, I was able to kind of get my footing.

Jovian: I moved into business, and I started working with a company named Black & Decker for a number of years where I was doing marketing. Yep. I got my foot completely wet in the sales piece of the business and then in the marketing side of the business, and that moved me from North Carolina to Atlanta. This is when life got really interesting, really, really interesting.

Luvvie: How so?

Jovian: Well, I went from being very confident to slowly feeling less of myself every day, and this was happening ... Yeah. It was like a paradox because I was feeling less of myself every day while also, in the first two roles that I had within the company, being seen as someone who was very

successful. I got promoted from within my first six or seven months, and I will never forget ... Oh, god, Luvvie come with me here. We had a parking lot at a Home Depot in Atlanta. I was in my second role with the company, and I'd just gotten a phone call from a VP named Jason, was his name.

Jovian: He said, "Jovian, I know you're doing such good things. I'm really proud of you. I want to expand your territory and want to get you in a new position. I want to offer you this incredible marketing position in New York." I literally said no.

Luvvie: What?

Jovian: I just said no. I said no. Then, the other side of my brain caught up quickly and was like, "Girl, you can't say that." I was like, "Oh, Jason, thank you so much for the opportunity. I would love a few days to think about it, and I'll be back in touch." Hung up the phone. Yelled and screamed like somebody was attacking me. Like, "God, how could you do this to me? Why? I don't want to leave Atlanta. This is the worst thing that could ever happen to me." I mean, I was flipping out. Because at the time, I'm living in Atlanta. This is actually also the time when Wondaland was being started, so my brother and Janelle were beginning to work on the label and all this stuff, and I was using my experience in marketing to help.

Jovian: Also had friends from Carolina there, so Atlanta ... A transition from North Carolina to Atlanta is very smooth in some ways. When it's still in the South, it's comfortable. But this idea of going to New York was just mind-blowing. I was like, "Oh, no, no, no, no, no, God. You're out here tripping." Yeah. I mean, I was talking to God like, I mean, I think the way you should talk to who you feel like created you, like y'all should have that kind of relationship. But, I mean, I was talking to God like, "Oh, no, no, no, no, no, sir. I don't know what you thought, but this isn't it." I was so upset. I was just furious, furious, furious, furious. I was like, "How could you take away this comfort?"

Jovian: But the truth is, and this is how ... God, faith for me has just been such a big part of my existence, and I think about my relationship with God like my joker card. I just wear it on my head, like I'm out here. I'm good. It is that relationship that reminded me that I got to trust the being that created me to know what's best for me. Three days after that temper tantrum, and I began to pray and sought counsel, talked to my family, et cetera, and I had two cousins come into town, and we talked about it, do you know, there was a peace that came over me that seriously surpassed all understanding.

Jovian: The Bible talks about this in Philippians 4 and 6 and 7, but if you are to with prayer and supplication, present your request to God, and the peace of the Holy Spirit will transform your heart and mind through Christ Jesus. That is literally what happened to me. There was a peace that came over me that just like it was a veil. The same Jovi who was flipping out about moving to Atlanta all of a sudden got really comfortable with this idea of going to New York. I had no other reason to get comfortable except for God was like, "Girl, I got you."

Luvvie: Wow.

Jovian: Because I had even played out the scenario, which I often do sometimes. Like, "Okay, so what if I am disobedient? What I don't do it? What if I betray my heart this time?" I played it out. I was like, "Oh, that's going to be bad." I didn't even feel comfortable pretending or trying to be like, "No, I'm just going to turn down the offer." I just knew it'd be the worst decision I could make, so I found myself in New York.

Jovian: Back to this earlier point where I mentioned this idea of me feeling less and less like myself, as much as I knew I was supposed to go to New York, I didn't ... I thought I was going for that job, but I'm grateful it wasn't just about that job. It was so much more that happened to me once I got there. Thankfully so, because that last job was the worst job I've ever had in my life.

Luvvie: Why?

Jovian: The worst. I have never felt more close to depression, more frustrated, a lack of confidence. I mean, there were times when I would literally get in my company car and just drive off and sit and cry and be like, "God, why did you bring me up here? I knew I felt a peace about it, but I hate this work." There were times on the job where I dealt with sexual harassment.

Luvvie: Wow.

Jovian: Because in the work that I was doing, I was doing product research for these major commercial power tools. I was working on ground zero at the time. I was going to the new Yankees Stadium build. I was talking to contractors, understanding what they needed so then it could be translated into marketing strategies, all this kind of stuff. I mean, the things that I saw, the stuff that I endured, I wouldn't wish on anyone. But I'm grateful I had the backbone and the fortitude to deal but yet also know I didn't have to. If I look back now, there are certain things I would've done differently, but it was a really, really, really hard time, a really, really, really hard time.

Luvvie: How did you get out of it?

Jovian: There was certainly an undercurrent of the grace of God that got me through, and I would say I knew ... After being in a year of that job, because this was all for context. I was like, maybe the first or second black woman to ever have the job that I had at the time, one of seven women on a team of 300, a much broader team. I remember going to a team conference, being like, "Oh, God. What is this? This is worse than I thought." My manager and I didn't get along. She didn't trust me. I didn't trust her. I could tell she was intimidated by me. I didn't know why. I've got stories on that for days, but it just was bad. Bad, bad, bad.

Jovian: The big lesson I've learned is when you linger in a situation longer than you're called to, there is a price to pay, and that will as a price to pay. Yeah. You can apply that when you think about romantic relationships, work relationships, et cetera. But one of the biggest prices is going to come in the form of confidence. There were insecurities starting to creep up in me, et cetera. Again, back to this point I made earlier around you got to turn to your tribe, your circle, your village to help you take the trash out. It was a daily haul. I was grateful. I got introduced to through ...

Jovian: At the time, I was beginning to explore anything, so I was like, "I got to get out of this job." It was this paradox of me knowing I got to get out of this job, and yet, Luvvie, I was operating with this great sense of fear. I was like, "Oh, my goodness. I'm in New York." First of all, I had this unfounded worry that my family would be disappointed in me. There was no evidence. They had given me no evidence to feel that way. But again, my own ego actually was driving that, driving this narrative of what success should look like to me at 24 or whatever I was, which was trying to keep ... Your ego will keep you bound in a situation where God's trying to set you free, so that's why it's important to remember ego is edging God out, as Deepak says.

Luvvie: Ooh.

Jovian: My ego was trying to ... Mm-hmm (affirmative).

Luvvie: Ego edging God out.

Jovian: Ego, yep, edging God out. I also apply that in a way when I think about edging grace out. Because if I think about it, grace and God I think are one and the same, but there was enough ... God promises that His grace is sufficient every day. I had enough grace to leave that role, but my ego was keeping me trapped in thinking that, well, you won't be successful anymore, that you're a failure. You didn't make it. Also, this real fear of, well, how am I going to pay rent?

Luvvie: Facts because real fears.

Jovian: Real fear, and this is New York rent. This ain't Atlanta rent. Atlanta rent, you can get an apartment-

Luvvie: New York rent is expensive.

Jovian: Girl, please. Atlanta rent, you could be like, "Oh, I got \$50 on it. They'll hold the security deposit for, I don't know, 15 months." Where in New York, they ask for basically your first born, everything you've ever done in life, to get an apartment. I was flipping out. But again, back to the circle and the tribe, I had been in counsel, and people were telling me to start to ... helping me to remember who I was, the things I had said I wanted to do, and that there were other options.

Jovian: So, I started to think about business school. I got into a business program, really important one, Management Leadership for Tomorrow, MLT. That's when I was introduced to the incomparable [Holly Jackson](#), who changed my life. Holly was my MBA prep coach. Through our relationship, I was introduced to, or reintroduced, I should say, to [Teach for America](#) and [Jemina Bernard](#). That's when the pivot came. That's when the pivot came.

Jovian: You asked how I got out of it. Holly helped me to see that there was another route and that my skills could be applied elsewhere. Because I couldn't communicate it. There are times when if you're not feeling confident in who you are, you're not feeling confident in what you've been doing, you can't communicate that to someone else. I wasn't going to be as competitive as I would've been trying to apply for a job. So, thanks to them, they helped me to navigate to leave the company in a way that worked for me and then to find myself at [Teach for America](#).

Luvvie: Wow. How did you start the [OnPurpose Movement](#)? How did you start the firm and this thing that now is taking you all over the world to change lives and hearts?

Jovian: Yes. Yeah. The [OnPurpose Movement](#) really came through... When I worked at [Teach for America](#), I mean, I had pretty incredible career there. You think about it, there are certain places where you will truly just be trying to survive and other places where you'll thrive. I always coach and tell people now or advise people that you want to be very thoughtful around putting yourself in as many positions as possible where you are meant to thrive. TFA for me, it's like I had been a seed that had been covered, and that's where I could blossom.

Jovian: I came onboard in that organization, and I was able to translate all my marketing experience and sales experience into development and strategy. So, using all those skills and talents for sales products that I didn't care about at all, which was ripping my spirit, to doing work that I thought was meaningful and connected back to educational equity. While I knew the organization had a lot of work to do, I felt very capable in my ability. I began to feel more capable in myself and my ability to make change there.

Jovian: My own sense of purpose started to take root in a different way, from development and strategy into the human capital side of things, which goes back to Jovi as a psychologist, right, like wanting to coach and support people. When I get deeply rooted in the human asset, human resources type of space, it was like I was on fire. I was seriously a girl on fire. My early times when I was doing recruitment at the organization, I was helping people to be in the right role at the right time that matches their skills, their insight, and their passion, and their work.

Jovian: That's when this whole sense of purpose doubled down for me. It actually, Luvvie, aligned with my own journey. I had been at the organization almost two years. I remember I looked back at [my Facebook page](#) not too long ago, and I saw this. I was like, "Doggone it. I've been famous." I certainly know I wasn't the first person to ever use this phrase. I think this exploration of purpose has been with human existence as long as we can remember. But I'd written on Facebook back in, like, 2010, "I'm not going to be living be accident anymore. I'm going to live on purpose."

Luvvie: Hey.

Jovian: Mm-hmm (affirmative). For me, I knew exactly what that meant. It meant that I was going to be intentional about how I show up and use my gifts, talents, skills, and abilities to encourage a human spirit. That is the way that I understand my purpose now. My purpose is to encourage a human spirit. The assignment could look differently, but the purpose has stayed the same with me. That's the same purpose that made me make the decision to protect Junior Butcher. It's the same purpose that has been with me and that guided me when I needed to encourage my older cousin before our family talent show. That stuck with me.

Jovian: It's the same purpose that when I was, back again, that recruiter at TFA. To be honest with you, I didn't actually care if people came onboard on staff. What I cared about when I was having conversations was helping people to see themselves and to be united and to understand their strengths, their abilities, their gaps and areas for growth, and how they could navigate their careers in ways that would help them to come alive. That is what I cared most about.

Jovian: Yeah. I mean, I was killing it in my work. A lot of that came because I loved it, but also I was helping people to really be more on purpose and intentional about how they were living. After that, I continued to grow in the organization. Got to be senior leader and everything and was running a big team, and I was taking other leaders on what we would call at the time Leadership Journeys Explorations all over the country.

Jovian: At some point, I had been approached by some external companies. Companies that I worked, companies that are now my clients, to come and work for them full-time. Again, back to my mentor circle, right, advisors and whatnot. They were coaching and supporting me, figuring out, well, what role do you take? I knew it was time for me to leave the organization, leave [Teach for America](#). It was like six years at the time.

Luvvie: Mm-hmm (affirmative).

Jovian: At this point, I think I was the managing director. When I left, and it was an interesting transition time for the organization, I left knowing that I got to be purposeful in how I continue to show up. The [OnPurpose Movement](#) was really born out of this one specific thing. I had been given an opportunity, Luvvie, to be a part of an anthology called [Lessons in Leadership](#). I wrote a chapter on leading on purpose. And like true Jovi fashion, I celebrated in a big way. I had a whole book party, and it was also like the second coming of Jovi.

Jovian: I mean, I had been in New York now for like, I don't know, six, seven years, and I thought about I'm getting ready to leave the organization. I want to continue to do all this work I've been doing on the side. Because of course while I was a recruiter, I was also beginning to build up clientele externally, and so I celebrated like this second coming. That night, I'll never forget, everything was on purpose. It was like eat on purpose. Read on purpose. Connect on purpose. We had this big coming out keynote and everything.

Jovian: My dear friend, [Kozza](#), the next day, we had gone to lunch. He was like, "Yo, that was so lit. Everything was on purpose." I'm talking to a black man, and he's saying how much that touched him, and it changed him, and it shifted the way he wanted to think about how he showed up. He was like, "Everything needs to be on purpose in my life." I was like, "You're right." That was the beginning of me really doubling down on my own business. To be honest with you, Luvvie, I didn't anticipate it would be what it is now. I also, while I was like, "Oh, I'll have to let you know."

Luvvie: Like a lot of purpose things.

Jovian: Exactly. I'm continuing to build up my clientele, but I also was looking for something else full-time. But this is why a lesson I would give anyone is you got to be quiet enough and still enough to pay attention to the signs that have already been given to you. Because if I'd been honest, God has text messaged me with clarity and been like, "I'm calling into entrepreneurship." I mean, it was as clear as day. But He had to make it even more clear where everywhere that I went back to to apply, the places that had been trying to recruit me and approached me for years, all of a sudden, I'd get to the final round and the job would be closed.

Luvvie: Wow.

Jovian: They're like, "Oh, Jovian, we love you. But, oh, we don't have anymore funding for the position," or whatever. So, I had at this point to run my own business. I was like, "Okay, here I-"

Luvvie: That's incredible.

Jovian: Mm-hmm (affirmative). But now, the same places where I was working, they're now clients.

Luvvie: Come on. Look, look. You're in those hallowed halls, okay? And now you are-

Jovian: I was.

Luvvie: ... coming in and getting paid and then having to balance and go touch other people in terms of your message. On Purpose Day is coming up, the [International Day of Purpose](#). I want people to know about this and participate because it's really inspiring for everyone to collectively come together on one day to talk about their why.

Jovian: Yeah, yeah. I mean, the [Day of Purpose](#) was born after I continued to work with clients. I think I'd gone through my own kind of wrestling with understanding my why. I was at dinner with a great friend, you know [Tai Beauchamp](#), my dear big sis.

Luvvie: Love her.

Jovian: Right? Just incredible soul. I was telling her just how ... I was basically on fire. I was jittery the whole time we were talking. I was like, "Tai, I just keep seeing this trend where people are feeling more frustrated with not knowing why they're doing what they do, and I just want to encourage people to be their best on purpose." I'm like, "I feel like we should celebrate it." She was like, "Well, when are you going to celebrate it? Is there a day already? What do you want to do?" I was like, "I don't know."

Jovian: I wasn't eating. She also wouldn't let me rest. She was like, "Let's research right now." So, I'm beginning to research while we're at dinner. Food's getting cold, like, "Is there a day already? How can we celebrate? How can more people be excited about the power of understanding their purpose?" Next thing you know, I look it up. There is no day. She's like, "Buy it. Buy the domain right now. We're going to work till morning to get to this."

Jovian: Within, like, 24 hours, it was bought. I was working with a lawyer to try to get trademarks, everything. It just blew up. For the first three months when [Day of Purpose](#) was being born, I barely slept. I was a woman on a mission. I was so clear. I was so excited because this whole idea of what would happen if everyone in the world was living on purpose, I kept thinking about my own answer to that question.

Jovian: What couldn't shake me was the clarity that life would be better. We would be more accountable to one another. There would be unending positive change. There would be a freedom, a clarity, and a confidence that so many of us would be able to walk with that we don't when we are more concerned about being liked by other people or being like someone else. Those are two major distractions from people understanding their own personal sense of why and being connected and committed to it.

Jovian: So, the day was born out of that, and it happens every year on the summer solstice. What better day, I always say, than the longest day of the year for sunshine. Then, to think about the power of your why and to reconnect to it. So, we invite people to always go to dayofpurpose.org. Spend time reflecting on what are your unique possibilities for your life? What's the assignment you're on right now? People are always like, "Well, Jovian, how should I celebrate?" I always pose the question back to them.

Jovian: Of course, I have tons of examples and ways. I mean, you can do things like Amber in San Francisco, who hosted yoga class. Or you could be like Samke in South Africa, who is using her skills and talents as a financial advisor to host a workshop on wealth on purpose, teaching people to be more connected to understanding their personal wealth and development. But it also could be something as simple as downloading our purpose packet, walking through it, getting some reflection questions. It could be writing a letter of intent into yourself and a letter of encouragement to somebody else.

Luvvie: Yes.

Jovian: It could be making a doctor's appointment that you've been putting off. Because Lord knows it's really hard for you to be on purpose if you're not taking care of your body.

Luvvie: Facts. Facts.

Jovian: Exactly. Mm-hmm (affirmative). So, there's a myriad of things for people to do, but definitely we encourage you to go to dayofpurpose.org. Get advice from us. Also, if you run a company, a small business, think about how you as a leader are leveraging that day to remind the people who are reporting in to you who are working with you, "Why do you lead the way you lead? What is it that you do? What brought you to the work, and what's keeping you in the work?" It's an incredible day for people to double down on their values and to be very transparent and forthcoming at communicating those to their consumers, and to their clients, and to their partners, and to their team.

Luvvie: I'm actually going to challenge team AweLuv to do that on the day, and-

Jovian: Ooh.

Luvvie: ... participate in OnPurpose and really talk about what their purpose is on that day. I want to know as their leader why they do what they do and why they show up.

Jovian: Yes. Yes.

Luvvie: Mm-hmm (affirmative).

Jovian: Oh, I feel the same way.

Luvvie: Mm-hmm (affirmative).

Jovian: Can I say this, Luvvie? I know lots of people ask me this question. They always say, "Well, Jovian, how do we help people find their purpose? People are feeling like, "What's my purpose?" when you tell them. I don't answer this question the same way every time. I think I do so because I understand ... The question is so big that I think there's a lot of humility that comes over me when I even begin to approach it because I think it's a personal question, too.

Luvvie: Yeah.

Jovian: But I would tell people and offer them these four Bs to kind of center yourself on. The biggest B I would say is breadcrumbs. You remember that ridiculous story growing up, Hansel and Gretel?

Luvvie: Yes.

Jovian: That was, yeah, very scary, but Hansel and Gretel off in the woods. They used bread crumbs and ultimately these stones to help them back to safety to send them back home. I think of home as like this sense of purpose and a understanding of why. So, I encourage people to pick up the bread crumbs that have been all around you. Sometimes it's your family, your friends. It's your village that has the bread crumbs because, again, they can help you see what you can't see. The bread crumbs that I found that have been most helpful in helping to remind me of who I've always been, what I've been called to be in the world, is bread crumbs that goes back to the trail, like moments of potential or active betrayal in your life. It's when you betrayed yourself, or when you felt like you were going to, but you didn't.

Jovian: Because your decision in that moment and your feeling or reaction to it helps you to get clarity. For me, that Junior Butcher moment, that was a moment of potential betrayal, but my decision in that was a clear reminder of who I was supposed to be. Right?

Luvvie: Yeah.

Jovian: The other B I'd offer people is belief. For me, my faith is a huge part of it, the way that I understand my relationship with God, and my creator, and Jesus, that's a huge part of the way that I think I have been set apart. I have been intentionally created. I encourage people to explore your belief system, ones that have been given to you, and interrogate those that have been given to you to see whether they stand up now. What is truth for you?

Jovian: Then, the other B is burden. I think the burdens of our hearts are specific and particular to us. If you were to consider that the things that have shaped you are unique and that they were selected, if you will, there is a particular reason why you could be moved by seeing a certain commercial on TV and perhaps I'm not. Right?

Luvvie: Yeah.

Jovian: Or I may be overwhelmed when I run into young kids of color who are trying to get into soccer. There's a particular reason I'm going to feel that way, whereas you may be more compelled seeing young kids think about STEM or something. So, I think we should pay attention to what that burden is and honor the burden of our heart, honor what that burden is telling us because our skills, experiences, and resources could help send us to a place of activation. They can send

us to a place where a job or an experience or a relationship or a community where our sense of purpose can be activated in a different way.

Jovian: But that can't happen if we're not going down enough to pay attention to what that burden is, where the potential acts of betrayal and belief. Those are the big bread crumbs I give people, this question of how do I begin to understand my sense of purpose?

Luvvie: I need people to rewind that piece and play it again to themselves because that's a question that people ask all the time. How do I find my why?

Jovian: All the time.

Luvvie: How do I find my purpose? That actually does help. I think sometimes we ignore the things that's already in front of our face because we think it's too easy.

Jovian: Mm-hmm (affirmative).

Luvvie: Typically, that thing that gift that you wake up and do seamlessly and flawlessly and we just can't help but do, a lot of times, that's our gift that we're just not paying attention to.

Jovian: Mm-hmm (affirmative). Mm-hmm (affirmative). That's it.

Luvvie: That's dope. That's dope. So, [OnPurpose Movement](#), I'm definitely participating this year.

Jovian: Woo-hoo.

Luvvie: I've participated the last two years. I'm going to keep doing it because I think it's-

Jovian: Sure have.

Luvvie: ... really important and significant work that you're doing, and I am always rooting for it. So, I always got to ask people, as you are being this person and being this dope space-holder and powerful black woman, what are you doing to take care of yourself?

Jovian: Girl, you already know. A number of things. My self-care routine is ... I don't play about it, girl. I do not play. I get my naps. My husband calls me nap. That's one of my big nicknames. I am not afraid to sleep whenever, however. I got to get it, I will. I think when I'm really caring for Jovian, I'm watching what I eat because that actually does make me feel better, and I'm sleeping, which means I'm not traveling.

Luvvie: Yep.

Jovian: I'm also spending time with the people that I so deeply want to spend time with. So, number one, that's my husband. That means there's a lot of sex involved. That means there's a lot rest-

Luvvie: Hey, come on. Come on.

Jovian: You already know.

Luvvie: That's the real.

Jovian: There's a lot of rest.

Luvvie: That's the real.

Jovian: That's the realest. Look, have sex, stay married. Have sex always. Yeah. My self-care routine involves rest, good food, sex, reading, and just relaxing. Mm-hmm (affirmative).

Luvvie: Yo. Listen, I love that you put sex in there because people never say that.

Jovian: And they're lying. I don't have time to lie. I'm trying to stay married, and I will.

Luvvie: Amen. Okay. The important things of physical touch and love languages.

Jovian: Hey, you heard it. You heard it.

Luvvie: I'm here for it. Are you a massage girl? Or are you the one who's like, "I got to do facials."

Jovian: Oh, yes.

Luvvie: "I do candles"?

Jovian: Oh, no. Give me the 80, 120-minute. I want to get massaged now. However long they would like and is possible, I would love that, please.

Luvvie: You know what's funny?

Jovian: George and I-

Luvvie: When I tell people, like, "Oh, my God. Do you go for the 90 minutes?" They'll be like, "90 minutes? That's a long time." No, it's not.

Jovian: It isn't? No, not even close. Girl, we need to ... Do you use that where they'll come to your house?

Luvvie: Yes, I've done that before.

Jovian: Oh, yeah. Oh, yeah. We will have people come into the crib. We'll have the music set up. That's even better to me sometimes because I don't physically want to go somewhere. Just come on over, and we get to use the same people. It's just great. Mm-hmm (affirmative). I'm all about it.

Luvvie: So, you and George do the couple's massage in the house?

Jovian: Oh, yes. We'll do a couple's massage in-house or wherever we are, Airbnb, studio houses. We'll get it. Oh, yeah.

Luvvie: Yo, you just inspired me.

Jovian: Where am I going to get a massage today? Why you playing? What's the date? Yep. Mm-hmm (affirmative).

Luvvie: Listen, I'm overdue, and you actually just inspired me to be like, yo, you know what? Maybe tonight I'm going to-

Jovian: Seriously.

Luvvie: ... order one of those services to come to the crib and give us a rubdown. You-

Jovian: Yes.

Luvvie: Yes.

Jovian: You just need to go ahead and get it girl. It's amazing. Oh, other part of our self-care that's really important, George and I are very ... We don't play about our date night. We have a date night every Friday. If for whatever reason, we can't do it Friday because of certain schedule stuff, we still do it. That also is important, keeping that routine and honoring our marriage, our love. Making sure we are keeping each other as a priority is really important.

Luvvie: Oh, that's clutch because I think we do kind of forget all of that. We forget ourselves. We just run around like headless chickens, so-

Jovian: Headless chickens, girl. Uh-uh (negative).

Luvvie: Headless chickens. I'm working on it because I know I'm on headless chicken mode right now, so you just inspired me to-

Jovian: You are.

Luvvie: I am, girl.

Jovian: You are. We will talk later about your portfolio allocations right now because it might be out of whack.

Luvvie: Girl, my portfolio allocation is all out of whack right now. [Thasunda](#) will roast me. I actually haven't talked to [Thasunda](#). She's one of my mentors who I'll check in with, and she'll be like, "How's your portfolio?" Right now, if I was to tell you what my portfolio is, it's trash. So-

Jovian: Oh.

Luvvie: I got to recalibrate my portfolio, so I got to do that. I got to do that. So, we're going to catch up so you can hold me accountable because, y'all, Jovi hold me accountable. She's one who's like, "Ma'am, what is going on?"

Jovian: I will. I will. I will. People don't know. You and I, we have the talks that other people don't want to have. In moments of crisis, it is ... You already know what it is.

Luvvie: You're one of the first people I call in the moments of crisis because I'm like, if there's one person who can give me perspective and also hold me accountable for who I'm supposed to be, yeah, yeah, Jovian Zayne is that girl.

Jovian: I'm so glad I can do that for you, Luvvie, and I'm glad you can do it for me just because there are other people who have done it for us forever who just have held us accountable to be who we are supposed to be in the world. I say this to everybody. You're not like everybody else. That's just it, and everybody can take that same message. If you consider the power of your uniqueness, you should take yourself more seriously. We should all be taking ourselves more seriously in a way that makes sure we rise to the occasion of our purpose. I had this really important revelation in the shower, which is all of where my good revelations come from.

Luvvie: As everybody's good revelations come through.

Jovian: You know what I'm saying?

Luvvie: You be solving a lot of problems in the shower, yeah.

Jovian: Girl, that water streaming down is like a cleansing vibe. But I had this thing hit me. The Bible talks about to whom much is given, much is required. I remember thinking, well, what if it's just ... I've always thought about that in terms of gifts and resources, money or whatever. But what if it's about purpose? Like to whom purpose is given, purpose is required? And if we all are given a sense of purpose, that is the thing that is most required of us. So, I encourage people through that. That is what's required of us, each and every one of us, to double down on a understanding of ourselves and to be intentional in how we show up.

Jovian: Take yourself seriously enough. Take your creator seriously enough to not play games with the time that you have. I just believe each of us is too important. We've been gifted too much, and we just matter. We just matter. I want everyone to be reminded that they're worthy of being seen, and I think you're seen mostly clearly when you're really in touch with who God's called you to be.

Luvvie: That's real.

Jovian: Mm-hmm (affirmative).

Luvvie: That's real. I affirm that. I hold that. I'm going to use that as a reminder because you already ... I got a lot to process, yo. I got a lot to process. You always be dropping the gems. I'm like I got to pick that up, put it in my bag, take it with me.

Jovian: Love you, Luvvie.

Luvvie: I got to do it. I am so thankful for you and so thankful for your presence. I think you elevate the rooms that you're in, so you are constantly-

Jovian: Thank you.

Luvvie: ... making people and places better, which that's a life well lived. So, shout-out to you.

Jovian: Oh, thank you.

Luvvie: I love you dearly, and-

Jovian: I love you.

Luvvie: Yo, I'm always, always cheering you on, and yo, [OnPurpose Movement](#) changing lives.

Jovian: Oh, thank you, Luvvie.

Luvvie: June 21st.

Jovian: Y'all get ready.

Luvvie: June 21st?

Jovian: Yep, June 21st.

Luvvie: Boom.

Jovian: That's right, June 21st.

Luvvie: So, people, go to onpurposemovement.com?

Jovian: [Dayofpurpose.](#)

Luvvie: [Dayofpurpsoe.com](#)?

Jovian: Actually, [dot org](#). Well, they can go to both. We bought everything, but go to [dayofpurpose.org](#) if you want to get the direct link and get everything that you could think about in relationship to the [International Day of Purpose](#). Seriously, no matter where you are in the world, whether you are in Kuwait, there's actuality programming in Kuwait.

Luvvie: Wow.

Jovian: If you are in Miami, if you are in Belize, we got something for you. So, virtual, in-person, let's do it.

Luvvie: Bad. Bad, bad, bad. All right. Thank you so much for dropping these gems and spending some time with me on Rants.

Jovian: You're welcome. It was a pleasure. Bye, Luv.

Luvvie: I'll call you later. Bye.

Jovian: Bye.

Hey, shout-out to Jovian Zayne for joining me. She is living on purpose and inspiring, teaching, and using her platform to help others do the same. Please follow her on social media and get your purpose on. She is [Jovian Zayne on Instagram](#). That's J-O-V-I-A-N Z-A-Y-N-E. Follow Jovi. She's the truth. Okay?

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