

# BSC | Season 1 | Episode 3 | Final

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## SPEAKERS

Cherise Bernard, Dr. Thomas, Dr. Fowles

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- D** Dr. Thomas 00:01  
Black Social Capital, Black Social Capital. Today's guest is Dr. Cherise Bernard and she goes by Dr. Cherise. Dr. Cherise attended Spelman College where she completed her bachelor's degree in chemistry. She attended Rutgers University for her PhD in cellular and molecular pharmacology and her mini-MBA certificate in biopharma innovation. Dr. Cherise helps underrepresented professionals find their purpose and connects them to educational and career resources in the STEM, creative and business fields. She is a former scientist turned student whisper at Spotify, and she oversees internship programs for all the undergraduate business majors, MBA students, and PhD researchers in the United States, Canada, and in South America. Dr. Cherise also leaves Spotify global employee resource group called BLK for Spotify's Black and African American employees to build community programs and to assist company leaders with diversity and inclusion policy setting. Welcome, Dr. Cherise.
- C** Cherise Bernard 01:28  
Thank you so much, Dr. Jaqui. I'm so happy to be here.
- D** Dr. Fowles 01:32  
Now, all that bio got me excited. But let me tell you why I'm really excited that you're here today. I'm excited because we all know that it takes a village for us to get to where we're

going. And you're one of those village leaders. In my former career, I was helping around a Black Resource Center, and he took some of the folks that were in my space as I was leading them through their college journey, and I pass them off to you, and now you're leaving them in their, in their work journey. And so I really appreciate the things that you're doing at Spotify, and outside of Spotify as well, just to help lead the next generation of creatives of thinkers of folks going from stem to other amazing careers. Really excited to have you here today.

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Cherise Bernard 02:31

I'm really excited to talk to you too Dr Theo and regarding that I'm just super passionate about the generation following. And I think that, you know, if we had some of the resources and some of the perspectives, when we were going through and starting our careers, you know, we might have learned some of those lessons a lot easier. So that is definitely one of my passions is to just be a guide and to be a light to the younger generation and early career professionals. So I'm happy to talk about that.

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Dr. Fowles 03:01

Perfect, perfect. And we are gonna jump right into it. So as everyone knows, one of our favorite segments of the show is the Community Capital segment. This is where we just talk about a Black professional's journey, best practices, professional lessons learned. And so we're gonna dig all down deep into your journey. So first, let's start off with just your educational path, you know, how you chose your institutions. I mean, you got a degree, that's a stem degree, but you're not in the lab right now. So we want to hear all about that. So let's just start there.

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Cherise Bernard 03:34

Right, so I call myself a recovering scientist. Because, you know, I, when I was a kid, I was extremely passionate about medicine, science, diseases. And my goal was always to build a career in the STEM fields. So so my educational path was highly focused on science. Spelman in particular, I really, actually became passionate about Spelman by watching A Different World. And if anyone knows that show, that show just I just wanted, I just wanted that whole experience of being around successful Black people who were all striving towards your goals and really thriving. So my early decision to attend Spelman, I have to say was probably one of the best that I made. That was where I really became passionate about seeing Black women, like me succeed and thrive in education, not only the students, but a lot of my professors were Black men and women. And so that was the first time that I just became exposed to Black excellence. That was the that was the first

time. And then additionally, Spelman specifically sends more Black women to medical school and graduate school than any other institution and they're very strong and producing MDs and PhDs so I just thought that you know, if I wanted to be influential in this field, that was the best HBCU that I needed I needed to attend. So my time well, my time there was really well spent as a chemistry major. Once I completed that degree at Spelman, I returned to New Jersey because I'm from New Jersey, our grew up in New Jersey, and I returned to Jersey to start my PhD program at Rutgers in cellular molecular pharmacology, which simply stated is the study of drug design. And I specifically became focused on proteins that were integral to the growth of cancer cells. So I completed that research and did about eight years of research in that area. Before I transitioned into a more business focused position. You never know what your contributions to science can deliver, right? Because 10 years from now, something that I did could be you know something that is used to cure. But I think that the the more important thing that I learned in that experience was learning how to think. Right? So seeing a big problem like cancer that has all of these different pathways, and understanding how do I attack one part of this? How do I become highly specific and focused on it? How do I analyze the data? And those are things that I'm still using today. So I may not be working on cancer, but what I do, what I do a lot of is really taking big problems and really trying to attack them in bite sized pieces and become very highly analytical and look at the solutions.

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Dr. Fowles 06:43

I think that that's a really great segue into a question that I have about, you know, finding, finding theme and finding purpose and the things that you do. And one of the things that that you know, I was reading doing some backhand research, otherwise known as lurking, right, you talk about using purpose as a driver for your career success. So we talk a little bit about, like, how you feel you have found your purpose. And like what that looks like now, because right now you have a job that you can talk a little bit about. But I'm sure that there's lots of purpose and fulfillment there. So tell us a little bit about like, how you found that purpose or what you think that purpose is for you, and how it's kind of driven your your success so far?

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Cherise Bernard 07:32

Absolutely. So the first thing I want to say to that is, you can have a job and not be operating in your purpose, right? So those two things are not they're not mutually exclusive. Right? You have to actually be very intentional about connecting your job and your purpose. Because if you are working a job and you don't feel fulfilled and you don't feel like you're walking in your purpose, it will just remain a job. You You will feel Like you're working every day, you might feel tired all the time. But I am a testament to say that if

you connect if you're able to connect your career and your purpose, you, for some reason have an abundance of energy and abundance of, you know, ideas, innovation, it just keeps on coming because your purpose is meant to innovate and to and to create. So that's the first thing I want to say. The second thing I want to kind of preface this answer with is something that my mom used to say all the time, which is eat the meat, spit out the bones. In other words, you're going to have jobs or even influences in your life or experiences where you have to remove you have to take out what is meant for you to take to the next level. And so I actually use that as a model for me in every single stage of my career. Just because when you look at my career progression On the surface, it really looks like it makes no sense at all. It really it just looks like it makes no sense like, what are you what are you actually doing. But when I have the opportunity to explain it to people, and really explain how I've eaten the meat and spit out the bones and really take in, you know, the lessons and the learnings from each stage and carry, carry it on to the next one, then all of a sudden, you're now creating a thread of purpose, where that's really what you're building on. And so to be more specific, one thing that I noticed about my career is that through it all, it's always been about amplifying voices that are not heard. It's always about looking at even when I was a scientist, what are the health disparities in the populations that I'm a part of that contribute to cancer diagnoses? The the purpose there has always been Cherise has to lift up the populations that are never lifted up. That's literally any When you meet that I work with, they're going to say like, I'm trying to amplify voices experiences, narratives and perspectives of those that are normally not seen and not heard. And so I tried to do that in my scientific career. When I transitioned from the bench to business, I worked in a field called tech transfer, which is, you're basically the middleman between the research and the pharmaceutical company. So you're there to say, let's do this particular experiment to make this you know, a potential drug. This is the kind of contracts that we have to execute now to take it to that next level. And even in those times, my main focus was okay, well, what are we not missing? What are we missing that could be overlooked, and I'm always looking at the overlooked and so that's my, that's my purpose thread. My purpose thread in my career is looking at what and who is overlooked and amplifying them.

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Dr. Fowles 11:01

When did you have that aha moment that that's what the thread

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Cherise Bernard 11:06

Um When did I have that aha moment? I think it was fairly recent. I think it wasn't within the last couple years. When I started when I started thinking back about writing a book because that's been a goal of mine for a while, I started thinking about writing a book.

And I started thinking about this book can't just be about different moves that I've made or different steps that I've taken, I want this book to be more of a resource for people. And once I started thinking about okay, how how can I use my experience to be a resource to others and and what am I trying to say, what, what legacy Am I trying to leave I started thinking about legacy a lot. Um, and I don't have children yet, but I still said you can still leave a legacy without without kids, right? So I started thinking about that, and I think that my goal is to always I started noticing that my purpose is to always look at the underserved, even if it's within medicine, who are we missing, right with? Which data is not here, you know, which data is being left out because no one asked the right questions. Or even in corporate America, which perspectives are not at the table, how can I bring those there to the table for them to be heard? And I think that I started, I realized that Dr. Theo when I started asking myself, What are you doing? Like I had to ask myself, what what what's my goal? What is my legacy? And that's when I had the aha moment. And I reminded myself of what my mother used to tell me about eating eating the meat spitting out the bones. She was talking about something different. She was talking more about if you have a negative experience in your life, you don't have to keep that you don't have to keep holding it or holding on or taking it with you and every other experience. Take the good experiences and build on those. And so she was delivering that message to me in that way. But I took it a step further and really related it to purpose.

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Dr. Thomas 13:09

I just want to say I super connected with the eat the meat and spit out the bones. I, you know, I just remember myself as a young professional, and I see entry-level professionals all the time just struggling with, you know, just being brilliant, and just just taking what they can from their experience. And just when you're entry level, you can't see beyond that experience right away. You don't know when you're going to get that shot to, you know, be promoted and really be able to make the changes you want. And if you could just eat the meat and spit out the bones. You could get so much from that entry-level experience.

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Cherise Bernard 13:53

Oh, yeah, definitely. And that, you know, Dr. Jaqui, that is the most difficult part of all of this is to actually get into the field that you're looking to get into because every field wants, even if it's entry level, we people still and I hire and I know exactly, I know what I'm saying. So every field, even though it's entry level still wants you to have a little bit of experience around something. And it's really difficult to go to graduate students or someone who just graduated and say, Hey, eat the meat and spit out the bones. No, I go, I'm trying to eat the meat, but I need to be in the room to eat the meat, you know. And so it is that is the most difficult transition is kind of getting into that first set of experience for

you to even, you know, find your thread of purpose. One thing that I would say and this has always worked for me, is that sometimes you have to actually do the work before you're hired to do the work. We have to do it beforehand. And that has that mindset has always gotten me from one thing to the next. So, transitioning and pivoting, which is one of my favorite topics to talk about career pivoting, I'm doing that is not necessarily easy. If you're hoping for someone to just see what's in you and give you an opportunity. It's not it doesn't always work that way. How it works instead is you actually have to be doing something first, know where you want to pivot to and start the new action before you actually pivot. And then the new work that you're doing without anyone asking you to do it is you taking initiative, perhaps sometimes doing it for free. And I'll explain that later. But doing that for free, I know. I know. But doing that actually builds up your awareness and your experience for the next role. So I wouldn't say do it for free for a company I'm saying doing it for free for yourself. building out your brand building out a portfolio, building a website, talking to friends doing things, you know, for your colleagues or for your friends and family that are actually building out that experience that you need for the next level. And, you know, internships are a great way to do that as well. Obviously, I'm a fan of internships. Internships are critical for young students and young professionals. And even when you're doing internships, you might be hired for one position, but your job is to be there looking at all of the other possible roles that feed into the field that you're working on. Right. So if you're a designer, you know, look at marketing, how does designing help marketing? How does designing even help policy setting looking at all of the things that you could possibly pivot to and really building out that experience potentially on your own first

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Dr. Thomas 17:00

So you've mentioned pivoting and transitioning a lot. And I'm sure our readers, our readers or listeners are, you know, writing that down and nodding their heads. But do you have an example maybe from your own career where you pivoted or you try were you are in the middle of a transition and trying to, you know, you may be where you are a scientist, and now you're working in business and like, what was that day to day like at the beginning, right, like, what did you what was that self talk? What? What was that like?

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Cherise Bernard 17:34

Yeah, I've had a couple of examples of pivoting. And I'll talk about the one from pivoting to more of the business aspect to Spotify, because that was the one where I felt more imposter syndrome, I would say, and I just want to say for all of the listeners, imposter syndrome is a real thing. It happens to the best of us and you can look on the outside 100% confident and still feel like an imposter. And that's okay. As long as we can

normalize that it's okay. And you just have to keep going. But but one one example of that transition or pivot was I was working at a company called Elsevier. And this is a scientific publishing company. So a lot of the medical journals or the scientific journals that you see at universities, the publishing company that manages all of those journals is Elsevier. And so I was working in that field, or in that company as on the academic relations team. So that means going around to the different universities within the US and really looking at their research dollars and looking to see if they're spending those research dollars efficiently. Nothing to do with music, nothing to do with podcasts, nothing to do with anything related to Spotify. But what I what I was able to do was to communicate a skill set that was seen as maybe beneficial for another company. And so on my LinkedIn page, I had my experience in academic relations. In a previous role, I had started an internship at Mount Sinai Innovation Partners. And then obviously, I did research and I was a PhD myself. And so the role at Spotify opened up because they were looking for someone to actually contribute to each of those areas. So they wanted someone to start up kind of a framework around academic relations on their team. They wanted a recruiter for PhD for the Ph. D. program. For the researchers at Spotify. They wanted someone to actually do this with the diversity lens, and then they wanted someone to recruit for the other internships, the business and MBA internships and so

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Dr. Thomas 19:58

So they like made that just for you. Yeah. It was perfect.

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Cherise Bernard 20:04

Yeah, it was actually really perfect. And so the other thing that I want to tell people is that the industry itself may not matter as much as the expertise that you have, right. So in other words, you can take your, your meats, right, eat the meat, spit out the bones, you can take that and translate it into different industries, depending on how you sell yourself and how you communicate those that expertise. And so although I never worked in the music industry, Spotify, still very much a stem driven place very data driven place high on analytics, right, you know, they we prioritize analytics a lot. And so this particular skill set even though it was never in the music industry, I was able to translate those skills to another industry and still be successful. And so when you're trying to make that transition. Don't just say hey, I'm a scientific publisher or I'm a scientist, say I'm a professional that has expertise in academic relations and recruitment and starting programs in diversity, like say your skills. Instead of tying yourself to an industry, tie yourself to your own skills and purpose.

- D** Dr. Fowles 21:22  
Man somebody's about to change their LinkedIn bio.
- C** Cherise Bernard 21:27  
Rewrite it Listen, reread LinkedIn bio, do not tie yourself to an industry. It's not about the particular industry. It's about you and what you bring to any industry.
- D** Dr. Fowles 21:38  
And don't tie yourself to an institution.
- C** Cherise Bernard 21:40  
That's right. Don't do that. Because your legacy is not tied to a place. It's tied to more it's tied to your purpose and you can execute your purpose anywhere. You can execute it with your own company. You can you can drive your own consulting firm, you can work in education, you can work in medicine, you can work in new music. But if you have that skill set and you have the drive because you're clear about what your purpose is, you can translate that anywhere. And so that's what pivoting is all about changing the narrative from an industry or a company to an actual purpose and really standing behind your own purpose. That's what I learned. Yeah, it was an aha moment.
- D** Dr. Thomas 22:28  
Let's pivot just a little bit since we're talking about pivoting. Um, a lot of the times in our professional careers, we get that that one person that helped us to get to where we're at right now, or helped us get our foot in the door, right? And there's always many people that help us but is there someone that stands out right now, that either helps you get your foot in the door helped you while you were transitioning or pivoting? Or helped you get where you are now Is there anybody you want to shout out?
- C** Cherise Bernard 23:07  
If there's so many people who have helped, actually, I want to shout out to different people. So these people were, or are former Spotify employees, but I consider them mentors today. And they have been so impactful in terms of seeing me even before I saw the things in me that they saw the first person. As a former boss of mine, his name's Travis Robinson. He He is the person that found me in the black hole that is known as LinkedIn.



Right, because I didn't know the role even existed and Travis. I don't know if it was like a search he did on LinkedIn. I have no idea how he did it, but he reached out about the position as it was being created. And he just saw something and I think that I have to really owe a lot of what I've learned in the past couple years to him, because He is someone and it's not just me, he does this for a lot of people, he is able to see past what you're presenting and see, you know, into what you can actually bring to the table. So that's the first person. The second person is my mentor. Her name is Danielle Lee. She's now the Chief Marketing Officer at the NBA. But what she did was in my time working with her at Spotify, she pushed me to pushed me to the edge of fear. That's that's really important to the edge of fear because she was such an influencer. And she was such a role model. She was one of the few Black leaders and she was so bold in her approach with everything. And I looked at that and I said, okay, in order to get things done in order to change, you really have to have have a level of boldness that, you know, most of the time you're very scared to be bold, because as soon as you're bold, the people who don't want change, show you that they don't want change in one way or another. But I think that Danielle really pushed me in that way. And she was just such a great example of boldness and confidence and, you know, Black girl magic. I mean, I just, yeah, she she was amazing. So those two people I would say there, there are so many others. We don't even have time in this podcast, but they there there have been so many people along the way who have presented me with opportunities presented me with an opportunity to speak to share my voice to share ideas that have just really grown the confidence in me that you know, sometimes that helps with with the imposter syndrome. You have to be pushed to the the next level, sometimes you don't always want to go to the next level because it's not comfortable. It's scary. Um, you feel like you might get retaliated against. And some in some instances, I've learned to be comfortable with that. Now I've learned to be comfortable with retaliation, because that's just what it's going to be. And I've learned to take very calculated risks in my career. And my approach, if it means that something can change for the better, I will, I've learned to like be that person to take those risks. So, I would not have known that if certain people did not push me to the edge of comfort and to the listeners listening you, if you want to really get to the next level, in your career, in your education in purpose, you will be uncomfortable most of the time. As a matter of fact, if you're, if you're comfortable, then you're probably you probably need to step it up just tad

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Dr. Thomas 26:59

You're probably doing it wrong, right?

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Cherise Bernard 27:03

You're probably doing it- and it's okay to be comfortable. And I think that there is a time and place for comfort. But when things change, when when you're driving change when you're an influencer, you will be uncomfortable it is. It's a very scary thing. Everyone will not agree with you, everyone will not support it. And you have to be okay with that you have to know what your purpose is and what your legacy is, and stick to that over everything.

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Dr. Fowles 27:34

But I have a question about just leadership overall. Right? I think when in some leadership roles is very internal, right? You're, you're you're building the community, you're shaping it, you're molding it, and then in other ways. You're You're the outfront, leader, right and like you're the you're the face of a project Or you're the face of a campaign or what have you. Talk about some of the the lessons you learn and like each one of those kind of faces phases of leadership for yourself?

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Cherise Bernard 28:14

Well, um, I have to say that in leadership, you might be the one, you have to be the one that that maintains kind of the bird's eye view of, of the situation, right? You can't really dive too deep into specific problems, right? You just don't have the time for that. And so I think one thing that I've learned in terms of being the face of something and this is this is not just at Spotify, but other places is that keep the bird's eye view keep the bigger picture in mind because if you stay true to the goal, which is either to build something new to introduce a new concept to introduce new innovations. Anytime you're trying to be innovative, you can't dive too deep into problems. I'm, I'm reading this book called The Untethered Soul right now. And I have a book club going with my sister, and a couple of friends. And one thing that that book talks about, is treating issues or problems or situations as objects, right? So if you're the center, which is you know, you're, you're the person you're the center, the problems that approach you the problems that arise are going to present itself as an object and you have to let it fly by as an object would. Right? So think of, you're driving down the highway, and you're seeing other cars, you're seeing trees, you don't hone in on any one particular tree. On any car. You see them, but you don't focus on them. Why? Because you're focused on getting to your destination. I can't tell you how many trees I passed. I know our past the blue car, maybe a red Mustang. But I don't know how many people were in the car, I didn't focus on that. All I know is I'm in my car, driving my car trying to get to my destination. And if you approach a leadership in that way, right not saying that you ignore the problems, but you don't focus on them to the point where it derails your leadership, you don't focus on them to the point where it creates murkiness in terms of where your destination is or where your purpose is. And so

that's what that's the main thing that I would say about that is really treating issues and disagreements, or microaggressions as objects that happened, I will address it or its addressed, but I'm not going to let that derail the goal. I'm not going to let it derail this innovation. I'm not going to let it derail my purpose. And so that's that's the best, I think the best way that I would I would approach leadership.

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Dr. Fowles 30:57

Dr. Jaqui up there taking notes

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Dr. Thomas 31:00

I'm writing it all down. I actually want to go back. So you said, I believe you said the gentleman's name was Travis Robinson. Was that correct? Yes. Yes. So you said that he went like deep into LinkedIn as the position you're currently in is being was being created and looked past what was, you know, just being presented, right? He wasn't like, Oh, well, she's a scientist, she's not gonna want to come over here, right. Like, he didn't do that. He said, Oh, look at that skill. I'm looking at that skill and look at that skill. And, you know, this is this just kind of, let me just go ahead and get that person on over here. Right? So I'm thinking about our listeners who have hiring powers, right? Like what and you also are someone who hires right? So to be able to look past what's being presented because so many jobs open up and then they just fail the search because they were like, Oh, we just couldn't find the right candidate, but it's like wait, you probably have some gold and maybe you didn't look past what was being presented

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Cherise Bernard 32:06

Absolutely. That takes a lot of time. I am a recruiter. And so I know what that means in terms of looking past the surface of a candidate. But on the other hand, Dr. Jaqui, as the person looking for the role, you also have to communicate in your LinkedIn or your resume. Um, you have to be able to communicate your skills past the surface level, right? So it takes both sides. So my LinkedIn page was actually, again, not really focused on a par- like a role and what that role was my LinkedIn pages focus on my skills, and I think that he was able to pull it out because that's what he saw. And so this question is not only for the people with the hiring power, but also the people looking to be hired, really ensure that you're communicating, well communicate what you're bringing to the table. It's not always about the fact that you might have interned at Google over the summer or another big name company or even Spotify. It's not about that. What did you learn at those companies? What did you take away from those companies? How did you How can you not apply the skills that you've learned at these places into an actual skill set, so that

if another job is opening, we know this is where we need to go for this for this particular skill? So I would really say, you know, for the students, for the graduate students, for early work early career professionals looking to pivot focus on you like sit down write down what did I learn not just not just in the common speak, right? Okay. People put marketing. Okay, let's dig deeper into marketing. What did you run about marketing? Did you look at marketing with a global lens? Did you look at product development, did you look at how to execute a marketing campaign like these are the types of languages and words that hiring hiring professionals are looking for. We don't just want to see titles, we want to see what you learned in the role. And we want to know that you can do that in a number in a variety of ways, right? If you if you developed product for you know, for like a banking solution. Can you do that in STEM? Can you do that in the tech industry, find a way to communicate that you can translate your skills into a variety of different industries. So it's really it has to be on both sides, and then the recruiters, depending on the recruiter, because every recruiter is not the same. So that recruiter now has to now look deeper and see past the surface and know how to search. So it takes effort on both sides.

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Dr. Thomas 35:03

All right, let's take a break.

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Dr. Fowles 35:08

Zora Neale Hurston said those that don't got it can't show it. Those that got it can't hide it

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Dr. Thomas 35:14

Show that you got it with the merge we have in the Black Social Capital store. We've got statement tees, totes and even a journal. I like to rock my scholar practitioner tee with a blazer. Visit our store at [staymotivatedandrisetogether.com/shop](https://staymotivatedandrisetogether.com/shop)

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Dr. Fowles 35:33

And we're back. My undergrad degree is in film. Now I'm in higher ed and you know I started off really wanting to write my own stories, see them on screen and all that and I I will not let this interview go any further without talking about some content creation and the importance of Black folks sharing our stories. Since you are in the thick of things, you know, at a company that is all about music, podcasts and stories, and all of that, can you can you really share your perspectives on the importance of being a content creator, being able to share stories, and I know that you talked about amplification a little bit earlier as well. So we'll talk about a little bit of the the projects that will help folks, you

know, amplify those voices.



**Cherise Bernard** 36:27

Yeah, so that is critically important. Content, creating content allows the world to hear our voice. Because we do have different experiences. And we you know, some some of us have had experiences that need to be told so that it can be an educational resource for other people. And so I'm a big proponent of, you know, creating content with Black voices, Black perspectives. I think what I want to highlight here is exactly what the two of you are doing podcasts telling stories, highlighting voices, you know, I feel really lucky to even to even be here right now. And I think that other people who have amazing stories to tell may not always know that their stories are so amazing. And I think podcasting is an amazing way to get your, you know, your piece of the world out there because you never know who's listening. You never know who's gonna hear you and just be so motivated, and so moved to act. And so I I really, I really think that, you know, podcasting and, you know, creating music and creating songs and creating even like you said Dr. Theo, film, short films, that that is the way that the Black population is going to be able to get our stories out because otherwise it'll be a secret, right? And we have to make sure that we are sharing our legacies. I often think about our ancestors and how they passed down information. And it was really only by word of mouth. They didn't have the opportunity to make podcasts. That you know, there were no, there were no movies that they could create. They didn't have the power to make movies at that time. And this is recent. This is, you know, in the 1900s. There were no Black filmmakers, really. I think right now. We're stepping into a place where there are so many Black creators, designers, artists, musicians, podcasters storytellers that we now have the opportunity to share what the world has been like for us. And I think that we have to capitalize on that. And finally, what I've struggled with in the past is saying, oh, Cherise, you're not a creator. Like, you know, creators have like vibe, right? creative and, you know, like they're very, they can take nothing out, you know, they can make something out of nothing. And we even call them Black creatives. But I when I want to, what I want to propose is that anyone can be a creative you can be a, you know, a science geek like me, because I mean, that's really what I am and be a creator, you can create something out of nothing. As soon as you create something out of nothing, you are now a creator, you're now a creative. And I want to open up that narrative for those of us and those students and early career professionals who don't think of themselves as creatives. And I want to open up that that narrative for them too, because even if you know you haven't gone to film school or you're not a designer or you're not a musician or producer, you can create in whatever language is yours, right? You can use whatever expertise is yours and create from that too. And so we're all creatives. And I think we're all called to be creative because we have to share these stories. We have to share our knowledge. And we have a responsibility to those

coming behind us to let them know what's possible. So everyone is a creative, even if you don't know it yet. We're all creatives. We're all called to create.

D

Dr. Thomas 40:26

So you said you were gonna write a book, and I want to know all about it. When is it coming?

D

Dr. Fowles 40:33

I want the preorder

D

Dr. Thomas 40:34

We want to come to the book release party, we want to we want to do it all.

C

Cherise Bernard 40:37

Well, I'm still in the writing stages. I don't have a date for the book release party. But the book is going to be about how to make a professional pivot. So a little talked about earlier around. Everyone's progress and process is not going to look the same when you want to pivot because there's so many things that you can do. What you're doing now, but I, the goal of my book is to create some kind of steps that if you follow or if you think about them in your life, you will be able to ask yourself the right questions. It's really all about self reflection. And so I talked about in there, you know, what is the inner work that you have to do first before you even decide to make a pivot? Are you making this pivot only for money? Or are you looking at purpose, if you're making it only for money, beware that you, you may not be fulfilled once you get there, because money is great, and obviously we need it. But if you don't have another driver that drives you to operate even when things are very difficult, um, unfortunately, money is not that thing. It's just not it has to be we obviously have to make money we have to support our families. But that is not going to be the driver because Because even when you're operating in your purpose, it is going to get difficult. That's just a fact of life. And so I talk about some of the inner work the inside work that you need to do some of the questions you need to ask yourself, one of the things that I am a huge fan of is making yourself an Alive List. And Alive List the list that you have, that you continue to add to as your life goes on, about things that make you feel alive, what are the things you would do, even if you weren't getting paid for it, but you would still be that person. And for me, I'm always going to be trying to amplify Black voices like period it I'm going to do that what I'm getting paid for it or not. I've been doing it not getting paid for you know, that's just how. That's just my my personal kind of

vibration. And so when you write down things that make you feel alive, that's going to really give you a lot of insight into what you need to pivot to. And so we talked about Alive List, we talked about some big things questions that you have to ask yourself to make sure you're making the right decision. We talk about how you go about researching to find yourself a mentor, how do you find yourself a sponsor, because you want to have that person waiting for you in the pivot, who's going to be able to guide you and to lead and to really provide some, some cushion and some, you know, some help, because you're going to need help. Um I talk about the learning curve, how if you you go into a pivot and you've never done something before? How do you face the learning curve? What do you need to do to be excellent? And as you're you're in the middle of a curve. So we talk about a lot of things but I have no date yet for release because I am very, I'm sensitive about my writing. So I have to take my time. And but I know that as soon as I have that, I will contact the both of you so that maybe we can, you know have another episode where we just talk about that book.

D

Dr. Thomas 43:56

Just from my personal experience, books that have activities. When you run into a book and the chapters you're reading, really speak to you. And then there the author is like, let's do this activity, go grab a pen and paper, grab the pen and paper, stop what you're doing so much of the professional growth, the personal growth that I've experienced personally is because I stopped and grabbed the journal and the pen. And I would spend maybe a day or two, sometimes two weeks, just answering some of the questions, and just digging deep and just I'm really excited about your book. We need to get people to start following you. How do people connect with you?

C

Cherise Bernard 44:46

Yeah, they can connect with me on LinkedIn. My name is Cherise Bernard, PhD on LinkedIn so you can find me I think I'm the only Cherise Bernard on there. And then my Instagram is docshortcut on Instagram. And then my Twitter is Dr. C Bernard1 on Twitter. So yeah, I'm out here just living life

D

Dr. Fowles 45:12

Thank you Dr. Cherise for coming today. I felt like you spoke to my spirit. I know that if you didn't take notes during this session, you should probably rewind it. Give us another playback and take some notes on it. So, thank you again for being here today.



Cherise Bernard 45:29

Thank you so much for inviting me.



Dr. Fowles 45:33

We hope you enjoy today's show. Remember, the way we build social capital is to build self and build others. I'm going to show you got some notes on your tablet, computer or even using a pen and paper. leave us a review. Continue the conversation on social media @BlackSocialCap, and share the show with someone you know. Until the next episode, Stay Motivated and Rise Together.



Dr. Thomas 45:56

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