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MBS ([00:00](#)):

Who's your favorite superhero? You've got somebody in mind? Good. Now let me ask you this. What's the color of their skin? I'm going to guess that for many of you, the answer is white. Or maybe green, if you're a fan of the Hulk, but certainly all the people I ran through. Batman, Superman, Ironman, Spiderman, The Flash, all pretty white. Pretty male as well, but pretty white. Even Wonder Woman. But did you know Wonder Woman has a twin sister, a black twin sister?

MBS ([00:36](#)):

Welcome to 2 Pages with MBS, the podcast where brilliant people read the best two pages from a book that has moved them, a book that has shaped them. Jordan Dinwiddie is a copywriter at the advertising firm of Wieden + Kennedy, a company best known for its work with Nike. She's just been named one of the



hundred industry stars by Adweek. And you've probably seen some of her ads, more than a couple featuring LeBron James and a recent one about black women in sport called *We Play Real*. But her way into this work wasn't through sport. She harbors a love of reading, a gift passed down to her at an early age.

Jordan ([01:16](#)):

My mother was the biggest reader, had all these books. When I was little, I'd just be like, "Oh, there's a book there. Ain't got nothing else to do. Let me pick it up." If it wasn't video games, it was books. Yeah, I think I just came... Like just my mom. My mom was constantly reading everything and anything. She's probably going to hate me for this, but she went through like... My mother's guilty pleasure are romance novels, like Fabio on the cover, like romance novels. Those were always at her bedside.

MBS ([01:44](#)):

But it went beyond reading. It was a love of story, of telling a story.

Jordan ([01:49](#)):

When I was in kindergarten, I wanted to read out loud to the class. She was reading like *Goldilocks and The Three Bears*. I was like, "I can read that book." And my teacher was like... I was like, "No, no." I said, "No, I can read it." And then the teacher gave me the book in hopes of, I guess, trying to embarrass me. And then I took it and I was reading the pages, and she snatched the book out of my hand and was like, "Oh wait, she's really reading the book." I was like, "I told you so." And then I ran back and I snatched. I was like, "Mommy, this lady just snatched that book out my hand because she don't think I can read."

MBS ([02:20](#)):

Now that's her work. If you've ever seen a Nike ad, those ads that seem to grab you in the 30 seconds or 60 seconds they have, then it was either Jordan or



someone she knows well who wrote it. Her career actually started with a Tumblr she wrote. It was called Trashy Beyonce, Beehive, Don't Snipe Me. That caught the eye of somebody at Nike and it earned her an internship there. And then it was doing a low level job with Flair, with SaaS, writing captions for YouTube that caught the eye of a veteran creative director.

Jordan ([02:55](#)):

These are funny. Well, he said it to the actual copywriter of the project. He was like, "Hey, these are funny. You didn't write these. Who wrote them?" And he was like, "Oh, there's this intern downstairs. I was busy doing something else. She wrote them." He was like, "All right, cool." So then the next thing I know, Alberto comes like, "Oh, the creative director of Nike, oh my God." Comes down, and then he's like, "Hey, are you the kid who wrote that stuff?" And I was like, "Yeah, who's asking?" He was just like, "I want you to be my intern."

MBS ([03:26](#)):

How do those ads work? I mean, how did I get a little teary-eyed watching an ad about an athlete I don't know playing a sport I don't even follow. Well, it's the deep rhythms of story.

Jordan ([03:39](#)):

My bosses always say, "Just beginning, middle, end." You only have 30, 60, maybe a minute 30 to get these people in. So there's not a lot of time for world building, but there's enough time for a clear story, right? There's a beginning, middle and end. There's a hero. There's something that you're following. So I try to stick to those. Then the world building really in the ad sense comes from the art direction because a copywriter works with an art director. I write the world and then my art director kind of helps visualize it, kind of build the world in that way. And we work in tandem because she'll be like, "What did you mean when you wrote that?" And I was like, "Oh, I envisioned like a red bowling ball." You



know what I mean? And she was like, "Oh, I thought of a purple one." I said, "Well, girl, it was red when I thought of it."

MBS ([04:26](#)):

I'm curious to know what you've learned about the art of storytelling as you practice your profession. Because I'm a writer and I find storytelling really hard and sure, it's a beginning, a middle and an end. But I find it hard when I've got pages to fill, yet alone when I've got... I don't know, what have you got? Like 150 words in a 30 second ad. I'm making that number up, but it's not many words. What have you learned about what's essential to storytelling?

Jordan ([04:58](#)):

What I usually do is I write it straight first. I write it. I talk it and I write it. I'm saying it out loud. And then I go back and then I see what needs a little flourish. Right? He goes up for a dunk, as opposed to like, "And then LeBron leaps off of his right foot reaching back as far as he can. Reaching all the way back to Cleveland where it all started as he glides in the air to demolish the room." You know what I mean? Well, demolish is a bad word, but then I said that. I was like, "No, demolish isn't the right word." You know what I mean?

Jordan ([05:37](#)):

I just kind of take it step by step and I go, "Cool. Now what needs some punch?" Because I mean, I think advertising and comedy writing have similarities in the idea of like set up, finish strong, and there is always going to be places that needs to be punched up. And punched up for most impact. I mean, I've never written a novel or anything like that. So I wouldn't know. I don't know how that works, but in that regard I think that's...

MBS ([05:57](#)):

Yeah.



Jordan ([05:58](#)):

I think... Yeah. But that's how I do that.

MBS ([06:06](#)):

Now you're referencing a LeBron ad. And am I right in thinking that when your very first ads or maybe your first ad was working with LeBron?

Jordan ([06:16](#)):

Yes. My very first commercial was the commercial where he came back to Cleveland after he announced... So leaving Miami, coming to Cleveland. That big black and white one. Yes.

MBS ([06:24](#)):

Okay. So take me to the moment where you somehow landed that job, because that doesn't seem... That seems like it's out of a fantasy novel, like intern starts first big ad is actually working with not just the greatest basketballer, but one that has had a social message and has a political edge to it. How did that ad come your way?

Jordan ([06:52](#)):

So I stole the brief. I wasn't briefed on it. I was bored. I had just gotten the job. I hadn't really... I was just kind of wallowing. I didn't have a partner yet. So a girl from studio was like, "I'm trying to become an art director. You need a partner. Let's work together." It was like seven. It was during the day. I was trying to get my breakfast from the cafe at work. I was like, "Yeah, girl. Yeah. Can I finish my [inaudible 00:07:13]? Yeah."

MBS ([07:13](#)):

Nice.



Jordan ([07:16](#)):

But we hit up somebody who wrote the brief. We're like, "Can we just see it?" We went to the CD and we were like, "We are not throwing our hat in the ring. We're not trying to mess up anybody's gig. We just want to say that we have ideas, but we just wanted to show you that we can work on bigger stuff." We had come up with the idea not wanting to make it. We just wanted to show our bosses that we were capable of coming up with ideas for things like this.

Jordan ([07:46](#)):

And just like the idea of it just came from like, what is the most... What's an intimate moment in the sports world? And it's the huddle. If you are not supposed to be in a huddle of any sport, you're not supposed to be in that huddle if you aren't there. So if LeBron's back, thinking about what LeBron's economical impact is on just the city of Cleveland, like when LeBron plays for the Cavs, the city's economy goes up, businesses open. He means more than just Ohio's son. He is a major economical part of that city.

Jordan ([08:27](#)):

So just what's supposed to happen? The city's going to do so much better now that he's here. You know what I mean? And we can do it together. And it was definitely like... That was a year after Trayvon. You know what I mean? That was on my mind, even though looking at the ad as diverse as the world looks more of like what protests look like today than they did in 2014. That's where all that from, and then just one of the things that athletes say when you call that a huddle is like, "One, two, three, together." You know what I mean?

MBS ([09:05](#)):

Yeah.

Jordan ([09:06](#)):



Yeah. Yeah, yeah.

MBS ([09:08](#)):

It's a wonderful ad. I watched it again this morning and it's still powerful.

Jordan ([09:13](#)):

Thank you.

MBS ([09:14](#)):

Jordan, how do you go about crafting a working relationship with an art director? I mean, this other woman who walked in. I've watched your other ad around We Play Real for leveling the playing field for black women in sports. I know you worked with maybe the same art director or a different art director, but it feels like it's a really essential partnership. I'm just wondering how you've forged those partnerships.

Jordan ([09:42](#)):

Well, for the LeBron ads that I've done, that's always been with Emma. Emma is the Larry David to my Spike Lee, even though I'm not a Knicks fan. She works my nerves. She is my work life. You know what I mean? The one person you spend too much time with because they're like, "I could hit you right now," and then go get you a band-aid afterwards. That's how I feel about Emma. We came into this not knowing anything together. We didn't know shit about making ads. I think that's what makes our bond so strong is we came into this together and we've reached a certain amount of success together and apart, but we're always... I mean, that's my dog right there.

Jordan ([10:28](#)):

And Emma's way of working is super, like I said, Larry David, but very neurotic. She's one who just spits ideas out at you. Like one time she was like, "What if



LeBron was a mime?" And I was like, "Yeah, girl, I'm going to bed. I'm not doing this with you." Whereas like me, I am not... Advertising has in teams a pitcher and a catcher. Emma's a pitcher. She'll just spit out ideas. I'm a catcher. "I don't like that. I don't like that. Maybe this." And I am one who's like, "I'm going to sit and think about this brief for a good two days. And you might think I'm not doing nothing, but I'm thinking." And then I'll be like, "What if we did this?" And it's only three things and she's like, "These are good." I was like, "I know. That's all I got. That's all I got for you. There's three solid things. That's all I got for you."

MBS ([11:28](#)):

I'm offering these three things. Yeah. Right.

Jordan ([11:31](#)):

I'm noodling over this and I've been noodling over it for three days. So listen, that's all I got for you. While We Play Real, I worked with a younger art director, a black girl named Whitney Downey. So it was great to work with another black woman on that just because there are so few of us in the ad world. And that one, she had never made a commercial. She had never made anything broadcast before. So I was kind of helping her along the way. You know what I mean? It felt really good to kind of help someone who'd been in the same... You know what I mean? I was her being like, "I don't know what's going on. What is a colorist? What does a colorist do?" I'm like, "Well, they make it pretty after we shoot it." "How do you do it?" I said, "Girl, I don't know. I don't know that now. I'm a writer. Girl, I fall asleep during those sessions." I always do. I'm known for it. That's why I don't go to sessions anymore because I snore. You know what I mean?

Jordan ([12:30](#)):

So that one, because it was found footage, we made it during COVID, so there wasn't the luxury of being able to go shoot something. It was all about just us



working together to just make this the best ad that it could be within the circumstances. So finding that right [crosstalk 00:12:49].

MBS ([12:49](#)):

Yeah, pulling on previous footage, I guess, to kind of piece it together.

Jordan ([12:52](#)):

Yeah, and we would sit and argue for hours about why I liked this girl as opposed to like this girl, you know what I mean? We even paid attention together. The ratio of dark skin girls to light skin black girls. We were like, this needs to be as even as possible. If not, I want it to skew darker than lighter. You know what I mean? Just because of the world.

MBS ([13:19](#)):

Yeah, because of the world.

Jordan ([13:23](#)):

Mm-hmm (affirmative). Yeah. It was super different working on [inaudible 00:13:27] with Emma, to working with Whitney who never made an ad [inaudible 00:13:32] let's make the blackest thing that we can make within these circumstances. I mean, I love working with the both of them. I think they're great. There's tons of great art directors at Wieden, and we tend to mix it up a bit or like... You're either working with the same person for like nine months or every project, you have a different person.

MBS ([13:52](#)):

Jordan, when you're... I mean, you can tell that there's a kind of chemistry and a vibe between you and the people you've worked with, but I'm also talking to you for the first time. I'm like, you're an opinionated person. You've got some edges to you. You're not meek and mild. How do you manage conflict



intention? When you're battling over which are the clips are we going to use. And you're like, "Well, I think this," and they're like, "Well, I think this." How do you have those productive conversations without breaking the relationship?

Jordan ([14:29](#)):

Well, I think the first thing is to come into this knowing this is a job. This is advertising. We're not surgeons. We're not out there saving the world. These are commercials, so let's not take ourselves too seriously about anything. But the other thing is if there's just really this big, big tension, I'm a person who's going to be like, "I'm going to take a walk, and then I'll come back." And I'm going to say, "Let's figure this out." I'm definitely like, "What's going on? What's up? What's up? Let's talk about it."

MBS ([15:01](#)):

And speak about it.

Jordan ([15:04](#)):

Yeah. And speak about it. If we're arguing over one clip, which we definitely got hung up on clips that we loved separately that we didn't want to lose, that maybe we have to swap one out. And I was like, "Well, why can't we lose this one instead?" You know what I mean? There's definitely that. And I think with that, I would text Whitney on the side and be like... Because you're on a Zoom with like four people for like eight hours a day. So I would text her on the side and be like, "Why do you like that shot so much?" And then explain it. Here is what I like that shot. And then I'll go, "Well, this is why I like this shot." So then, "All right, let's figure it out." If we both can't agree on a clip that we like, that we're going to keep looking until we find something that we both like.

MBS ([15:50](#)):



Nice. So part of it's just going, "Look, this is part of the journey," which is like we stick with it until we figure it out.

Jordan ([16:00](#)):

Yeah, and I think that's about anything you do. You know what I mean? If you commit to something, you got to do it. When I was a kid, signed up for dance. Then I realized halfway through I don't like dance. I was like, "Well, you got to finish it. I already paid for it. You got to finish it."

MBS ([16:17](#)):

Right. Hey Jordan, you mentioned that there just aren't many black people and people of color in advertising, and that feels like it might be a nice segue to talk about the book that you've selected for us. What book have you chosen?

Jordan ([16:33](#)):

I've chosen a graphic novel, it's a comic book. I wasn't sure if those were allowed for this thing.

MBS ([16:39](#)):

Yeah. I'm not sure what's allowed. I'm making this up as I go along as well. So this is our first graphic novel. Once again, you're a groundbreaker, Jordan.

Jordan ([16:48](#)):

So this is Nubia: Real One written by L.L. McKinney and illustrated by Robyn Smith, who I've actually worked with on a project we're doing.

MBS ([17:01](#)):

Oh, fantastic.

Jordan ([17:02](#)):



She's a great illustrator. In the seventies, DC created a character by the name of Nubia who is Wonder Woman's sister.

MBS ([17:10](#)):

Her twin sister, right?

Jordan ([17:11](#)):

Yep, yep, yep. So she has a black twin sister. It's comic books, y'all. Yeah. So she's a teenager in this, and she's coming to grips with just living life and becoming-

MBS ([17:27](#)):

Being a superhero and being a teenager. It's deeply heavy burdens.

Jordan ([17:34](#)):

But also just it's her becoming in tune with her power and stepping into her power. Right. She spent a lot of this comic trying to not be strong and not be fast and not mess stuff up and then she realizes exactly who she is and how powerful she is, and then she steps into it. Yeah, it's great.

MBS ([18:00](#)):

How did you come across the book? I mean, when did it come into your life?

Jordan ([18:07](#)):

I have a Wonder Woman tattoo on my arm. I have a hoodie on so you can't see it.

MBS ([18:09](#)):

Right, I heard that. Yeah.

Jordan ([18:11](#)):



Yeah. Wonder Woman tattooed on me. I became familiar with the character Nubia years ago, but this book came out. I became familiar with this book last year. Then I got it last year.

MBS ([18:24](#)):

It's pretty recent, I think. Yeah. It's less than a year old, I think.

Jordan ([18:26](#)):

Yeah, yeah. It's super recent. But the fact that I was able to work with the illustrator on it is great. It's just a really good story, and I really do recommend this. You don't have to be a teenager to read this. It's really good. It's really strong work.

MBS ([18:44](#)):

Well. I mean that theme of stop hiding your powers and step into your powers and be who you are fully is a message that can resonate with pretty much everybody, I suspect. Which pages did you choose for us to read?

Jordan ([19:01](#)):

I chose the moment Wonder Woman... Well, I guess it's kind of four pages, but where Wonder Woman tells Nubia who she really is.

MBS ([19:17](#)):

Fantastic.

Jordan ([19:17](#)):

Yeah. Nubia snuck out to go to a party after an incident where her powers could have been revealed. And she snuck out again to go to another party, and she beat up and she punched a kid like 16 feet because he was a sexist, misogynist jerk. And her and her parents were now like, "We got to tell her. We have to tell



her." And then she comes downstairs and Wonder Woman's on her couch. She's like, "Excuse me?"

MBS ([19:52](#)):

I love it.

Jordan ([19:52](#)):

Yeah.

MBS ([19:55](#)):

All right, Jordan, let's hear you reading the two pages from Nubia: Real One by L.L. McKinney. Jordan, take it away.

Jordan ([20:09](#)):

"The reason you're having trouble passing as a human is because you're not a human, that is. You're an Amazon, Nubia. You're my twin sister."

Jordan ([20:19](#)):

"I... Wait, what?"

Jordan ([20:20](#)):

"Try to remain calm."

Jordan ([20:23](#)):

"That's not possible."

Jordan ([20:25](#)):

And then Wondy goes, "I know this is hard to believe."

Jordan ([20:29](#)):



She's like, "No, I mean, it's not possible because you're like a million years old. No offense."

Jordan ([20:37](#)):

"I don't mean just how is this possible? We were born at the same time, though time is not exactly how I would describe it."

Jordan ([20:47](#)):

"Look, if I'm some kind of like pod person, then I'm done."

Jordan ([20:55](#)):

"No, no, no. Let me explain."

MBS ([21:00](#)):

That's fantastic.

Jordan ([21:01](#)):

It's great.

MBS ([21:02](#)):

Now, Jordan, was there a moment for you where you felt you had somebody acknowledge your powers or your strengths?

Jordan ([21:15](#)):

Yeah. I've told the story before. Well, there's a couple of people who have definitely acknowledged my power and my strengths, but I was like 14 years old. I was younger than Nubia, but I used to go to summer camps and there was like a leadership camp thing. They do these exercises where there's the group of kids and at some point, they kind of give certain people different handicaps so



that if someone's talking too much in the group, well, then you're going to be quiet for the next 15 minutes. That type of thing. Right?

MBS ([21:51](#)):

Right. Yeah.

Jordan ([21:58](#)):

And I didn't say anything. I was just like, "We going left? Cool. We going left." And by the end of the session, they were like... This guy Gary goes, "Jordan, we were out there for two hours and you only said about six minutes worth of words." He said, "I also know that you knew exactly where to go because you've been at this camp your entire life. So you knew exactly where to go. Why didn't you say anything?" I was like, "I don't know. Everybody else seemed like they had it. They had it. I didn't need to say anything." And he goes, "Jordan, you're 14, you're going to be at least six feet tall. You're the only black person here. You're one of three women. People are going to look at you, so you should have something to say."

Jordan ([22:40](#)):

That was the battery in my back. You know what I mean? Like, I think that's where, like you were saying earlier, that self-assurance. It's not self-assurance, it's me knowing there's only probably going to be one of me there, they're going to look at me anyway. I'm going to make sure that I say something that's valuable.

MBS ([23:00](#)):

What a great moment of recognition and kind of a calling forth which is like, "I see you, Jordan, and I see you're underplaying your hand. So step forward and play your hand. You've got a great hand, so do that thing."

MBS ([23:17](#)):



How do you manage being... And this question may not land, but let me ask it and see if it does. You mentioned before that there aren't that many people of color in the world of advertising. I've heard you say in previous interviews, Portland is a pretty white city as far as cities go. How do you hold onto your sense of power and identity and politics, I think, in a context where there are probably forces pulling you away from that?

Jordan ([23:54](#)):

Oh. I stay grounded because I surround myself with people like myself. You know what I mean? Even though there aren't many black people here, all of my friends here, a multitude of races and ethnicities and all of that stuff. But I make sure that I always create community with my black friends. Right? If there's any moment of... If the Proud Boys are out, if there's any type of wild shit that's happening, I'm not calling my white friends first. They'll be fine. I'm calling my black friends first. And as far as making sure that I'm grounded and making sure that I don't lose my sense of self in this very strange city, I talk to my family every day.

MBS ([24:44](#)):

Right.

Jordan ([24:45](#)):

I talk to my mother every day. I talk to my sister damn near every day. I talk to my cousins every day. I talk to my aunt every day. I talk to my grandmother three times a week. You know what I mean? Because that's where I come from. Right? Those are my people. Those are the people who made me who I am. So if I ever need to be reminded of who I am, I got to go to the people who made me.

MBS ([25:05](#)):



[inaudible 00:25:05] going to hold up that mirror and call you forth. Be Wonder Woman to you going, "Let me just remind you who you are."

Jordan ([25:14](#)):

Remind you who you are. Yep. Exactly that.

MBS ([25:18](#)):

What else have you learned around creating community? It's something that I long for and I'm not sure I'm that great at. And I'm wondering what you've learned about what it takes to build a community.

Jordan ([25:29](#)):

I think for me, because I'm quite a loner. I love to be alone. Love it. I adore it. I love being by myself. I love it. But I think as far as building a community, in Portland, you have to, and I think what I do is I reach out. If there's a couple of new black girls at Wieden, if they come. "Hey, I'm Jordan, let me know if you need to know where to eat. Let me know if you need to know where you need to go to get your hair done, where you need to go..." You know what I mean? I can tell you where to go. I'm never going to force friendship on anybody. But I'm very much a, "I'm here."

MBS ([26:12](#)):

Right. I can help you navigate. Yeah.

Jordan ([26:15](#)):

I can help you navigate. You know what I mean? If some white person said something foul to you and then laughed about it because they didn't know that it was foul, you come find me. We'll go for a walk. You know what I mean? We don't have to be buddy buddy, but I always try to put myself in a position of like



an older sister because I am an older sister. We don't need to talk every day, but understand that I'm here. And that's like just checking up on people.

Jordan ([26:44](#)):

Before COVID happened, there are spots in Portland where black people fellowship and have a great time. I think that was one of the things that hit... Portland's been hit really hard by the pandemic for a number of reasons. As soon as we were able to go outside, even if it was for like... We were doing it. We were like, "All right, we're all going to go to the parking ticket." It was like, "All right, cool." And then I'd be the first one to leave. And I was like, "All right, I'm tired. I'm going to go home now." Or social meter has been filled. But I always try to make time to reach out to the black folks here, especially the transplants. Because we are each other's family here.

MBS ([27:27](#)):

As part of preparing for this conversation, I read some stuff about you and watched the video of you with your mom Desiree talking about 10 lessons learned. And you're funny together.

Jordan ([27:41](#)):

Oh gosh.

MBS ([27:43](#)):

Because your mom is brilliant and outspoken and doesn't pull her punches and you're funny as you interact together. The final lesson of the 10 was it is an act of activism to be a hundred percent yourself. And I'm wondering, because when I look at the ads that you do and the ones that I've seen in particular feel political, they're making a statement about race in particular. Do you consider yourself an activist?

Jordan ([28:15](#)):



See, this is... It's funny you should say this because someone else who wants me to speak asked me that, like around my [inaudible 00:28:23] and my topic three around activism and all that stuff. I think that I will always bring representation to my work that I'm always going to be honest about my people and what we go through and show the different facets of what it means to be a black woman specifically. For me, activism is being out in the streets. I'm terrified of COVID. So I went to one protest and then I ran the fuck home.

Jordan ([28:56](#)):

I would say to my sentence or to that phrase, I think that showing up as myself and taking up as much space as I possibly can in white spaces is as important as hitting those streets. That's the only way that I can really put it. Because I've been thinking about that. Am I an activist? I make ads, like capitalism. There's a lot of things that don't add up. You know what I mean? And not to say that anybody has to be completely aligned, but your [inaudible 00:29:25] can't be complicated. But I think that showing up as myself in any space at any time and place... There was a bar.. Is me doing the work that I know how to do and doing work that isn't selling you bullshit.

Jordan ([29:46](#)):

I don't think I could ever work in Expedia or a travel [inaudible 00:29:53]. It would have to be a brand that already has the... You know what I mean? I couldn't tell you whatever the speaker from Target is, but I can definitely sell you an ethos. I don't like selling shoes. I like telling stories and telling messages. I don't care about a shoe shot or anything. I'd be like, "Oh yeah, we've got to put the product in," type of thing. I guess, does that answer your question? I'm not sure I did answer.

MBS ([30:22](#)):



I think so. I mean, it's a hard question to wrestle with because I think... I mean, I sit with it as well and I'm like, I can look at some people who are clearly activists and I'm clearly not that, but I'm trying to make for a better world and I'm trying to navigate the tensions between a career and capitalism and social injustice and my life and trying to find the pathway through all of those tensions. It's just about being clear about the choices you're making, I think is part of it.

Jordan ([30:57](#)):

Yeah. And I think also just being as true to yourself when you make those choices is the only thing that you can do is make choices that align with who you are and what you want to do. I think that's where change comes from. I think allowing those people to make those decisions and trusting those decisions is what's going to help shift stuff.

MBS ([31:24](#)):

So what grabbed you about this conversation? For me, it was hearing about Jordan's relationship with Emma, her Larry David to Jordan's Spike Lee. I mean, I tend to do my work alone, and I like that. I like being in a room with a laptop or a coffee shop or a library, but it's me doing the work. And hearing Jordan, being part of this conversation with her, I realized I really missed the dance and the sparring and the co-creation that a partnership can engender. At the heart of collaboration, I think I miss being seen by another person. That's what I heard in the reading. Somebody sees your strengths, your glory, the best of you. Even if you feel all of that is not showing, they still see it. If you're working with somebody today, tomorrow, sometime this week, perhaps you can be a superhero and acknowledge the best of who they are.

MBS ([32:22](#)):

If you'd like to follow Jordan, head to Jordan Said So. That's her website and it's also her Twitter handle as well. You're my superhero for listening through to the



end of this podcast. I so appreciate you sticking around and hearing this wonderful conversation with Jordan. Quite the inspiration from me, I have to say. If you want a little bit more, then we have the Duke Humfrey's. It's our free membership site. There's additional podcasts interviews that haven't been released. There are some transcripts, there's some other downloads you can grab as well. It's totally free. So you can just jump onto that at the website, mbs.works/podcast. And thank you if you've written a review, I really appreciate that. Thank you if you've found a particular episode particularly good and passed it along to somebody. That word of mouth really makes a difference. You're awesome, and you're doing great.