

JEWISH LATIN PRINCESS

WENDY SACHS, AUTHOR OF FEARLESS & FREE

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You're listening to Jewish Latin Princess Podcast by Yael. Every week get your dose of inspiration from the world's most uniquely talented Jewish women and from Yael herself. Seeking profound and practical ways to live a joyful, richer Jewish life? Welcome to Jewish Latin Princess Podcast.

And now, Jewish lifestyle expert and bilingual blogger at www.jewishlatinprincess.com, your host, Yael.

Yael Trusch. You are listening to Jewish Latin Princess. Everyone, I am Yael Trusch, your host. So happy to be back. Have you ever changed career paths or felt stuck in the cusp of professional change? Have you been forced to change because you were fired or perhaps you left your career to raise your children and after a few years you want to go back into the workforce and you're wondering, how do I go back? Well, today's guest is full of priceless advice for these kinds of transitions. Wendy Sachs, is the author of the new book, "*Fearless And Free: How Smart Women Pivot And Relaunch Their Careers*". Oprah magazine calls the book, a title to pick up now. Wendy is also an Emmy Award winning TV news producer. She has worked on NBC's Stateline, Fox, and CNN. She was also a Capitol Hill Press Secretary and a PR Executive.

And guess what I discovered during this interview? Wendy's husband used to be my boss. I didn't say it on the interview, but I realized when she said something, that gave me a cue, and then I asked her offline and yes, so it was. I worked for APAC in New York City for a very short period of time before I got married and moved to Israel. And Wendy's husband was my boss. Ladies, we are living in an era of professional reinvention and women in particular are looking to reinvent themselves professionally, more often than men. As many of us leave the workforce for a couple of years and then find ourselves trying to go back or recreate, do something different. Do something new, something that works with our new lifestyle perhaps.

In our conversation we talked about how to transition without trepidation, how to traverse the roadblocks and dance with the fears we harbor about failure? The new wave of feminism and the positive trends that we are seeing from it. Stay tuned as Wendy speaks from her own personal experiences, pivoting so much in her career. She jokes, she is constantly prorating sometimes out of

choice, other times out of necessity. Just to give you a little bit of a warning, there is one instance in the interview where there is an adult word, so if you listen next to your little ones just be mindful of that. And here's the lovely and wise, Wendy Sachs.

[MUSIC]

Yael Trusch: Wendy Sachs, welcome to Jewish Latin Princess and congratulations on your new book.

Wendy Sachs: Thank you so much for having me and thank you for the congratulations, and I am excited to be on your show.

Yael Trusch: "Fearless And Free: How Smart Women Pivot and Relaunch Their Careers". I have to tell you Wendy, this book made me so proud and so happy. I mean, it needed to be out there. It touches on core issues that women face, as they have to pivot in their professional lives and sometimes that pivot is intense, it's full of uncertainty, it can feel painful, scary, and almost clumsy, I would say. But we still want to come out on the other side with our dignities intact and doing work that we love, and that aligns with our purpose and our values and making the living that we want to make for our families. And this is not new to you. You described yourself as a master of the career pivot and so in many ways this book was birthed from your own first-hand experience, so take us back a little bit and tell us about your own pivots and the trials that happened along the way.

Wendy Sachs: Yeah, I really see that I've pivoted so much in my career that I'm practically pro-wedding. And I don't always plan to pivot. You know I've lost my job, I've been fired from jobs. And I have had to really figure out what to do next. So I also my industry is I've been in media and publishing, in news, and these are industries that have really been disrupted because of digital in the past five years, ten years for sure. And everyone is younger and younger, and this sort of panic of being able to even get a job and say employable, that becomes a very real concern. So I think I've been always trying to stay ahead of it all. Be aware of what was coming down next and knocked it myself in a position where I wouldn't be able to get a job. I mean, I truly believe that fear is what has motivated me.

Yael Trusch: Fear, right! So talk to us about the fear. How did you—you interviewed a lot of women in the book that were able to get over that fear and make that pivot. What do we learn from there? How have they jumped over the fear hurdle and succeeded?

Wendy Sachs: Well, I mean I think that the fastest way to get over a fear is actually the fail, and I really truly believe I wouldn't have been writing the book Fearless and Free, if I hadn't failed as many times as I have, if I haven't tried these many things and not succeeded, if I haven't been fired. What

happens is, you sort of by failing you really built up your confidence, right? You realize that you're going to survive. There's no place else to go and you can pick yourself up and move forward.

So, I do really love my chapter on failure and women who got over these hurdles, and one in particular person, Reshma Saujani, she's unbelievable. She runs, Girls Who Code. She is a woman who applied to Yale Law School three times before getting in. She ran for office, lost in a landslide in a congressional race in New York City. She ran for Public Advocate in New York City. She also lost. She talks about this real grieving process, she has around failure. Interestingly, Girls Who Code came out out of her loss in running for office. So great things do happen out of what seems like an epic fail.

Yael Trusch: Right.

Wendy Sachs: So I do believe that it's about having the courage to move forward and to take chances in the fastest way to grow that confidence which is really what I've found so interesting and I focused a lot on this, understanding what drives women, how women can be different than men when it comes to confidence. How our fear of rejection and judgment can really hold us back. And what I really found was that the fastest way to become confident is to take risks.

Yael Trusch: Right, but we tend to be more risk averse, right, unlike you said, we have that—we're a little.. I don't know if we are hardwired or what it is, but we have this need to be accepted or be liked, right? That sometimes holds us back.

Wendy Sachs: Oh, absolutely. And there are studies that showed that confidence is genetic, that it is an inherited trait just the way like blue eyes, or intelligence, or curly hair is. Some people seem to be predisposed to having more of it. And there is definitely a hormonal component. The testosterone has been found to be linked to confidence which may not surprise people who think, men maybe perceived or come off as more confident than women. And on the other side of that because I feel like that could be a radioactive statement to make, women often play down confidence because—

Yael Trusch: Right.

Wendy Sachs: It is not—the perception is we are not coming out as bombastic; we are not coming out pounding the table and demanding attention. That is not well perceived, it is not well liked.

Yael Trusch: I was going to say, there's that double bind still that it is such a tricky thing. You want to be—I remember growing up like we wanted to... we were taught to be assertive, yet sometimes it just

played against us I remember vividly, and then we almost dumb it down, which again plays against us so we are kind of—we are stuck.

WENDY SACHS. There's no question about that, and I write about the double bind that women in leadership face. I talked even about the election, and how Hillary Clinton was perceived. As you know; not being authentic enough, not being warm enough, not being smiley enough, for being too smiley, or whatever it was. Whatever she did it was just wrong. It was just wrong and I talked about this great Jimmy Kimmel sketch where she's standing at the podium, I think it was Trump's speech and he is just mansplaining to her. He was like, "Wait!" "Speak up!" "Wait! Your voice is too shrill." "Wait, smile more." "Wait, you look like a Laker's girl." Whatever. And he was, "What is it about you? What is about you? What's wrong? Oh! I know. You're not a man! That's what the problem is. You are not a man." And I think that just sort of, that was obviously a real spoof on everything that was happening during the election. But whether you were... this was not even a partisan issue necessarily.

Yael Trusch. Right.

WENDY SACHS. Because Bernie Sanders was beloved by many and he was as gruff and as disheveled and as finger thrusting and as loud and screaming and he was a mess and yet he was found to be adorable and authentic.

Yael Trusch. Right, right.

WENDY SACHS. So, that is definitely, it's definitely a real issue that women in leadership face and it's until that we start listening to women differently, hearing women differently and women hearing women differently. You know a lot of the haters out there are women on women who just don't like that perception of women as leaders are dealt like a very strong or loud woman.

Yael Trusch. Yes, although isn't it true or do you feel that that is starting to change. I mean I feel like, we're in a new wave of solidarity and sisterhood of collaboration versus competition, and the world of women in the work place and in business which I am a huge proponent of and sadly, and honestly maybe, it's the same—we're around the same age, maybe it was true for you, too. I didn't see that in the late 90s and 2000s when I was formally out there in the corporate world and the work force. And I probably saw the opposite which I remember being totally disappointing and in many ways very unsettling, that women competing with each other. And now I see the trend changing so much for the better and I think you touched on that in the book that there's a—so tell us about the importance of this shift and what is it doing for all of us?

WENDY SACHS. I feel like you must have been sitting in some speeches that I have been giving recently because I think that's exactly what I have been saying.

Yael Trusch. Really?

WENDY SACHS. Literally just exactly what I have been saying. Yes, I do you know as a Gen X'er coming up through the ranks, I've work in businesses that are largely female in media but I never really felt that women were trying to raise me up with them. I didn't feel like my boss was really trying to lift me as she was rising.

Yael Trusch. Right!

WENDY SACHS. It feels like there was a sort of a smaller piece of the pie and I never felt like it was a super aggressive cat fight but I didn't feel like I had a support. I definitely didn't feel like I had a sisterhood. I do think that what's happening with millennial women is that there is a demand for a person to be heard certainly coming out of the selection. I mean we are seeing it with all of these reports and women coming forward with all of these different humiliation—sexual assaults, sexual harassments, and finally it's like there is a sway, there is a momentum and there is a connection between everything that is happening. There's no question that there is a sense of sisterhood and a sense of we are not going to take it any longer and we need to be able to come together and support each other and support the sisterhood. So I think we're seeing this on many different levels, from the workplace to women feeling a more of an imperative to bring other women up with them.

Yael Trusch. Right

WENDY SACHS. And to support other women to on a bigger social level of hearing women and hearing these sort of unbelievable amount of abuse that women have withstood for generations and stayed silent for fear of retribution, for fear of being told that they're lying, for fear of being blamed.

Yael Trusch. Right

WENDY SACHS. There is something changing right now and it's incredible and even the idea of feminism. When I was in college which was like a million years ago now, feminism was very frumpy, it was very French, it was not cool and sexy and chic. There was no Beyonce wearing t-shirts. Beyonce was probably like in preschool but you know it has really changed. Even the conversations we are having about being proud to be a feminist, all of that there's been a huge shift happening culturally.

YAEL TRUSCH. We'll, because I feel—and tell me if this would be a fair statement or if you would agree, but I feel that it's a different feminism, in terms of it's not so much about being equal to men as much as about embracing our feminine qualities and strengths unapologetically, and leaning into them in order to achieve what we want. And that could be the same things that men are achieving, but it's not playing down who we are and modeling a more muscular way of being but more embracing our unique strengths and taking that on to the top.

WENDY SACHS. So I would say yes and no to that.

YAEL TRUSCH. Okay.

WENDY SACHS. I would definitely say that we do want to be treated as equally as men when it comes to pay.

YAEL TRUSCH. Yes.

WENDY SACHS. Right? I mean the pay gap is still tremendous.

YAEL TRUSCH. Tremendous.

WENDY SACHS. And having the opportunities, and also we want the work force to—the paradigm of the work force needs to change to allow for flexibility, to allow for parenthood.

YAEL TRUSCH. Right.

WENDY SACHS. To... because the way that it has been, it has been a very male structured environment that doesn't allow women to really become mothers. And to stay in the workforce and to move forward which is why we see massive drop offs of women in the workforce after they have children or women just never reaching for the corner office because it just seem so incredibly unattainable.

YAEL TRUSCH. Right.

WENDY SACHS. And not being compatible with raising a family.

YAEL TRUSCH. Right. And I remember when I was in my early 20s, I must have been like 22, and I would see these the very few women who were my superiors, and I worked in a world in investment banking mostly a world of men, and I remember telling my mother who's an attorney, "Ma, I just don't see how this is ever going to work. Like these women in their 40s, they are miserable.

WENDY SACHS: Yes.

Yael Trusch: And again I never felt that support or that they were helping me up along the way. I just felt like they never saw their kid, they never saw their spouse, they work trying so hard to stay where they were and keep rising against our male bosses, and it was just so striking to me. But, anyway, on the positive side, there are companies and there are work places who are recognizing the research that has been prevailing out there, about female leadership, and how it is so good for the bottom line, and of course, there are so many women like we said before who are, we are helping each other, do what we need to do and rise and we're lifting each other up. So all of these are very positive changes.

Wendy Sachs: Absolutely! And just sort of going back to what you did say before, how we want to embrace our femininity or embrace our being female. I do want to agree with that, I mean there's for sure there are studies that show that women at the top are good for the bottom line of a business, for collaborators, we know how to work as a team, we know how to support each other. Our method of leadership is perhaps different than a man's typical way that he leads.

Yael Trusch: Yes.

Wendy Sachs: And so embracing a female leadership model is definitely if not an imperative right now it's definitely being looked at, reevaluated in, considered and understood and there is just so much that needs to be done as far as training, and getting rid of even unconscious gender bias in the workplace—

Yael Trusch: Right.

Wendy Sachs: Because that really exist and that really is what holds women back as well.

Yael Trusch: Yes, absolutely. And you talked in your book about our use of language. Almost like you used the word unconscious; almost we use unconsciously to our own detriment and it belittles our power, diminishes our power, right? Sometimes.

Wendy Sachs: That's exactly right. My book is definitely not a memoir but I write about a lot of my own experiences and I had been told that I was too abrasive. I mean, of course, this is like the code word for, like you're being too bitchy, or you're too abrasive, no one really likes you. It's really horrifying to hear that and so after one of my bosses told me that and of course I took it very personally, and because you don't want to be told that you come across as abrasive; I started adopting one of my friend's and one of my colleagues' just sort of did naturally, and she was always saying sorry, sorry. And I adopted that in

my next job and it worked like a Charm, it was magic. I mean no one thought I was abrasive, no one thought I was bitchy, I was very warm and friendly, I was also not very direct and it sort of like whenever you, oh, hey, where do I... Sorry were do I put this, sorry, I have a question. Just sort of a filler, it was sort of a—one of the shrinker words. There were others of them: the just, the actuallys', the am I making sense...

Yael Trusch. Yes! That's a big one.

Wendy Sachs. Right? I mean you just insert these into conversations because we want to come across a little softer, a little gentler. As one woman described it to me, she is just like a little social lubricant.

Yael Trusch. Yes.

Wendy Sachs. Which I think was a great term. But it was just our way of softening what we are asking instead of coming up across as so direct. And what I realized was this was not helpful, this was actually diminishing my power and there are other ways to go about seeming soft and warm and friendly. And that she knows opening whether you are on a meeting or send an email, opening warm, talking about what ever happened over the weekend; the Jets game, whatever. She has sort of established a relationship. Be direct in the meeting and then end in a warm way. And the same can said with you emails. You really make sure you are scrubbing your emails for all of the shrinker words. Start warm and warm, but get to the point and men do not by the way; men do not agonize about these things.

Yael Trusch. Yeah.

Wendy Sachs. Men do not think about these things.

Yael Trusch. I know. I know.

Wendy Sachs. And women, we tend to over think and worry and agonize that... like me, I came across too rough, I'm too direct and it really is what can hold us back

Yael Trusch. And also something that I find men don't agonize about is they don't take things as personal, and we tend to and it could be tied to that perfectionism or that wanting to be—to feel liked or whatever it is, but sometimes we very often I remember my mother when I was growing up, stop taking it so personal. Like when I call home, we still live in Manhattan and I would call home, there were like

issues at work or just things when sit with me, it's not personal. It really is not, trust me. And she was right, but we tend to do that.

WENDY SACHS: Oh, there's another question, I mean I could tell you even today I had emailed someone, a very sort of big person in the media world.

Yael TRUSCH: Yeah?

WENDY SACHS: Haven't heard back.

Yael TRUSCH: Right.

WENDY SACHS: Actually emailed him last night and I started thinking, oh no! What happened? Did he not really like the interview we did? Was I too aggressive? Was I too this? Was I too that? I mean it sort of amazing! And in a million years, my husband would never think about it. He would think—

Yael TRUSCH: Correct.

WENDY SACHS: This guy is really busy, he gets two million emails a day, just don't worry about it. He like, it will all went fine, get over yourself. And yet we don't. I mean it is just really—it sort of incredible! And here I am, I studied this stuff, I'm a rational person, I can take a step back and yet still, until I get a response I will be a little bit nervous.

Yael TRUSCH: Right.

WENDY SACHS: Thinking what happened? Did I do something wrong? Whatever.

Yael TRUSCH: Those little voices in our head.

WENDY SACHS: It's really hard and you really just want to quiet those voices.

Yael TRUSCH: Yes.

WENDY SACHS: And really you need to take a step back.

Yael TRUSCH: We have to.

WENDY SACHS: Yeah, absolutely.

Yael TRUSCH: We have to quiet them, right? Otherwise we won't move forward. Wendy, do you have a daughter? You have two boys? Or...

WENDY SACHS: No. I have a son and a daughter.

Yael Trusch: So—I have two girls actually. I have two sons and two daughters. How do we do this with our... how do we change this for the better for our girls do you think?

Wendy Sachs: I think that really it is an imperative that we teach our girls not—forget about being perfect. We hear a lot about—

Yael Trusch: Yes.

Wendy Sachs: How girls need to be perfect and we praised the boys who take risks. Aside from just being perfect, I think that we need to stop teaching our girls to be so polite. That's the other P word. Because being polite means you are not being disruptive, right? And now, today, we are celebrating disruptors. But being polite is opposite of disruption. We're keeping our heads down when we are polite. We are trying to be the good girl. We are trying not to create any conflict.

So I think by using our voice and making sure that our girls are speaking up for themselves even if it's not the most polite thing to do. Even if it's not the nicest thing to do, but to be able to speak up for themselves and speak up for others is really important for building that confidence. And to allowing themselves to take risks, too! Because, you know what? When you speak up, you are putting yourself in a risky situation.

Yael Trusch: Well, you have much more to gain, right? So teaching them to just—we have to all learn to be more uncomfortable, and sit in an uncomfortable place because that's often what we are doing the right thing even if it could be a stretch for us, right?

Wendy Sachs: That's exactly right. I talked about getting comfortable and the uncomfortable which is a great navy seals expression. Which I think it's pithy and it's not just for the military, but it's exactly that's where the growth happens.

Yael Trusch: Yes.

Wendy Sachs: When your kids are going—and I think we as parents we sort of naturally do that to your child. Your child might be afraid to try for the soccer team and you pushed them to try-out. Maybe they won't make it maybe they will, but even that experience of putting themselves out there, participating in the school play, even if they are terrified; all these steps along the way. But then as grown-ups we sometimes forget about that, right?

Yael Trusch: Yes.

Wendy Sachs: We think that we no longer need to do that and you'd become more fearful, especially if you are in a job where you are feeling really complacent. You haven't really done, hadn't had any change in many years. Or when you're a mom and you're taking yourself out of the workforce to raise your children. And now you're really sort of terrified of getting back in and you think, oh my god! I can't do anything anymore. Or the world has change since I took time off. I used to be in Marketing. The whole marketing world has changed. Whatever that industry may be.

Yael Trusch: Right. You know you just reminded me before we get back to talking about us adults, when it comes to our kids, one of my daughters, she's almost ten and she was starting earlier this year to sort of market herself as a mother's helper, a babysitter and she's really, really good at it. And, but when it came to email mothers, like this is what I'm going to charge, she didn't want to do it. And of course, like you said, I pushed. You have to do it and afterwards when she, you know, when they agree to her price and she got paid what she deserved for her age, what we felt fair. She felt so good about herself and overtime I see that even though sometimes it's uncomfortable for her and I see that she doesn't want to type it, she still does it. She knows that she has to get paid a certain amount and she has to put it out there otherwise, like I told her, how do you know you're going to get it? You have to say it upfront. Right? You have to ask.

Wendy Sachs: Oh absolutely. You have to ask. You have to be able to put yourself out there. In negotiations are definitely an area where women struggle. I mean there's—

Yael Trusch: Yes.

Wendy Sachs: This is not my own personal take on it. But it is study after study shows that. And it's amazing because women are really good at negotiating for others.

Yael Trusch: For others, yes.

Wendy Sachs: We're really good at—yeah, we are really good at doing it for others, terrible at doing it for ourselves. Money makes us feel very squeamish, we also tend to underestimate our value.

Yael Trusch: We tend to give our services for free.

Wendy Sachs: Oh, my gosh.

Yael Trusch: Which I think you've written about before.

WENDY SACHS. I have, I did. I remember one piece and I was giving it out for free. I'm definitely still to blame for doing that time to time. But, yeah you just feel like, am I really worth that? I don't know. It seems like a lot of money and we start second guessing ourselves.

YAEL TRUSCH. Yes, and I guess that's where having this network or this sponsorship of other women can be so helpful because it could help us feel more confident and feel like we have to make that ask, and we have a group of cheerleaders. I guess there might be a better term for that but just sponsorship of other women who vouch for us and who believe in us and give us the confidence to yes, go make that call, yes go ask for that range, go email this person, or I will make this introduction for you and you take it from there, right? That sponsorship is so important.

WENDY SACHS. It really is. It is just knowing that someone has your back. But, what I would even talk about is more about building not just individual sponsors or mentors because look, there is a lot of pressure on, "Can you be my mentor?" Sort of a heavy ask.

YAEL TRUSCH. Yeah, It feels heavy, and hard, and awkward.

WENDY SACHS. Absolutely, and not really realistic for a lot of people.

YAEL TRUSCH. Yeah.

WENDY SACHS. So, it is building more of a sisterhood of a network. It is building hangout, not just relying on one person.

YAEL TRUSCH. Yeah, and nowadays, you just reminded me that I wanted to ask you about this, because it is so relevant to anyone not just those of us who are in the midst of a pivot, even to people who were feel stable in their career path or under 95 and that is the building your personal brand and being intentional about crafting our own stories and advocating for ourselves. But, it can be painful. It can feel aggressive, unlike you are out there bragging, especially if you're an introvert. But, how do you think we can cultivate that personal brand and get over feeling too self-promotional?

WENDY SACHS. Well, I think that we have to really know that today it's all about marketing ourselves. And that we don't, it is not bragging to tell people what you're doing. It is branding and today, whether you like it or not, everyone is pretty much their own brand and you have to let people know what it is that you do well.

YAEL TRUSCH. Exactly.

WENDY SACHS. And you can't be afraid about shouting it out. Because you want to be on top of mind, when people are thinking about a certain jobs or certain fits or what they are looking for; you come into mind without knowing what it is that you do. What you're, as a young kid say, what your super power is? You may not be, no, you may be overlooked. People are not going to necessarily be thinking of you.

Yael TRUSCH. Right, and isn't that tied to what you call engineering serendipity as well? Tell us about that.

WENDY SACHS. So, engineering serendipity is really... first let's just talk for a second about serendipity which I think a lot of people think is sort of a happy accident, right? When do you think this happened? And some people are really, really lucky. But serendipity is actually something that can be engineered. Something that involves more of you sort of intentionally making a move, and seizing an opportunity, and being ready for that opportunity, and not letting it catch you up; like you've done some of your homework.

You know who's going to be in the room if you go to an event. You know who's going to be at a meeting. You know who's going to be in the party or cocktail in a party. You know who's going to be in the networking event. But you've done some of the work, you've laid the ground work and now you're ready to seize on that opportunity. Now, you are ready to actually take charge and move forward. That is what is very different than just good luck, good fortune, magic happening. You are able to create that magic for yourself.

Yael TRUSCH. Yeah, you're able to create it for yourself. It's almost like we have this concept in Judaism of Divine Providence where—

WENDY SACHS. That's right.

Yael TRUSCH. Things are happening for a reason. They are not coincidence, but you have to do your part. It's not like God is working His magic but you have to work yours and be open to it and build a vessel for these things to happen. You have to build a conduit source. So that's—you have to engineer it. You have to go up there.

WENDY SACHS. That's absolutely right! That's right.

Yael TRUSCH. Talk to people, send those emails.

WENDY SACHS. Yeah. You just can't wait for it to happen.

YAEL TRUSCH. Absolutely!

WENDY SACHS. You really have to sort of go out there and seize it and then, yeah, a little bit of luck is involved, right? But you've also set things into motion.

YAEL TRUSCH. Yes.

WENDY SACHS. I think that's the difference between pure luck and serendipity. You've created the momentum for it.

YAEL TRUSCH. Yes, you have to take action. It's all about the action.

WENDY SACHS. It's all about the action.

YAEL TRUSCH. All about the action. And I feel, Wendy, like you are, yourself in the midst of a pivot as we speak. Publishing this book has opened a number of different possibilities for you. What are you doing different now based on what you've learned from the women you've interviewed?

WENDY SACHS. What am I doing different? Well, right now, I'm working on a documentary about women running for office and I'm doing—I'm sort of exploring a whole bunch of different avenues now. It's fun. I really like the public speaking and for my next pivot, whatever it is that I'm going to be doing it's I'm looking to help women, help advance women, help do the story-telling around female entrepreneurs and business leaders and telling their stories.

YAEL TRUSCH. Right. So this really has almost like you've curved out a niche that now even if you look back at your career, it feels natural. It makes sense for you, right?

WENDY SACHS. Oh, for sure. For sure.

YAEL TRUSCH. Yeah. Okay. Wendy, so let's switch gears a little bit to some Jewish topics. I'm curious about any Jewish traditions that you've brought into your home. Perhaps because you learned them in your parents home and you wanted to bring them in, or perhaps your husband brought them in or maybe as an adult you just took them on and decided this is very important for me and when you wanted to it. Anything that's particularly important that you bring to your home?

WENDY SACHS. You mean for like, Jewish holidays, Jewish traditions—

YAEL TRUSCH. Jewish tradition... yeah! Jewish customs... Something Jewish that is just very important to you, you brought into your life.

WENDY SACHS. Sure. Well, Israel is a very big deal in our house.

YAEL TRUSCH. Oooh, tell us.

WENDY SACHS. My husband is the Director, the Northeast Director of APAC. So Israel is a very big deal for us.

YAEL TRUSCH. That is so cool. Do you get to go like, super often?

WENDY SACHS. He goes every year, once or twice a year. And as a family, we've been there twice. Because my kids were bar bat mitzvah be there.

YAEL TRUSCH. Very nice. We are so looking forward to going back. My husband and I lived there the first year of our marriage and we're planning to go back for my son's bar mitzvah, so it's—

WENDY SACHS. Fantastic.

YAEL TRUSCH. I'm itching, it's like so exciting. My husband was there twice earlier this year and he told me, Yael, you're just not going to believe. Believe it. It just gets better and better.

WENDY SACHS. It does. When was the last time that you were there?

YAEL TRUSCH. Ten years ago. No more.

WENDY SACHS. Oh, yeah.

YAEL TRUSCH. More eleven years ago, something like that.

WENDY SACHS. Right.

YAEL TRUSCH. So, I'm so ready to go back. All right, Wendy, let's do some JLP fill in the blanks, okay? And this is the part of the show where I tell you a statement and you fill it with the first thing that comes to mind. Yeah?

WENDY SACHS. Okay, sure.

YAEL TRUSCH. All right. And these can get a little spiritual, so just to give you a heads up. Okay?

WENDY SACHS. Okay.

YAEL TRUSCH. I'm Wendy Sachs and I feel most spiritual when?

WENDY SACHS: When I am at a SoulCycle.

Yael Trusch: That is a first for me, but I do have to say there's something about the endorphins and exercise. I just...

Wendy Sachs: Totally. I love it. I mean there is a good reason why it's called SoulCycle. It really is very quite uplifting to the soul.

Yael Trusch: Oh you're so funny. All right, my favorite mitzvah or one that I connect to with the most is?

Wendy Sachs: That's a good one. We live in a very diverse community. We are just a few miles from Newark. My kids' high school is 60% African-American.

Yael Trusch: Wow!

Wendy Sachs: So I feel like when we are having these conversations about race and there's been some Anti-Semitic events in our neighborhood but when we came together for Syrian refugees and there is a lot of coming together. It's a very inclusive diverse community. So I feel like the biggest mitzvahs I guess are when I'm participating in these community conversations.

Yael Trusch: It's so important, it's so beautiful. I love that. My fondest, sweetest Jewish memory is?

Wendy Sachs: The Hanukkah Parties that my parents would give and that I continue to do when my kids were little.

Yael Trusch: Really? Very nice. I think I read once, years ago you wrote a piece about your kids and Hanukkah versus Christmas, right ?

Wendy Sachs: I think probably. It sounds familiar.

Yael Trusch: Something I wish I'd learned about Judaism growing up is?

Wendy Sachs: Now depending what temple you are in, you're not going to recognize all of the tunes.

Yael Trusch: Oh my gosh! So true. Get ready to be uncomfortable if you change temples, right?

Wendy Sachs: That's right.

Yael Trusch: When I give to tzedakah charity, I like to give to?

WENDY SACHS: The IDF.

Yael TRUSCH: Oh, so super cool. So super cool. Would you be okay if your son decides to join by the way?

WENDY SACHS: No, there's no chance he will. He spent his summer in Israel and absolutely hated—they had to do a boot camp, he actually dropped out. So there's not even—not a chance that he'll be joining the IDF.

Yael TRUSCH: Finally, I'm Wendy Sachs and today I'm most grateful for?

WENDY SACHS: My family.

Yael TRUSCH: Wendy Sachs, thank you so much for joining me today. And this was really fun, really nice, so much wisdom and thank you for doing it. It's really a testament to your generosity of spirit, your living and breathing, what you teach us in your book. Everyone, it's Fearless and Free: How Smart Women Pivot and Relaunch Their Careers. A must read. Really have inspired me and I'm sure you've inspired so many others to take those risks, reinvent yourselves, go for it fearless. I look forward to keeping in touch with you and having you here again. I know there is so much more to come from Wendy Sachs, so I'd love to cheer you on along the way. Keep us posted.

WENDY SACHS: Thank you so much, Yael. I really appreciate it.

Yael TRUSCH: Thank you so much.

[MUSIC]

Yael TRUSCH: Thanks so much to Wendy for stopping by. If you'd like to learn more about Wendy Sachs, visit www.wendysachs.com or follow her on twitter @wendysachs. Thanks everyone for being here. Please leave a review and feel free to email me as you spot women that you'd like to see featured on the show. Have a great day everyone.

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