

Girl Boss for the She Elevates Generation

Jennifer Malcolm 00:10

Welcome to the Jennasis Speaks podcast the Transformative Power of Women's Stories, a platform that empowers women storytelling to promote collective vulnerability, acceptance and healing. I am your host, Jennifer Malcolm, self made entrepreneur, women advocate and life balance expert. Welcome to Jennasis Speaks podcast the transformative power of women's stories where every woman has a story and every story matters. And with me today is a longtime friend, colleague, travel partner companion, DeLores Pressley. excited to have her with me today and have a little bio and then we're just gonna jump right into your story here Dolores. Today we have with us DeLores Presley, CEO of DeLores Presley worldwide, and founder of She Elevates. She is an international keynote motivational speaker and executive life coach who has dedicated her life to empowering and elevating women in business. She is an author and co author of several books, including believe in the power of you. She is renowned for her inspirational leadership in business, and has taught women around the globe how to have a powerful presence and live confidently welcome DeLores. So I'm just gonna dig right in because you have your hands and so many different things. Throughout the I've known you for about 10 years, I've seen you put your fingerprints and all sorts of things empowering women speaking across Northeast Ohio, nationally, internationally, and just wanting to hear a little bit about your story. And then we'll dig into some of the different pieces of who you are.

DeLores Pressley 01:49

Absolutely Thank you for having me. I just love empowering women and girls. I think my mother said I came out the womb going girl power. She's like, you come from it. I've always just wanted to empower women and girls. And my story goes way back to when I want to be a ballerina. And I think I was in like first grade, something like that. And my best friend and I got the opportunity to go get signed up for dance. And my mother signed me up for tapping. And I wanted to be a ballerina more than in the Jennifer. They told my mother that I was too fat to be a ballerina. Take tap dance. Wow, okay.

Jennifer Malcolm 02:36

Oh, yeah. So as a small child, you're already dealing with image or things that you can't do, you know, someone limiting you to what you can and can't do and how did you navigate or migrate from there?

DeLores Pressley 02:49

I think that was wonderful that they did that to me because I think as a little girl, then I was like, No one is going to love me my dreams. No one is going to be able to tell me what I can not do. And even as I go to high school, my guidance counselor said I wasn't college material. And she said you should just take a trade but I did go to a vocational high school. Give her that defense. She was like No, just do a trade. And of course, I didn't listen. I'd love to know. I love it is I fast forward. I decided I wanted to be a model and it was a big girl I words dress size 20. And it was not heard of about 35 years ago hardly Sure. And I started one of the first plus size model agencies in the United States.

Jennifer Malcolm 03:42

That's what having the power of no into creation. That's outstanding. That's me and holiday where you do running that business.

DeLores Pressley 03:50

18 years.

Jennifer Malcolm 03:51

Wow

DeLores Pressley 03:51

that for 18 years. And just when people tell you no. And listen, your dreams don't come with age limits. Jennifer guess how old I was when I took ballet because I ended up taking ballet. Not going to rob me of being a ballerina. That's amazing.

Jennifer Malcolm 04:07

I'm gonna guess 13 Yeah, right.

DeLores Pressley 04:12

Six, zero. I was 60 years old. And signed up for balance for you. Lesson. So

Jennifer Malcolm 04:21

good for you. That's awesome. And I love that. I mean as a small little part of your story as an in your early childhood, how again, you wouldn't let that know have power over you. And whether you're 13 or six, zero and taking a belly cat class to overcome someone else's obstacle or stabbing something within your heart. I think that's a phenomenal. That's great. That's awesome. So tell us a little bit about how you got started into the business because now you are a worldwide speaker and you have lots of different you have a nonprofit you have your friends Prophet, you're here in Northeast Ohio. I know we're all kind of sequestered in, in our, in our cities right now because of COVID. But what was inspiration? Or what started you on this journey of empowering women beyond your own stories?

DeLores Pressley 05:14

Yes. So to really become a professional, I was on a call back then it was phone calls like a teleconference. And I was talking about how I was speaking out for plus size women. So I have the opportunity to be on all types of shows, Entertainment Tonight, different shows, and constantly being an advocate for plus size women now for obesity, because it's right, that we were healthy. Sure, wasn't that but it was that you can love yourself, at any size, love who you are, right this very moment, right? This very moment, I tell women to look in the mirror, talk to themselves, say I'm beautiful. And keep saying it. Don't Don't answer yourself. But just keep on saying those things. And believe me, your mind is so powerful, you will begin to really believe it. So I was on a call and he was like, are you a professional speaker and honestly, I didn't even know because remember, I was an elementary school teachers, right. I was an elementary school teacher still had a full time business dimensions plus size model agency. And he coached me God rest his soul. I never even got a chance to meet him. His name is Bob loi, but he coached me lived in California. And he told me all about how to become a

professional model and how not the modeling but how to become a professional speaker. Okay, so that was the history. I started realizing that I could get paid for something that I used to get paddled for, because I watch all right.

Jennifer Malcolm 06:48

That's awesome. And that's so that's very similar. Growing up, I always had straight A's straight A's raise. The only comment was Jennifer Jenny. So it was known as Jenny Beth and Jenny talks too much she needs to learn to keep her mouth shut. So all this all these years later, again, how you take the power of something, and now you get to pay paid for it as well. That's awesome. And what how old were you around the time when you started your professional speaking?

DeLores Pressley 07:14

See, I would say I've been speaking professionally for about 35

Jennifer Malcolm 07:22

So was there women along the journey that also I know your mom has been a huge person in your life that we were talking even as we were prepping for the call of things that impacted you but were there other women throughout your career that you that really inspired you? Or really encourage you to find that voice to a overcome your own stuff, but be then be on the platform to really encourage and give that same essence to other women?

DeLores Pressley 07:51

Yes, my number one person was of course my mom she was my cheerleader. I was bigger than everyone else. I had kind of take my shoulders and hump over because the old days they have the class picture and I was taller than everyone but she say stand tall. But But believe it or not, Marilyn I still talk to my fourth grade teacher. Her name is Marilyn Swain. I spoke to her today. birthday was yesterday. It was it yesterday on our my anniversary the 23rd and she turned 85 on the 23rd and I just remember being in fourth grade and being in the front of the room and she was like Dolores you can do anything. And I was back in the day bullied because of my size. And she would always say nope Dolores you can do it. This woman steal at 85 years old still talks to me. I used to host a radio station at a radio station a radio show she'd come to radio station and she just stopped sending me birth well My birthday is coming. So maybe that's what I was saying was someone invest in you like that? A teacher that says you can do it and I've never ever forgotten.

Jennifer Malcolm 09:02

I love it and you talk about you know to women and you know obviously your mom has been a part of your life from early obviously from the beginning and then fourth grade and how that puts a backbone of confidence in the midst of people saying you can't do things and and the mantra is that you were just saying to look yourself in the mirror. Tell yourself you're beautiful. Tell yourself those those truths and retraining your mind and brain over things that we all deal with self image issues we all deal with. I'm too skinny, I'm too fat. I'm too short. I'm too tall. My hair is too this too curly to straight. You know we all have those things that our insecurities and our own essence and if we when we start really loving ourselves and believing the truth and dis really throwing down the lies the power of walking in that

confidence. So what an amazing gift that you are walking in but then to be able to multiply that and other women and now young girls as well. It has to be incredible.

DeLores Pressley 10:01

I'm just so excited about it. So as I mentioned earlier, I was an elementary school teacher for 27 years, and I still don't have business 25 of those years. But when and I'm going back to childhood. So that's why I think it's so important. When I was in the fifth grade, again, we're talking about young, I got an opportunity to go to the Ohio theater in Canton, Ohio, it's no longer here, I got a chance to spend time with the owner, I don't even know his name now. But it made such an impression on me. My parents didn't know about entrepreneurship, all they wanted me to do was get a good job and work, they really even didn't encourage me to go to college, they kind of mentioned it, but they don't have the funds and blah, blah, blah, when I was a fifth grader. So now she elevates gives girls opportunities, we call them sheet shadow program where they can shadow women and they can follow them in their companies, or they can follow them in their businesses. So we must shape the minds of are you right now. And they're never too early, I tell mothers and talk to your babies in the womb, you know, and there's something that needs to be done.

Jennifer Malcolm 11:09

No, and it's it is it's a power of words and encouragement, the the power of life, you know, words have the power of life and or death. And when you speak life into people, and you breathe that into people, and you really transform the thought pattern of your own self doubts or worthiness issues or what people have said, you know about you throughout the years. And I said this other day that you know, the mantra that says sticks and stones will break your bones. But words will never hurt the words of the ones that hurt the most. And they just stick and you remember the things from early childhood from being you know, teased on the playground, or you know, a boyfriend that broke up with you or something that happened that really just somehow gets a hook in your soul. And really speaking those truths is is amazing. So tell us more about she elevates because I know this is your passion and baby right now. And you've been working so hard to transition some of this because of the pandemic and making even more accessible. So love for you to kind of say, You're starting to tell me how maybe were the seed of the dream came from but start with the seed and then go to where you're at today. And with the tree and the full bloom.

DeLores Pressley 12:22

Well, I just believe it's a gift from God. And Jennifer, I was speaking in Florida and God had been telling me to do she elevates and, you know, we get really busy and we just don't really listen. And I came off the stage in Florida. And I heard clearly I don't know about the faith of your audience, but I have strong faith. And I heard God clearly say do she elevates he actually said Didn't I tell you not want God to say, Oh, I love it. I was I came off the stage and the people that I did so great. I was crying. I'm like God, I promise when I get back to Ohio, I was started and literally that's how she and she elevates is a nonprofit. It's a 501 c three that empowers girls, to be confident leaders, entrepreneurs and CEOs. They can work in a C suite. But so some girls might not really want to start the business but we're teaching them to be such powerful leaders that they can run the company even if they don't own the company. Jennifer we teach them to be girl boss. But listen to this. It's not just about a boss bossing

people around. It stands for bringing others success and significance. Wait, I gotta show you this. So that you're like Dolores who's going Oh no. Oh, that

Jennifer Malcolm 13:49

boss box is a box box with all these girl

DeLores Pressley 13:52

bringing other success and significance. So we have this boss box is going to be delivered to girls because of COVID. But this is one thing about things that happened that seems like they're bad. And what people to know that good travels with bad. So we normally have the Academy in person at Stark State College because we want the girls to know the college experience or things. But we had to do it online this year. But this year she elevates Academy will be online. We already have girls from all over the country registered and they're going to get that box with a lot of amazing things in like glasses. So sunglasses where they can see their future. It's so bright, they're gonna have mirrors in there. And they want to tell everything. I love it. I love it. I love delivered to their home. Can you imagine being an eight to 14 year old and getting a box with all these great things delivered to your home and just that box alone empowers me looking at it on my desk.

Jennifer Malcolm 14:54

I love it. Well that's the beauty too. You're just saying you know that good travels with that. Like the ability to To now even go outside the geography of Canton, Ohio. And now you're you're planting these seeds all over the nation like that even what can grow and sprout from that, like, you're just sowing seeds all over and really instilling hope and confidence. And when I saw the boss thing at first I was like, that's kind of a negative word. But when you explain it, you know, you're like, you know, cuz you think bossy. And so it usually has a negative context. But when you say you know that she's a boss, and you get a boss box with the meaning I love it. That's awesome.

DeLores Pressley 15:32

Have you ever heard, and I, of course, I was called bossy, but I'm really not. I'm a leader. In little girls who are leaders. They call them bossy. But have you ever heard anyone say a little boy who's a leader, as many people, they don't call him bossy? Girls bossy, so I'll take it.

Jennifer Malcolm 15:52

I'm bossy but and that's very true. So when you started to say that sentence, I was really like, I've never heard of someone say to a male or a boy, they're being bossy. It's always a female. It's always said in a usually negative, but no are assertive, and a leader and confident. And those are amazing attributes to have as well. So how does a girl get involved with your program?

DeLores Pressley 16:18

So they can go to our website, of course, she elevates.org. And there's different ways to get into the program. One is the Academy, which is happening online, as I mentioned earlier, and the girls start with us in between the ages of eight and 14. But then we have another program after that they can go to after they get older than fourth, well, they can go to the program before, but they can stay in our program till their age 21. So our goal is to bring other girls has been in the program to help along the

way. And they can stay until they're 21. Started age eight, we've only had it a couple years right now, we see it, like one of our young girls, her name is the theia. And muthiah has a card business and she's going to be one of the she rose. And we have she rose these of course like she and so she will be talking to the other girls. And she's going to talk about her experience and being in the academy.

Jennifer Malcolm 17:19

So how do other women so I know you have different people who help instruct and, and are there with you, either, obviously it start college when you're in person, and now the online but how other entrepreneurs people get involved? Is there an opportunity for people to help? Or what does that look like?

DeLores Pressley 17:38

Oh, hell, are you serious? Absolutely. We need so much help. Because the vision that God has given me is so huge. So if someone wants to volunteer, we need volunteers, we need donors, they can send an email to me at DPW. At Dolores presley.com, they can easily do that they can connect with us on our website, we need women and you don't have to have owned a business. If you'd like to volunteer, we need volunteers in so many ways. Sure. You name it, we need it because the vision is huge. And now it's gone global. We had a couple inquiries from other people outside of the country. That's awesome. And I wasn't even thinking broad enough, Jennifer, because we were going to have the academy from 10 o'clock till 1230. Because when we were in person, we did it for eight, eight o'clock is like that, oh, let's start late. But then I start getting inquiries from people on the West Coast saying the clock is too early, to change it to 12. So that just tells you how much it's going to go global.

Jennifer Malcolm 18:43

And just think when you start having global then you're going to you know, you're gonna have to have that person in the middle of night that's like, Alright, I'm a night person, I can teach you the villain night, not volunteering for that shift. But as it goes global that you have to, you really have to put it in different elements of how do you keep engaging an audience, girls, etc, when it's around the world. So that's awesome. I love the vision. And I love that. Even that you're saying that's a large vision. I know in my heart that you probably don't even know the fullness of it yet. Because if you open one door, how much more is behind there than you can ever think imagine? Hope for and it just is going to continue to grow. You also talk about the power of view. So that's one of the key phrases that you use. One of you go into what that means, how it was birthed, and give, give the audience a little bit of insight on that.

DeLores Pressley 19:34

I think people are more powerful than I've ever been taught to believe. I believe that you have power in you. I think that it goes on tap so many times. And I have like you said I haven't had books about that. But your power is inside of you and I talked a minute about affirmations but I have something that I call faith in nations where you affirm something in your life with your faith. So when I I want it to be on Oprah Winfrey Show.

Jennifer Malcolm 20:03

Yes, I wanted to go back to that story too after this. I'll put a note here.

DeLores Pressley 20:10

But I affirmed it. I would say every day, I am on The Oprah Winfrey Show with my black jacket, my blacks, and some red high heels. High fiving with Oprah, and we do affirmations or if you want to call them faith nations, they must be in the present. So you don't want to say, Well, I want to write my book. No, I'm writing my book. And so I would say I'm on Oprah. And people will look at me like, I'm crazy. Like, how do you think you're gonna get on The Oprah Winfrey Show? I have so much power, but you must practice it. And that's why I say talk to yourself, say those things to yourself. What are you reading that is empowering you. I remember, I was waking up in the morning, and I was looking at my phone and looking at Facebook, but is that really empower me, I need to do something in the morning that I'm reading that's going to feed my spirit. Help me grow in business. Help me to be a better person. So what are you doing to empower yourself, I think that you should take 11 minutes saying put your feet up whatever it is every day. Because we must practice self care. Because you can't take care of others. You know that all adage on when you get on that plane, they tell you to put your mask on first. It's so true, because you cannot take care of others. But you can be an empowered person.

Jennifer Malcolm 21:35

So tell us about that day on Oprah.

DeLores Pressley 21:38

Oh, boy, cuz I still get giddy about it.

Jennifer Malcolm 21:40

I love it. Because I've heard the story before and you still light up and get giddy. And I'd love to hear a little bit more about that story and share with our audience as well.

DeLores Pressley 21:49

First, it's a lesson of tenacity. I had sent my book and she didn't even mention my book, by the way. My book to them for two and a half years before I even heard one thing back from The Oprah Winfrey Show. How many of your audience would have given up after the first year or something. So that's the story of tenacity. I'm driving down the road, my cell phone ringing. lady says I'm a producer from The Oprah Winfrey Show, I put my phone down which I asked her to hold on, which I should have never done. Don't do that. If someone calls. I just said Thank you, God. And I picked the phone back up and she was still there. And luckily, thank you, thank goodness. They told me that I will be talking about teaching in America because I was a teacher. Remember, I still own the business, and was a teacher and still an author and still a speaker. But it wasn't even that didn't even happen. It was her favorite thing show. So when I got there, and my students got a chance, they didn't get to go to Chicago to the show. But my students got a chance to be featured on The Oprah Winfrey Show. And it wasn't even about teaching in America. She just loves teachers and all those amazing gifts. And my best friend that I mentioned earlier, Larissa, who got to be the ballerina when I didn't get to Trina, she got to go with me and got all of those things. So she still owes me. Even I took her son to have a chance to meet Michael Jackson. Can you imagine he loved me he was on like six. But she owes me from Michael Jackson.

Jennifer Malcolm 23:25

I can't wait for her to hear this podcast and like, my list of things.

DeLores Pressley 23:31

I have the power I need Hmm, did I even get a chance to be Michael Jackson. get a chance to meet some of the most incredible people but he's the power in us. And it takes action. It takes work. We talk about the girls and, and being an academy and it's going to be fun if the kid is engaging, and all these things. But it takes work. Right being an entrepreneur, it takes work I have this one thing called decaf. And decaf is really not the drink. But an acronym for making a decision. So decide what you want. E is for being empowered. C is for commit a is act, you can't do anything with that. And F is for focus and follow through. So if you just do that to bring power to your life, it will you will be empowered. I use decaf this day for everything.

Jennifer Malcolm 24:25

And I think it's interesting because you you really hit on it. You're saying the words. In the moments you're saying in present tense, which is important. I am an author, I am writing my book. I you know I am on Oprah Winfrey, instead of I will be someday because that's I think most people will say like, Hey, I would dream in my heart that someday I'll be on Oprah or someday I'll write my book. And Sunday often doesn't come and I actually when I was dating my husband, we were in this you know, he's like, Well, yeah, well, we'll go there someday. And I'm like, Nope, I don't believe in Sunday. I don't believe in Sunday because Someday, never comes. So you have to plan it, you have to be actionable with it. And so I think that piece of present tense, talking and affirmations to yourself, but you also have to put work behind it. So even if you would affirmed it, but never reach out to Oprah or been tenacious about reaching out and continue to reach out for two and a half years, the likelihood was, you wouldn't be on that on the show there is putting those two elements together present tense and tenacity with your action items. That's awesome. What some, I'm gonna go a little bit off script here, what's something that most people don't know about you,

DeLores Pressley 25:35

and I love to dance. I love singing. And there's one thing that I don't share a lot, and I'm going to share it today, all about power four. So when I was newly married, I ended up with endometriosis. And then I've been married for 41 years. So that was a long time ago. And it was considered the white woman's disease. And they were saying that black women don't get that disease. So they didn't even look at me for that disease. And unfortunately, it was all over my organs. And I wasn't able to give birth. And that was the one thing if anyone knew me when I was little, I was always rocking babies, I had every baby in church and and so that was a devastating for me. And, and I didn't even share it for a long time because my mother God rest her soul was she didn't really like tell them things like that, you know, the family secret or whatever. But you should tell things like that, because that there are so many women out there who have problems with infertility and not able to give birth, but they can see someone who wasn't able to give birth, but I have all my children. And I do have two beautiful, oh my gosh, great grandchildren, grandchildren, two boys, they're my husband's children, my children, I have children. And I had to pick myself up off that floor moment because it is David.

Jennifer Malcolm 27:06

Yeah, and thank you for for sharing that. Because I know some of the women that you know, have agreed to be on the show with us have dealt with those issues and either multiple miscarriages, actually

carrying you know, a child to 99 months and then losing the child during childbirth and fertility, adoption fostering so we have a lot of those that you know, motherhood can look very unique and very different. But it is a it's a heart string topic for a lot of women. And it's a lot that I've heard through the years well, it's kind of a private issue, don't talk about it. But the power of talking about it is in the healing journey. And the healing of I'm not alone, in isolation, in shame, any of those things that come with not not having something that you know is in your heart and know. So thank you for sharing that. But I would love to see you dancing, and you did just have your anniversary a couple days ago with grant, and you said was 4341 years, 41 years. And I love looking at your pictures on Facebook because you guys always have your romantic from your wedding pictures all the way through your professional pictures now with him. And I love that you guys do so much together because I've seen when you're doing your conferences, and you're doing things you know, he's right there by your side, loving you, supporting you, cheering you on. And that's an amazing, amazing man and marriage. So

DeLores Pressley 28:26

loving is amazing. And he is so romantic. I am. I can't say I'm the most romantic, but he is and he keeps because keeps giving he's so loving. And that's really a blessing because I coach a lot of women, and I have some women that I work with whose spouses or partners are not really down with helping them and not really supporting them. So I am very thankful to God. Yeah, my husband and I know you do to the supports what I am doing.

Jennifer Malcolm 28:59

Yeah, when I started talking to him about this dream in my heart for this podcast, and Jennasis Speaks and where I wanted to go and he was like, all right, like, he's right there beside me, encouraging me he's, you know, helping edit, he's helping you know me formulate, formulate some words and pulling things together. So having, you know, a strong partner that supports strong women, bossy women,

DeLores Pressley 29:25

Leaders

Jennifer Malcolm 29:26

leaders know are is is an essential. So I'm very, very grateful for that. There's another term that you use often is carry as you climb. So what does that phrase mean?

DeLores Pressley 29:40

It means take someone along your journey. I think every woman should have a mentor. It should have a sponsor, and they should have a coach. So most people are familiar with all of those like I coach women who want to be speakers or women who want to grow their businesses or women who just really want to live the life that they want and needs Someone along the way, but a mentor and I hope everyone has a mentor. And I hope every person, not just women will be a mentor for another person. So that's just helping them, helping them, they have questions answering them. A sponsor is a little different. A sponsor is more in the corporation, a person who is there, I may talk about how amazing Jennifer is when she's not around. And that's what a sponsor is, they help you as well. So I think everyone should do that. So carrying as you climb, means you're taking someone else along. So me I've had an opportunity to be very successful. There's a quote by Chuck poloneck, it says, and it's a

little different. So he says, we all die, the goal is not to live forever, but to create something that will, that's kind of how she elevates was birth, I want something. And not it's not about the worse, but is about something that will live long past the Lord will make a difference in the girls lives. Even parents from last year, when the girls in the academy, they tell me their daughters are so confident that they don't even recognize their daughters cheering as your climb, is taking other people with you, in the corporate everywhere, you know, wherever you are, if you own a business, if someone else, you know, climb with you don't climb with an empty bag,

Jennifer Malcolm 31:30

and I and I guess that that piece, you know, I other people say well, that's a coach, but I think you're saying very distinctly they there's different elements for each of those. And if I have to be all three, it's very intentional to say they look very different. They have different y's and they have different outcomes as well. What are some other ways to help girls or young women to be empowered?

DeLores Pressley 31:56

First of all, you should be speaking and i what i call life into them. Watch how you speak to girls, how you talk to your children? What are you saying because those things resonate with the children, and what you're saying around them. You just can't say anything. I need some young girls who to me, they are much more grown than they should be. Because they've been exposed to so much and there's so many things on television on the internet. So to empower a little girl, just give her limited time. Now I'm not saying don't let her be on the internet or anything like that. Look at what she's watching. Look at what she's saying. And most importantly, listen, listen, is she talking to you when she's out of school? or What is she just be really intentional about listening to her and what you say to her because the power of words how powerful people and you said earlier like earliernsticks and stones. But words will never hurt that's a lie because words hurt

Jennifer Malcolm 33:07

Well and the essence of the words to like it is it's a constant record in your mind. So things from childhood things from being a teenager things from different walks of life you have words that people try to stick on you so you're this you're that you're in it and they're hurtful and you do have to then be very cognizant, which goes back to were talking about before about your affirmations and the words faith faith nations that you say about yourself because it's almost like eating you are what you eat, you know, you put good things in your body stronger. Same with words and mental health as well as that, that it's essential to speak life and you know, me raising, you know, I have three teenagers but two or you know, young women and you know, 15 and a half and 17 and you're 17 and a half year old girls right now and watching them become their own watching my middle one going off to college as well. There's a lot to say you know it I hope all the good all the confidence all the positive things that you know, I've put into her her dad's put into her step parents have put into her that those come out of her heart when you know she's she's on her own as well. And I've full confidence she will succeed. But it isn't the listening piece because that's what's coming out of their heart and mind and soul.

DeLores Pressley 34:27

It's important that we listen so many people and that's it. You know, I talked too much, but I am a good listener.

Jennifer Malcolm 34:35

You're just a leader. That's not we're just going back as a leader. For different women who inspire you or authors, you like to listen to podcasts like how do you feel your tank because you're giving out so much, you know, positive. So what are the things that also inspire you to keep you moving forward as well?

DeLores Pressley 34:54

Well, I'm inspired by Michelle Obama. I had the opportunity when she was in Cleveland to get a I didn't meet her per se and I've been in the audience. But that's shocking, isn't it? But I didn't really do an intention to meet her. That's so so inspired by her story and what she was able to do as a former First Lady of the United States. She just inspires me to know that and of course, Oprah doesn't know it yet. But she's going to be involved. Was She Elevate?

Jennifer Malcolm 35:27

See, you're just speaking about there. She will be involved.

DeLores Pressley 35:29

He is involved. Exactly.

Jennifer Malcolm 35:32

She is involved in she elevate. So when she listens to this podcast on day one, we declared it then that's great. But why? Why do you think and I didn't know what it feels like the theme on this really is the power of words. Because even throughout your book, your program, she elevates all of this, there's this the Matic thing of really, the power of words. And in your, in your own words, what? Why is it important for me? Why is it important for our listeners? Why is it important for other women to really understand that concept? And because some people like that's a little blue or a little fluffy, or it really doesn't work, but in your own, you know, from from the mouths of mouth of DeLores Pressley. the why behind that.

DeLores Pressley 36:22

So you were created for purpose, you were created for purpose. But if you don't use your power, you may miss out on some success, you will just like you mentioned earlier had I not started sending my information to Oprah, I would have missed out on that opportunity. Your purpose is greater than you. And I want you to touch into your and you can think Whoo, if you like, but believe me, I know that it works because I've used it. And I've coached hundreds of women who have used it who can't. Matter of fact, I was just on a coaching call this morning, and one of my clients who literally Her name is chalon Barnett, check her out on social. But she didn't even speak above a whisper when I met her. And I gave him a story. When I said you have to speak from your diaphragm. And I when I was a teacher, there was a famous man there in my room. And she said she stood up and she said Mrs. Presley says always speak from your diaphragm. So Alon didn't even speak of a whisper. And now she's spoken in London, she's been to Africa, she's been all over, because she finally believes in the power of herself. So it doesn't matter how much I might believe in you, right. But if you don't believe in yourself, right, and you tap into that power, then you're not going to reach your full potential in my opinion.

Jennifer Malcolm 37:54

And I think that piece of, you know, not allowing others to hold you back. But when that truth, pillar, nugget, whatever becomes ignited in your soul, that I am this, I am a powerful Speaker I am, I'm going to change women's lives one story at a time, because every story has a story, every woman has a story and every story matters, to really just when that becomes true in me, it's a lot easier for that spark to ignite to other people. It's just the same with she elevates, as you've transformed that to an online platform. And now being able to expand in geography and time zones and throughout the nation. And that spark comes alive. So it is I think it's you know, I can believe the best and some I could be blessed believe the best in my daughters. But until they believe that truth, and they walk in that confidence, and they walk in that calling and they walk in that purpose. It's just mom telling them something, you know, that she has to do as a mom, why do you think it's important for women to understand that they have the power to work for themselves versus someone else? Even if they don't? So even if they you know, you a lot of what you teach is on entrepreneurship. But why is it important to know, hey, I can do this, even if I choose not to?

DeLores Pressley 39:12

Well, I think many times we are role models, and people are looking at us even when we don't realize they're looking at us. And so if you're not really using your power, then as I mean I keep saying I know it sounds like a broken record, but your purpose is so important. And you have a reason to be on this earth. So it doesn't matter if you want to be an entrepreneur. It doesn't matter if you want to wash dishes, it doesn't matter what you want to do. But do it to the best of your ability and then share that ability with others because it's just going to make a better world for us. We need to really love we so many things are going on in this world right now. But if we just let love me, such a much better world If you use your power, it'll be even greater.

Jennifer Malcolm 40:03

And that's, that's the essence, even with this podcast is, you know, we're not targeting a certain faith, we're not targeting certain economic status or it's just for entrepreneurs, we're not targeting an age or a race or sexual orientation, even like, we are just saying, you're a woman, and you're powerful, and you have a voice and that voice matters. And the more that we can instill that love kindness into ourselves, first, put your mask on, like you said, at the beginning, on the airplane, the airplane is going down, put your oxygen mask on first. But when you can come from that place of love and acceptance and power, that then can overflow into other women. And that's the, that's the one in the, in the hope for the Jennasis Movement is that women just become more confident their own selves. And it doesn't mean that they have to write a book or perform a ballet, or be on Oprah, it's just that they're a good woman, they're a good mother, they're a good partner, they're a good contributor to society, and work and, and that piece is, you know, really aligns with what you share what you teach how you walk your life, that's pretty cool.

DeLores Pressley 41:21

Don't let anyone tell you about your own self worth. Once you understand your value, you will be paid your worth. But again, it goes back. If you don't understand that you're valuable, then you won't make the money that you should be making. Because you're afraid to ask, and women who are in corporate, I

say ask for what you want. And then be quiet and listen. Because Oh, statistically, men make more money than women. But why is that? Because we're always making excuses. I could have said and I mean, there probably was a time, you would have said Oh, you have on a beautiful pink dress? Well, this whole thing because women we just kind of do that. You matter? Don't let anyone tell you different. You matter.

Jennifer Malcolm 42:08

So where are you going from here because I know that she elevates. But I know there's always dreams going on the back of your mind. And as you're as you're working in for made formulating this one and pulling all the pieces together, there's other things kind of in the back, is there anything that you feel good about sharing with our audience today,

DeLores Pressley 42:27

you kind of know me, right?

Jennifer Malcolm 42:30

I do, but the audience doesn't.

DeLores Pressley 42:34

So I writing a children's book, I won't really give the name of it. But it is. Yep. And it is kind of sharing my story too, about my whole life and everything and being fat and all of that. So that's one thing that I'm doing, I really want to see she elevates taught all over the world. And literally maybe into schools, we may go into schools, I don't know if I want to travel as much as I used to. But now with COVID, you can be a virtual trainer right over there. So that's kind of where I am, is making sure that this book is making sure that these girls all over the world are confident, and just enjoying life, because I think we should enjoy. like

Jennifer Malcolm 43:18

going back to your phrase you said earlier, you know, the good comes with the bad, you know, the ability to stay home that the world is even smaller in a lot of avenues, that virtual meetings is so normal. And the opportunity to have a larger audience and a larger expansion in each of those areas has just really opened up you know, wide. And for for our team agenesi. and Associates, we made the transition easier, very easily because we're a virtual company. So the transition was very easy. But it allowed our clients and our colleagues to really step into airspace that we were comfortable with. And so instead of driving to every meeting and getting in the car here and there and hustling and bustling around or getting on planes and traveling, like we're able to be more efficient, more family time, etc. So there is the good that comes with that as well. I actually heard in one of my mentorship groups, find your COVID keeps so the things that you really learned in COVID a lot of it had to do you know, in the sharing of this was family time family dinners, family games, but what are those things you really want to keep, you know, as the world and you know, goes back to normal and more open. But one of those COVID keeps that you really found through the process of being you know, at home and with your family that you feel like wow, I forgot a I cherish these moments and those COVID key.

DeLores Pressley 44:43

You have a lot of small, you know right now being in your homes or wherever, but at the same time, it's so gigantic. There's like what 8 billion people in the world. Now you can reach all eight. Exactly. Exactly. There is such a difference. Exactly.

Jennifer Malcolm 45:00

Do you have any last minute thoughts for our audience, before we wrap this up?

DeLores Pressley 45:04

I just want you to be the person who you were created to be. And I want you to take action. So instead of just thinking about and saying affirmations, and all these different things, act on it, do something that's going to make a difference in someone's life. It may not even be the world's life, but someone around you, so act and do something that's going to make a difference, someone else's.

Jennifer Malcolm 45:34

And that part of leaving a legacy doing something that is beyond you as well. So thank you so much for being with me here today. And as I complimented you in our pre show the pink on you looks amazing. So I love You're always you're always polished and put together and so thank you for being here today. Thanks to our audience for coming in and listening to DeLores's story. I hope you are encouraged and empowered today through this. So stay tuned for our next episode of Jennasis Speaks where every woman has a story and every story matters. Subscribe to the Jennasis Movement to empower women's voices and reclaim the power over your own narrative.