



Relief Society and Social Media | A How I Lead Interview with Jennifer Sumko

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Obviously you've come to the leading saints podcast because you love podcasts and you love consuming content in this manner, listening to a pre recorded conversation or interview or presentation. And we get a lot of good stuff here. But nothing compares to an in person retreat experience. This is one thing I've learned in the last few years that we are infusing into our leading saints content is the need for in person experiences, also known as retreats. So leading saints has started putting on retreats. Well, for men, women. We're going to play around with couples retreats and now we'll try it all. But retreats are a transformational experience and I implore you to go check out leading-saints.org/gathering where we list all of the upcoming retreats, some are open to register others you can get on a waiting list, but we would love to have you at the next in person retreat. Now, if you can't afford it, if there may be if you price out of these opportunities, don't worry, we have very generous donors willing to put up money for scholarships. So either go there, check it out, register or apply for scholarship, and we'd love to have you the next gathering saints retreat. Put on by leading saints. So go to leading-saints.org/gathering to check out the upcoming gathering saints retreats. So my name is Kurt Francom, and I am the founder and executive director of leading saints and obviously the host of the leading saints podcast. Now, I started leading saints back in 2010. It was just a hobby blog and it grew from there by the time 2014 came around. We started the podcast and that's really when it got some attraction and took off 2016, we became a 501c3 nonprofit organization and we've been growing ever since. And now I get the opportunity of interviewing and talking with remarkable people all over the world. Now this is a segment we do

on the leading saints podcast called how I lead. And we reach out to everyday leaders, they're not experts, gurus, authors, PhDs, they're just everyday leaders who've been asked to serve in a specific leadership calling and we simply ask them, how is it that you lead? And they go through some remarkable principles that should be in a book that should be behind a PhD. They're usually that good and we just talk about sharing what the other guy's doing. And I remember being a leader just simply wanting to know, okay, I know what I'm trying to do, but what's the other guy doing? What's working for him? And so that's why every Wednesday or so we publish these how I lead segments to share. Jennifer Sumko, welcome to the leading saints podcast. Thank you so much. It's so great to be on here with you. And such a fan of yours. Oh good. You've made it inside your headphones. You're now in the podcast. It's a weird world we live in, right? It is. It is a world weird world to be able to feel Friends with someone that you've never met. Or is amazing. Right? We're old friends. We do the dishes together, go on long walks, and I just talk in your ears and yeah, it's strange. But here we are. Where are you from? And put yourself in the context here. Yes, okay, so I grew up. I'm originally from Salt Lake City, Utah. And I was born and raised there in just an awesome community and wonderful family. I attended the University of Utah. And graduated from there and moved down. I kind of did things backwards. I moved from the University of Utah and moved down a Provo Utah after that. And I took a dog down there with Franklin Covey when they were headquartered down there for a time. And then I was still single in my mid 20s and decided to venture and moved to Washington D.C. for time. Moved back for a short time where you tell her I met my husband and once he decided to attend medical school in his late 20s. And so we packed up and moved away to Pennsylvania for a decade and then I've been in Arizona for the past 8 years after that. So I'm kind of a transplant, all sorts of places, I guess, but. Awesome. And it sounds like you've had a good, you've lived in different saturated areas of the church. I mean, other than Pennsylvania, of course, but the Arizona latter day saint experience, the Utah latter day saint experience you've seen it all.

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You know, I've seen I've seen a lot. I guess we've all seen a lot, right? Yep, that's cool. And now you are, I don't know, do you like the term influencer or you know, I do not like the term influencer. I apologize. I will not use it. I can't even influence my ten year old. I can't influence, but this is like the economy that we live in now, right? The influencer economy, like big brands aren't necessarily going to the Super Bowl commercials as they are going to the mom or the DIY person online who's got a significant platform. Right, right. It's kind of an amazing, it's actually an amazing gift, but also create some amazing challenges, I think. And yeah, we're all, and that's what we're going to discuss today a little bit. And it's a topic that I think is really important to just have more conversations on. In the context of church leadership because I think it impacts those we lead and the world we live in more than maybe we give it credit to. We know we know the Internet is big, social media is big, but the influence it can have on us is it can be daunting at times. So maybe first of all, just describe what is it what is your, what is your

platform and do you have a certain theme or a focus? Yeah, so it's kind of evolved a little bit. It started out with a love. I've always had a love of old and vintage things and it started out also rooted in design so interior design. And then some client work and then it moved into I designed an earring collection. And so that kind of, I watched that a couple of years ago and that took off on its own. And so I kind of switched gears and focused more time on designing products. So after I designed those earrings, I always loved fashion and started designing some dresses just on the side. And that has kind of taken its own way and most recently I've been collaborating with Dillard's on a spring and summer fashion line that will be coming out this spring. So it's been quite a ride. It's been exciting, but challenging, exciting. And so maybe just like this is such a joke with people in my ward they'll ask me the typical questions. Oh, what do you do for work? And I'm like, well, I'm a podcaster. And they think I'm joking, like, oh, that's a pretend job, or it's like, no, that's what I do. It's very 2022, but that's really what I make a living. And so some of these jobs, quote unquote, or careers can feel like almost, that's not really a thing. Is it right? So maybe just walk us through what are the typical things that you do as you're sort of managing this online platform, but also I guess you're developing products and hearings and whatnot. Yeah, no, that's isn't that so true. I know, in fact, sometimes I think even my kids are like, mom, you don't really work because you enjoy your work. I love what I do. And I'm like, no, it's job. It's working. I would say it's partly spending time on marketing strategies. I mean, that is definitely part of it. Collaborating with brands and reaching out. So meetings also designing and actually designing product and then working with manufacturers to have those come to fruition and then you have the website that's loading and selling and then there's sending off the product, there's also it's really multifaceted, which is so much fun and so exciting. My favorite part is actually the designing part. But then my favorite part of social media has been the connecting and the gathering of women and kind of involving others in this passion and hopefully and hopefully just in our own way gathering and connecting through social media. Yeah, yeah. And do you feel like this pressure you sort of got to feed the beast every day, right? And so you wake up constantly thinking, okay, what am I going to talk about? Do I have to do Instagram stories or what's my next vintage project I got to keep up with to show them something new? I mean, is there this consistent pressure of posting and feeding the beast? Yes, there is. Okay, part of it though just comes naturally. I naturally, when I go to sleep at night and that's really why I started this is because you kind of do what you kind of, when you fall asleep at night, what do you think about? That was advice that had heard one time about pursuing something that you love.

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And so it's natural I want to create, and so it's just, it's part of a party. But I also have found as it's become more of a business. And I've had to really focus on involving every father in that process. So every morning, I wake up in the first thing is praying. And part of that is bring about obviously my family and the things that matter most, but also kind of that cross between work and faith and just bring help me to help me to know how to create what to create if it's too much to create kind of the balance of it, I think I found that to be the most important part of what I do

because it allows the cross connect between faith family and work. So yes, yes, it is a challenge. Yeah, yeah. And I guess the reason I was drawn to this discussion is that social media, I think it's fair to say, is definitely the audience's leans more female than male. Is that especially on platforms like Instagram? Is that safe to say? Yes, I think so. Yeah, definitely. I know, just even with the leading saints platform on Instagram, it's like 75% of the people who engage with our content are women, even though I don't know, it's easy to assume leading saints as a more male focused brand because you're more likely to be a male and serve in a leadership role, but obviously leading that's a whole nother story. But so it's definitely a female centric experience and it's to the point where it's like, you know, it's becoming, you know, man, I'm going to tie myself a nuts with this topic, but bear with me here. But for sure. You know, women that sort of becomes an escape for women, no social media. They've had a long day or young moms with the kids and doing this and that. They can escape to watching Jennifer, you know, do her vintage designing and it's engaging this maybe something that she wants to do in her home or whatnot. And so is it fair to say it is this escape and is it always a healthy escape? Absolutely. I think you're absolutely right. It is an escape and it is a creative outlet. And I think that it can be a healthy escape and it can also not be. You have both. It can we can use it for our good and there's always a negative with that as well. In fact, I was reading I was reading in the scriptures just recently in ether 1226 and it talks about how God gave us weaknesses so that we can be made strong. And I kind of inserted instead of weakness, I kind of technology because I'm always trying to apply the scriptures in my daily life. And he gave us technology that it can make us strong, but it also can be can be a weakness. And it just depends on, I think it's just something that, like you said, we don't talk a lot about, but it is influencing those who are around us so much. And if we can just, I think that it's important to kind of have these discussions so that we can all help each other to kind of learn healthy ways that will look differently for each of us on how we can ingest. Social media and then also how we can be mindful of what we're posting. And knowing that no one's going to do it perfectly or right, but just kind of being aware and having these kind of conversations I think is super important because it's influencing so many people. It's important to me. As much as I'm trying to influence a business so to speak. Right. Yeah. Is there anything else you would add to the discussion as far as just the dynamic of social media in the context of relief society sisters? Anything come to mind? Oh, yes, yeah. You know, I have had an opportunity to serve and release society on a couple of different capacities. And I definitely think it's huge. Really society is a place where women just naturally compare, right? So, but release society is a place also where women want to go to feel safe and feel loved. We all have that common goal. I don't know if anyone that goes to release society and walks in and wants to not feel accepted or not to be loved or not to fill a spirit. And so I think that recognizing that we also have so many different types of women in relation to society. We have women who are using social media as a platform and posting. We have women who are ingesting social media and we have women who don't think that social media that there really is a place for it and that it should even be existing and is frustrated with what women are posting on it because it's sending a message that they feel like they don't want to have sense, so to speak.

So there's kind of this diverse, it's kind of diverse. And I think that the goal is that we can all hopefully understand that we all want the same thing and we all want to feel acceptance from our heavenly father. And as we, as we strive to use social media in evolve, I have my father in our social media in both directions that and in our lives in general, that I think it will help us to feel more unified and less judgment and just more love and understanding for each other. Yeah and that concept of judgment is really interesting and to me this is where lies the danger of social media and the more I talk about this and think about this. I think I'm just turning into old band and you get off my lawn type of person. But I guess the reason I say that is that I really made intentional step away from social media because even if you have wholesome content, I mean we all know there's garbage and all sorts of things that pop up in our feet or whatnot. I mean, yeah, sure. But setting that aside, even this even you're stepping into a realm where there may be wholesome content of the neighbor going on vacation, we see Jennifer's awesome vintage design. We see necklaces. We see, you know, some cool videos, some funny memes, whatever. And our brain, which is naturally designed to make judgment on all these things when they see the neighbor on the beaches of Maui, they think she's there, I'm not, right? I mean, even if it's subconsciously and it's sort of like this, she's above me, I'm below her, or vice versa, right? That, oh, I'm above them. And again, we're making judgment in a we're just doing what our brain naturally does. And so that's just the tricky thing about social media and I see more and more people drawn to it. One, I mean, there's all the documentaries about the dopamine hits, the drug that it is, sucking us in, and then to constantly make these comparisons, and it can quickly crept from the core. Oh, absolutely. And it's like you're saying, I mean, I think that this is actually also just a big problem in the church in general. I'm not a problem in the church, but judgment is a problem across the church across all churches, right? We're to not judge and then, but we are also to judge righteously. And I think how do we make those two coexist is the question and it's something we have to be intentional about, right? Like you can't just passively let these judgments take over, you have to, I recognize the difference, the contrast here. Now, how do I define that and how do I define me with it? Oh, absolutely. Yeah. Someone actually told me the other day. They're like, I was having a conversation with a good friend, and they were talking about, you know, the top 5 people that are on your feed are actually the top 5 people that influence you in your life. And I think that, I mean, that's like a good reminder that how, as we can kind of constantly kind of go through our own feeds and look at kind of who we're following and not make give people grace and not judge, but just kind of understand like, okay, like, who do I want to be surrounding myself with? And what kind of content do I want to be surrounding myself with? Because I think that it does. It does influence us. So I'm curious, you mentioned earlier, just the concept of and forget exactly how you framed it, but just inviting God into that world. And obviously as a content producer, you're wanting to produce good content, be sort of seek guidance on that side as well. But how would you unpack that a little bit more like where's the applicable level for that? What does that look like in your life? Well, one of the, one of the things that really helped me when I decided to start this business because I felt a lot of the things you're talking about as far as how judgments and judging and I really want to do this. And I took the self reliance class that the church offers on how to build a business. And it really, for me, was kind of it was life-changing because it talked about the first thing that we do

when we decide to start a business is to ask ourselves why. Why are we starting this? And then we take that to the board. We take our wise to the lord and then from there, every single day as we have our list of action items that as we include our heavenly father in part of our business as part of our business plan, so to speak, that he has, he hasn't figured out for us. He knows what we need.

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He knows what we need to become self reliant. And my, you know, the reason why I've started a business is going to be different than a million other people's reasons. But the fact is that he cares. He cares about every detail of our life. And he wants us to be successful and to do well in whatever we decide we want to do. And so for me, it is the basis of starting a business and has really made all the difference and allowed me that confidence knowing that, okay, this is, I know my why. I know why I understand my why. And I feel okay about that with God and but we also need to constantly keep asking the why, because our business has changed. I started out doing one thing. And now I'm at some point, I am doing something completely different and I think it's important to constantly ask ourselves the why we're doing what we're doing. Yeah. Now I love that framing and on both sides, not only running a business, but going to social media or other platforms, why are we doing this? Is it sort of are we numbing out? Is there a deeper purpose of what you're learning and whatnot? Because it can be such a easy place to just get lost mentally and. Anything else in your outline here that the points that you say, anything else in those first couple that we haven't touched on, you want to make sure we cover before we move on. No, you know, I just think I just think there's so much good in social media too. I mean, we focus so much on the negative of social media. And I just know personally in my own life and I've seen it in the lives of Friends. There's so much good that can also come from it. And I think there's kind of this fear around it because we also all know someone who started out on social media platform and has left the church. I think we all have seen that. And watched that. And that's difficult to watch, and it kind of creates some fear around it. But also remembering that we are given a gift to live at this day and at this time, and part of that gift is social media. And it is the actually biggest platform that can be used to reach the most amount of people as a stay at home mom, or as a mom, or as anyone for that matter. The missionaries they're using it. And so I think kind of just focusing on the positives of it and just learning the tools to eat. So each of us learning tools, like I don't have the answers at all. But just I just noticed that as I strive to bring the heavenly father into the tools to learn how to use it better that it that I find more peace in it and I think that's what we're all starting with was peace and love. Yeah. Any guidance on maybe how somebody could better do that. Maybe there's somebody on social media and they're just sort of they just follow whomever and it's very passive experience. Any way you would suggest someone be more intentional as they approach social media? Well, I definitely think like asking ourselves again like the reason why what are you on for? Are you on to be for educational? Like for me, it's actually part of my job to go on there and you're inspired visually for creating content. And so recognizing, okay, why else am I on there? Is it to learn? Is it to just be have

entertainment, which is not a bad reason as well. But then if it is just being used for entertainment, like how much are we using it for entertainment or kind of to ask those questions? I also think I have found in my life the same principles that I've used in just my business in general or in receiving personal revelation that as I use those same principles with my social media that it's really it's really helped me so one of my favorite scriptures is in doctrine of covenants I think it's section 8 where it talks about receiving revelation. And feel it in your heart and in your mind and part of that is observing so observing like how and what and who we view makes us feel. And I always think accountability writing down our thoughts. I think journaling those thoughts every day. Something else that has really helped me is outreaching, like using social media to outreach. Or if we're deciding to have social media fast, then utilize that time to have that social media fast and maybe send a text to a friend, but somehow utilize social media in a positive way every day. And then again, I think every night to just kind of record in our hearts, like at the end of the day, like how we how we feel and kind of go to our heavenly father with that and especially I think when we are using it as when we are when we do we are using as business platforms or platforms in general just to kind of so that we can just again have our heavenly father and part of the process.

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I think it helps us to not judge and to judge righteously when we allow him. Into the equation more. Yeah. Yeah, that's really helpful. All right, should we move on to these four points to help with social media? Maybe I guess you hit some of those a little bit. But so you talk about observe, write down your thoughts and impressions outreach. Did you hit on that one? Yeah, I think outreach, like I said, I mean, outreach can be just simply like a heart like liking someone's post or it can be engaging with it. Engaging, engaging with someone. I think that's always a positive connection. We can just as simple thing that we can do. Or even descending a text to a friend if we're not deciding to not use social media for the time. Which I actually advocate, not using social media for periods of time too. We know from the profit that that's good. We should be doing that. Taking time to learn. Yeah, for sure. Any advice you'd give to just in the context of relief society. Let's see, you were just really safe president, and my remembering that right? I was released a couple years ago. I was in there. Yeah, I'm in a young woman's right now. I love that. So anything like, and maybe even, I guess let's group it all together. I mean, really, young women's like just, I mean, in general, we approach those as traditionally, we always have, and we sort of pretend social media is not there. And you have people are on their phones, you know, hopefully in the scripture and the conference talk or whatever, but any advice you give as far as how a really study could leverage it or use it to in order to build community amongst that physical community. Yeah. You know, I think there's so many ways that we can do that. And we're seeing the examples of our church lingers doing that, whether it's like sharing messages of content, definitely it's a way to communicate with others. And then also, again, just kind of not having this elephant in the room about it. It's so interesting because even like doing what I'm doing, it's like sometimes I even people are like afraid to act like what are you actually do? Like

do you just sit and take pictures of yourself or other things or you're just like, this is awkward? No, that's not actually what I do. So let's talk about it for. And understand that we, again, all of us that are sitting in that room, whether it be released inside of your young woman, we want to feel accepted, and part of being accepted is asking questions about it. And not just assuming, assuming things like, oh, she's, I mean, how many of us have assumed things like, oh, she's clearly getting paid a lot of money, so she stopped, she started wearing different things. Let's stop the elephant in the room and talk about it. And also not judge but judge righteously. I think we can do all of those things. Actually, I too. Yeah. Yeah, I love that approach because many times, individuals will be more willing to engage in a topic online or on social media than in the confines of a relief society room or an Ellie's corn room, right? We feel like, oh, I can't say that here. But I go online and even with leading saints, I guess, creates that dynamic of people find these conversations refreshing, and I'm like, man, I wish we could have just more of these open conversations in the context of a corner or relief society and so just saying, let's just talk about it. I saw this post this week. What does that mean to you, sisters? What does that mean? I actually even had something to do with someone. Oh my God. She could have decided to say, hey, do you just take pictures of your own? Right. I think it's just, let's have these things. Like, what do I do? What do we do? What is, what does that even mean? Of course, none of us like the term social influencer, but I also have a lot of good women be like, okay, how do I do what you do? Like, how do I make money and stay at home and do what you do? So it's kind of, let's not talk about it, but people are also curious. About it? Yeah. And I just think we need to have all of us more transparent we are at the less judgment. And connection we can feel with each other. Yeah. Yeah, well, we're trying to set that example here, Jennifer. You are. Having the conversation and hopefully people can continue it in the circles that they hang out in the church.

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So this is good. Anything else man, I don't know, this is just my old man, get off my lawn perspective, but no, ask it. And I guess the point is, it's more of a soapbox than a new question, but I'm curious to get your perspective, just this concept of community. And I think community and connection, like that is there's few things more at the core of who we are as a species, but as an eternal being is that connection and relationship. And to see how let's just blame it on Satan because he deserves it. But this is feeling of like this false sense of community. Like, oh, I'm in this tribe of people online that believe this thing and I can go and learn from the influencers and have these discussions and I'm in the comments or at the end of the day it almost feels like logically or a cognitively it feels like I'm connecting with this tribe this group. But at the end of the day, it's not there. Like it's empty. It's gone, right? And where we have such an opportunity in our local quorums and relief societies to have real community, where it's like every other week and like you said, let's talk about these things rather than defaulting to this great quote in the conference talk, which again is important. We'll get to the conference. I will do all those things about to really create a model and provide community for our local communities. It can be powerful, right? What thoughts come to mind? Oh, absolutely. There's no replacement

for interpersonal connections. There's just not. And this should not replace community. It's not one or the other. I think it's just an opportunity to have another community, so to speak. And again, I think that we can look at the negatives and we can look at the positives from it. But I think that as we put first things first in our own lives, if I get the end of the day, it doesn't matter. My job does not matter. Like social media does not matter. I don't want it to matter. Actually, I don't. Like the things that matter most to me are God and my family and my relationship and with the with those around me. And my relationship with my heavenly father and my husband. And so I think when we focus first on almost we can't take social media too seriously either. We can't take we can't take it too seriously. We can't take ourselves sisters. No. Really? My life is a joke. If you walk in my room, house right now, I wish you could all see. It's a disaster. It is actually, social media is not real. And I think recognizing that it's not real is so important, but also recognizing that that it is real. Like that we do also have an influence on there as with the image you have 15 people that are following you or that you follow, that it's kind of that combination of it, not taking it seriously, but also realizing that what you say actually people do sometimes listen to or they notice like the non verbal communications that are sent out there. Are so strongly taken in and so yes, so going back to community. There's no question it should ever replace community. I think it's just more of like an added like an added community. And I know like reading saints feels the same way I'm sure. I added a place to connect with others and to kind of be a special agent, so to speak. Yeah. And I hope in we sort of joke at the beginning, like we're Friends, you know, because you've listened to me, but and we are Friends now, 'cause we actually talked about Jennifer. But so I guess my hope with leading saints is that it stimulates further community. One thing I feel like leading the saints does, and I'm sure your platform does this in some realm is that it helps people know that you're not alone in the perspectives you have. Like we may have a certain discussion like social media or running a meeting or how to talk about marginalized groups at church and it's like, oh, I'm not the only one who sees this as an issue or believes a certain way. And so I hope that maybe you're more likely to raise your hand in a group setting a church and discuss it, right? It's one thing to listen to me or my guests and whatnot, but as a whole nother thing to take this into around. And again, not to promote leasing saints though. I don't mind it when it comes up in a word word counsel every now and then. But just to say like, hey, I heard this, I heard this discussion online. I'm curious what you all think of it.

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Or where are we at with this concept, right? And hopefully then it sort of propels us like this online community propels us into real life community. Absolutely. And going back to how I honestly feel like your friend, I think that that's one of your gifts, though, is I think that it brings people in. We feel comfortable with talking about difficult things with you because of who you are. And so I think that that is a gift. And so why hide that gift? I'm so grateful that you're doing this podcast because you have that ability to help others feel like a safe place to voice. And, you know, that's one of the things that we need the most, I think in 2022 is a safe place for people to

voice different opinions without feeling judged. Yeah, I love that. And I guess it goes back to just that leading saints is sort of becomes a model of this is what a healthy conversation about this really difficult topic looks like. Now go have your own. And use the same thing. Hey, you got grandma's old couch. Let me show you how your modeling how to make something beautifully vintage, right? And so hopefully in people put down the phone and go start working on grandma's old couch or with a completely misrepresented industry. Absolutely. I love gram caption. Absolutely. Cool. And again, like you said, like the elephant in the room or just like talk about it like, I think it would be, you could learn, you learn, like you said, you learn so much about somebody of who they're following online. And so to create a safe spot in whether it's really sad or having the activity around really study where it's like, hey, we're going to share who you follow online, right? And you may find somebody else in the war that really loves vintage furniture. And then you're like, oh my goodness, we're like, we're like sisters, you know? We should hang out, right? And rather than I do feel like and you see this in politics a lot, like we show up to church and we're like, just smiley and we're like, yeah, we're unified, right? What are the people and then we go home and on Facebook, we're like, I hate this politician. And then the person who sat next to it was like, I hate you for hating that. Anyways. So to sort of bridge that gap where it's like, again, not to stimulate arguments or disagreement, but just to say, how we may learn more about each other by just understanding how you engage in the social media world. No, absolutely. Asking the questions. I mean, I know personally people who have just really been offended by leadership, we all know someone who we are. And on this topic, I mean, and so I think that we can do better by just simply asking questions and kind of understanding that we none of us have the answers. I don't have the answers. At all, but like allowing the gap, allowing the atonement and allowing the savior to answer those questions for us. And to kind of bridge, it's the same thing when you have a child that you don't see the same viewpoint that they see and it's like, you love that child so much. But you have to ask the questions and bring the savior into understand to understand where they're coming from and I think it's should hopefully be the same thing and release society or any young woman where we can ask the questions not three to attack but ready to just genuinely like want to understand. Yeah, I'm really helpful. Anything any other as far as social media and online platforms, I think any other principle who cover all of it, you think? Yeah, no, I think we covered it. I mean, those are just, there's so much to talk about. We're starting the conversation here, right? Hopefully people carry it on, right? So before we wrap up Jennifer just give me some of your maybe whether it's in young women's or at least some of your hard and fast like principles of how you found success there or maybe some struggles you're having in the moment and anything come to mind? I think that that's kind of the struggles that we all have again right now is just feeling that there's a place at the table for everyone and helping others feel that way. And constantly try to reevaluate my own life personally to see how I can how I can do better to help it look to help people know that at the table for everyone and recognizing that, again, also this concept of recognizing that no one's going to do it perfectly. And I think as a woman we have a lot of women share this perfectionist viewpoint where they want or expect to do things.

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We want to do things just right. And realizing that that is actually not existent because again, the savior makes up the difference and I feel like I've had to learn that in my own life kind of the hard way at times where I grew up kind of thinking that a certain way was a certain way and that's how it looked. You taught LBS culture and moving away to Pennsylvania really helped me to see that what I what I thought all those notions of being a perfect LDS woman was actually didn't exist. As far as it almost was looked down upon, why are you wearing makeup to church or where are you? Why are you saying hi to me? And like giving you a head, like don't touch me. You know, like things that I kind of thought were normal in my real work. It's culturally a little bit different in certain places where I lived. And I loved where I lived and I learned so much about the concept that it's not about looking or being or acting or saying just the right thing or anything it's about our relationship with our own father and who we are and loving others and seeing others as how my father sees them and loving ourselves as they're having me see heavenly father sees us and kind of loving our quirks and our imperfections and our messy closets and organized parts of our life and focusing on those things that are more of our strengths, but finding beauty in our weaknesses. Again, I talk about the scripture ether 12, 26, and heavenly father gave a sweetness so that we could be made strong and that all of these gifts that we have been given with technology as well are also weaknesses and but how can we how can we get those to our father and help him bridge that gap so that we can, at the end of the day, realize what's most important and that is our relationship with our savior. So yeah. Love it. Well, Jennifer, let's make sure people know where to find you and your awesome platform and whatnot. Where would you send them if they want to learn more about you and the good stuff you put online? Oh, okay, well, my Instagram handle is gen some COVID, so that might be a place, but yeah. So it's been such a pleasure to connect with you. To meet you and conversation with you and I absolutely am such an advocate for everything that you are doing and the way that you are leading. And for giving me as a woman in 2022, safe place to have some of these conversations with. Awesome. Well, thank you. I appreciate that. We'll keep it here. So Jennifer last question I have for you is as you reflect on the many leadership opportunities and roles that you've had. How is being a leader helped you become a better follower of Jesus Christ? Oh, because it is the most humbling thing in the world is to be asked to lead. And that brings us to our knees hourly and how we can utilize the atonement in our lives and the grace of God and I'm a big advocate and we are of that grace and that's how that's how changes happen and it always changes those reads, life's more than anyone that they need. So my life has been changed the most of any opportunity I've been given to help lead. And that concludes this how I lead interview. I hope you enjoyed it and I would ask you, could you take a minute and drop this link in an email on social media in a text wherever it makes the most sense and share it with somebody who could relate to this experience and this is how we, how we develop as leaders, just hearing what the other guys doing, trying some things out, testing, adjusting, for your area, and that's where great leadership is discovered, right? So we would love to have you share this with somebody in this calling or a related calling, and that would be great. And also, if you know of somebody, any type of leader who would be a fantastic guest on how I lead segment reach out to us, go to leading saints dot org slash contact, maybe send this individual an email, letting them know that you're going to be suggesting their name for this

interview. We'll reach out to them and see if we can line them up. So again, go to leading-saints.org/contact and there you can submit all the information and let us know.

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And maybe they will be on a feature how I lead segment on the leading-saints podcast. Remember, we'd love to have you at our next in-person retreat. Go check out the different options and locations where we're having these at leading-saints.org/gathering. It came as a result of the position of leadership, which was imposed upon us by the God of heaven who brought forth a restoration of the gospel of Jesus Christ, and when the declaration was made, concerning the old and only true and living church upon the face of the earth. We were immediately put in a position of loneliness. The loneliness of leadership from which we can not shrink nor run away. And to which we must face up with boldness and courage and ability