

## **Shit We Don't Talk About**

### **Episode 78 - Dating as a Female Founder**

**Guest: Cindy Fossouo**

#### **SUMMARY KEYWORDS**

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#### **SPEAKERS**

Cindy Fossouo, Mia Voss

**Mia Voss 00:04**

Hey, welcome to the latest episode of Shit We Don't Talk About, the podcast that takes on topics that need more open and honest discussion, which means some of these topics are triggering. So please take care when listening. And I'll always give you a trigger warning. For instance, here's one. Every episode contains swear words, you've been warned. Make sure to check out the show notes which include an accessibility transcript of the podcast, and all of the links for our guests at [ShitWeDontTalkAboutPodcast.com](https://ShitWeDontTalkAboutPodcast.com). Hey, welcome to episode 78 of shit we don't talk about. My guest is Cindy Fossouo, CEO and founder of Information Systems Builder, a branding and marketing company for tech startups. In this episode, Cindy shares her journey of navigating the dating world as a young female CEO. Tune in, it gets good. Here we go. Hi, Cindy. Hi, how are you doing?

**Cindy Fossouo 01:15**

I'm good. And you.

**Mia Voss 01:17**

I am excited to talk about this topic.

**Cindy Fossouo 01:19**

That's what I need to need to.

**Mia Voss 01:23**

So let's start with identifiers. Real quick, as I like to do on my podcast. My name is Mia Voss. I am a white female with blonde hair and glasses on top of my head in my late 50s with a black top on, can you tell me your identifiers?

**Cindy Fossouo 01:39**

Yes, I am a woman I am black, have a long hair right now. And yes.

**Mia Voss 01:47**

And the makeup looks great. I am suffering with a bit of a head cold. So bear with me, everyone as we go through this. But I'm really excited about this topic I learned about you through Andy Lyons show. So I'm fascinated with you as being a young female CEO and founder. So that's kind of where we came up with this takeaway topic, which I love about dating as a female founder or CEO or just running your own business. And you know, many of us have our CEO of our own domain, right?

**Cindy Fossouo** 02:20

Mm hmm. Yeah, he

**Mia Voss** 02:23

definitely had some experiences that with that, you know, the biggest thing I know we're going to talk about is the balance and being in male dominated industries. And I say that and then I always kind of joke because pretty much everything is, is a male dominated industry. Absolutely. Right. So talk a little bit, let's hear about your business as well, too. Because I mean, being in an IT, and it's such a helpful into, you know, business that you've created. Talk about that, and sort of how you you've built that.

**Cindy Fossouo** 02:53

Yes, so I'm in San Francisco. And I'm the CEO of Information Systems builder, which it's based in San Francisco, we help tech startups with their branding and marketing. And we also have created a software to help them do just exactly that. Sometimes, especially in San Francisco. Startups are being created every day, right? There's always a new company. And sometimes they struggle because, again, San Francisco, the Bay Area, Silicon Valley, we have one of the I mean, the top 510 best tech companies that have been created. And, you know, if you're just starting out, and you're a tech startup, and you have to compete with Amazon, Facebook, I mean, there's so and then the previous existing startups and the ones that are being created every day, it's a little bit hard to get your name out there, get people to know you get recognized and differentiate yourself. So that's when information systems steps in

**Mia Voss** 04:00

is there, and I know we're going to talk more about our personal experiences. But was there something in particular that gave you the the push to start that business? Was there something in particular that happened? You're like, I gotta solve this problem?

**Cindy Fossouo** 04:14

Yeah, it's because um, I started a startup previously to Information Systems filter. And I had a really hard time because again, no one knows you. No one knows Cindy, right? You're starting this this this startup this company, and no one knows do so. Right. And I was talking to people having a hard time just as me it's not because your product is not good. That's not why you're having a hard time right? It's because people don't know you. Why should I buy your product? Why should I come to your company? Why should I not go to Amazon that has already established Well, run reputation, brand and everything so I'm and I have some of my friends who are founders have the same problem. My family members are founders to not take founders, but their founders. And, you know, they all have the same problem. And they said, You know what? I need to help other people.

**Mia Voss 05:17**

And that's the know, like trust factor to.

**Cindy Fossouo 05:22**

Yes. Right. And

**Mia Voss 05:24**

and that kind of parlays into dating. Because there's a know like trust factor in dating as well.

**Cindy Fossouo 05:31**

Oh, yes. Oh, get into it. Yeah, go by, and I love how we can connect. So yeah, let's get into the subject of dating as a female CEO, and me, I know that you are a boss, too. You have your own businesses, you have your own thing. So I think this topic is just amazing. So yeah,

**Mia Voss 05:51**

I do. And I, you know, everything about this podcast has always to lend itself so that people feel heard. So even if it's not their personal story, or, or, you know, it doesn't match exactly, there's something about these topics that helps you go, Oh, my gosh, sometimes you don't even realize it's a problem that you've been struggling with it until you hear this someone else is going through it. And I think as being, you know, there's a whole thing out there about boss, babe, and different stuff, too. And there's a lot that's attached to that it feels like we have to jump through hoops in order to look successful on this side, but then be applying being out in the dating world, no matter who it is, whether it's a male, female, female, female, male, male type of thing, you know, we're struggling with that too, but specifically with female, female founders and see.

**Cindy Fossouo 06:40**

Yeah, I mean, let's get into it. I mean, dating as a CEO is just, you know, something that's hard, because you're juggling so many things, you have to worry about the company, you have to worry about your personal life. And sometimes juggling those is not easy at all. Because you know, dating itself is not easy. Finding someone that will come into your crazy lifestyle, your crazy life. Someone also has, I mean, they have their own person, they had their own lives, right. And both busy people just coming together. That could be also like really hard to juggle.

**Mia Voss 07:25**

I agree. And I think too, that your read that having them come into your crazy life, too, because again, if you're somebody who's just not reading a nine to five, and let me just clarify, everything that we're talking about today is just our own experience. There's no, this is better than this, which is say you know that, you know, go having a nine to five is, is not better than this. This is just oh my god, I call it especially if you can get a job, where you are what I call an entrepreneur with a paycheck, which we got here. Yeah. It's hard to find. But I know people that have that where they have great health insurance, they get a regular paycheck, and they're hurt as a creative entrepreneur. It's just not their original product, per se. Kudos to you if you have that.

**Cindy Fossouo 08:10**

Kudos to you. Kudos to you.

**Mia Voss 08:13**

But it is true. And I know from having several different businesses now, me being in the entrepreneurial world, I have been since about 2000. So going on about 22 years of that, and then I've also gone through several downturns. And you know, that's also been really difficult to navigate that, then you have to start, you have to start getting really creative. And sometimes it's multiple revenue streams, you've experienced that too.

08:40

**Mia Voss 08:42**

multiple revenue streams like you have to have, you know, a couple of different things going on, I'm sure. Especially when you're just starting a business, you have to have get it you've got to boy yourself up with finances while you're building this other little dream.

**Cindy Fossouo 08:55**

Oh, yeah, I think I was very fortunate when I started. My companies that my parents helped me out. I, you know, I think I'm very privileged when it comes to that. I mean, I do not take it for granted. I really admire people that just going to school, working paying for the school, when they get out of college, when they want to be I mean, being and starting a company is not easy, because you have to pay your rent, you have a life imitating life you have or whatever, and there's bills to be paid. And nine out of 10 Um, your first two years of starting a company, you're not getting, you're not getting revenue, and even if you are getting revenue, it's going back to the company, right? It's paying employees, it's, you know, so um, so it's definitely hard. I think for me, I had a privilege that my parents helped me a little bit. So had the privilege that I saved, you know, um, So I think all of that, but I know that when I was starting out my company, I didn't have time today, because I feel like dating just, it's energy, right? You have to put you have to call, and you have to see each other sets it out. Yeah. And when you are a CEO, I mean, let's just talk about this when your seat when your female CEO, like people don't take a series, that's the man CEO. So you have to prove yourself just 10 times over a man, right? So because you have this weight on your shoulder, you have to work twice as hard. So juggling that, and you just again, just starting and dating, oh my god, disaster.

**Mia Voss 10:52**

And you add in to not that, you know, age, age isn't always a factor. But you but you do add in as being a females. It's always a challenge no matter what age but even younger. And I was thinking a lot about this. Just a quick segue. I was watching this documentary about Bernie Madoff. There's a new one that came out recently on Netflix. And even if you've heard his story before, it's so interesting. But this underlying thread that I saw saw throughout the whole thing was that it was really a lot of the men talking to the men. And when the women with their intuition were coming in like the poo-pooing and the head patting and the you really don't know what you're talking about when they could just see clearly this bamboozling that was going on with finance and money and shell game and trust factor, it was so interesting to see this, how that's that's so prevalent. And again, that was even just not women in CEO

positions. But then if you do come out and you're saying, I've built a product, or I've built a service that I know can solve a problem. I agree so much of the the hoops that we have to jump through, because the qualifications honestly, I just went through it. Cindy this week, I mentioned that briefly before we hit record in negotiating a contract where I was taken aback by the ease with which some of the fees were being questioned. I like to think and I could say this, because it's my podcast, if I own different private parts. I know you wouldn't be asking me this question.

**Cindy Fossou 12:23**

Yeah. So, I mean, I remember, I mean, not even like before, I mean, even now I would, I would go to meetings or go to conferences, not that I'm the most good looking person. But people would come to me and I'm thinking, you know, I'm thinking we're talking about business, right? And he wants to talk about business to come up to me, right. But when we're talking like, oh, let's go on a day. And I'm like, I thought you were taking me stare head like, yeah, these men, they're just, you know, they're just coming to you. And they go, oh, yeah, you should totally help me with my company. Yeah, let's find a lunch date, like lunch date to talk about the company. You go there just, I need to get this contract, right. And then you're right. And he's not talking about the company's not talking about the contract. He's not talking about anything. And you're like, oh, by the way, let's talk about why I came. Remember. He's like, Yeah, you know, I kind of think you're attractive, like, no, are you dating anybody, and you're trying to be professional? Yes. And advice I would give female CEOs is stay professional, know, your clients, your business, friends, and your friends. Right and gaining personal life, keep that very separate. People that don't keep it separate. I'm not saying it's not a good way. That's just my personal experience. This is what I think I keep everything separate, right? If you have a professional friend, you, my professional friend, don't ask me about my personal life. I don't ask you about your personal life, we have boundaries that we don't cross. So I think keeping everything separate is when I go to a business meeting, we're talking about business, right? And I'm a very soft person. We're some women, you know, I bought when I'm in when I'm working and when I'm in my, when I'm when I'm talking about when I'm talking to someone else about business and my company. I'm very firm, right? I love it. I'm very strict. And sometimes too strict. People are like, okay, loosen up like Hello, but it's because when you loosen up, they will not take you seriously they'll say Oh, I could just play with our pretty girl. Long hair. I could just mess with you.

**Mia Voss 14:48**

It's it's really true and and for our listeners out there it this is not a random complaint. This is based on lived experience that we're talking about. There are so many different nuances. To that, but I you know what I love about this. And I was thinking, when we first started talking to that, that boundaries are also such an essential, essential key. And what you said is so important. And I think that the more that women are operating that sense, and I don't mean from the women acting like men think that women should act that men act like dude, I mean, it's literally like, just, it's just how we're going to act as a business person. And I do think I love that you hold that hold your ground with that, even if people think you're being like, too, like too stern about it. That's okay. Right, you know, think what you think I'm still going to be consistent. So consistency is really key. And I mean, even if you think the person is cute, right, you still, I still think that that is such a great way to, to establish that. And, and I know it's hard for men out there in the dating world to there's a lot of dating advice websites that I love looking at. But I will say I think of men are just like hearing this, this boundary as well, too, and really treating it

professionally. And then if we're all rising, that's that rising tide to, to, and I say that a lot to women in business, when they start giving away a lot of their time for free. Or they negotiate lower, and I just like, you know, that's just not the way to do business. And I think that goes along with that boundary, too, of like, No, I came here to talk business.

**Cindy Fossouo 16:23**

Exactly. And you said a very good point in negotiating, I think it first comes with no, you're worse, right? In terms of any aspects of life, it's Know your worth, when you go there. And they say, like the example you gave me, and I happen to know your worth, say, I don't care if I'm a pretty girl, female, if I'm not called, I know, my worth, I know, I'm a hard worker, I know I get shit done, I know that, um, just know your worth and act like it right and firm. No, we and again, if you want to date someone in your business, just know that when you're gonna date the person, which you can. Because I also think that, you know, if you're a founder, CEO, accountant, you know, engineer, you kind of want to some people like to date people that will relate to them in terms of they would know your struggles in the workplace, and they would know that you coming home, you're very tired, because you know, this contract didn't work or whatever, they get it right. And I think you can but just know that when you cross that boundary, sometimes not always, it gets messy.

**Mia Voss 17:39**

Thank you for that, I appreciate that. Nothing is perfect. And so we can trade things out, you're going to trade out a little bit of the comfort of the familiarity with that person for that being potentially messy within that too. But I think we can also as women start demanding more from the norm, which is, you know, I don't have to be the perfect person to say, like me, me doing that doesn't mean that I'm allowing everybody to do that, I think that can be something where we can really start changing the conversation, so that women don't have to be siloed off into separate things. And we can we can make that decision to to say, Hey, that's a person that I think because that the thing that I like about with being being a person in business, and then also having discussions with other people, I start to see where they align with me as far as their integrity. And integrity is a huge piece as well, too, of seeing how people do business and transact well with each other with their vendors with their other business partners and collaborators. So there's, there's, you know, there's some worth to that too, that you cannot people, but it is back to the know, like and trust factor too. Because as business owners, whoever we align ourselves with, and this is on talking about dating, you know, that's that's also our reputation on the line to Oh yeah, as business people. You know, who we are tagged in Facebook photos with

**Cindy Fossouo 19:02**

right absolutely, absolutely hated, you know, being a CEO founder having your own business. It can be a little tricky because you know, I'm I mean, like you said earlier, I applaud people that just say I just want my salary, I just wanted the nine to five, I don't need the extra stress. I don't need I just want to work, finish work go back to my kids and family and I know that I have my salary because I worked so hard at work and not dealing with the extra stuff. And I think when I am dating is I look for someone with good values, right? Someone very respectful. I'm someone that even if I'm the CEO of the company, I respect everyone the janitor net like everyone so I look for someone the same. I think being a jackass isn't just not cool. It's just Yeah, I think being rude being Um, just a moment. Sorry, dismissive. Yeah,

this missive um, I think sometimes it's good. And again to be anybody listening to this, an entrepreneur or CEO, you know that just keeping calm and having a good attitude in this business goes a long way. Sometimes you will run out, you will run into clients, people you're trying them to, you're trying to have them sign a contract, they will be rude to you, especially if you're female, they will not take you seriously. But you're just staying respectful. You came for the contracts, you came for this, you did not come for anything else. And just staying in your lane goes a long way.

**Mia Voss 20:47**

When I think the Keep calm thing is is tremendously important. And again, that's in business or dating too. Do you mind sharing, if you have any, some probably just some stories of like, kind of a what not to do, or how people have approached you. As a woman in business, especially in the dating world. I'm always fascinated by that.

**Cindy Fossouo 21:08**

Yes, when not to do um, like I said, I'm pretty firm. So I remember I went to this conference in San Francisco don't want to put out that the conference, I feel bad. And I was talking to a lot of tech founders, right, a lot of you know, big people at that conference. And I was just talking about what I do and everything. And I remember one time, there was this founder, which I was also interested in him, right. But I just had to keep like, you know, I was there for business, right? You don't want to be messy. And I remember him, like flirting with me. And I just kept, you know, something in me said, Don't flirt back, don't do anything. You know, don't give him your number, and everything. And I just, you know, talk to him about the company, what we do the contracts that we offer, and everything. And I could see that he was going into the lane of Let's hang out later. And I just came right back to what I was talking about, right? It's like, Ooh, you're going this, you're going left? Let's go in the middle. Right. And like, you know, and I remember doing that. And then later that night, he pulled me aside. And he said, You know, I have a lot of respect for you. Like, I was just, you know, giving you advance, and then I found out he was married. So I mean, I think that's a whole other show. And I think it's because he saw how I compose myself. And maybe because he knew that he was a big founder, that women probably just fall for him and say, you know, and he was like, I you know, I have respect for you. And I didn't understand why he met until I like that night. I saw him with his wife. And I was like,

**Mia Voss 23:07**

well, now I don't have any respect for you, sir. Right.

**Cindy Fossouo 23:12**

I would say not what not to do is sometimes when they get advances, or they want to talk to your whatever, sometimes just keeping your cool.

**Mia Voss 23:29**

Okay, so let's jump into, you know, we talked a lot about some of the challenges that you challenges you had, let's talk about the challenge of balance as well, too. When you know, your company, your company is still fairly new, right? Yes, it is. So, you know, how are you? How are you managing that? And how are you sussing out the right people that you want in there? Just it's always helpful to hear what other people's experiences are like.

**Cindy Fossou 23:55**

Yeah, um, I think juggling it's very hard. I mean, I love what I do. So I wouldn't call it hard. I think I love, you know, running a company, finding a problem that I think would help millions of founders out there. Um, but also, you know, personal life with, you know, dating and it's, it's, you know, it's, it's challenging, because you don't know where to meet these men. I mean, I do go out a lot in terms of conferences have a lot of meanings. And again, I don't like to mix in eight. That's what I was thinking. Personal. So it's very, I mean, I have friends that say, these dating apps, which I don't have a problem with dating apps. I actually have a friend. He's a founder of a dating app. And I think it's great, but I think I'm old school. You know, I think I'm I'm an old soul. You know, so, I like to meet people in person, right? I want to person I want to I want to, you know, see what you're out. But I've heard about dating apps where you just scroll down, you read what they're about, you see their picture, you talk to them before meeting them in person. So you already have a sense of who they are. And you can talk to multiple people and meet multiple people at the same time, which is, you know, it's it's great. But I don't have a dating app. So that's also hard.

**Mia Voss 25:22**

You're not on a dating app? No, me either. Okay. Yeah, it's, it's interesting. And I did do a couple of episodes on one was, one was about dating tips, and other and other things. But it's been interesting. I think it works for some people at certain times, I think I love what you said to that you do like to be in the, in the 3d because you know, meeting in person, because I think you can pick up a lot, I'd say the biggest thing that people that are as busy as we are to is the time wasting, have this sort of back and forth. And I hear that from a lot of people too, that they'll just get people that want to go back and forth, and back and forth, and kind of chat. And I don't know if you've heard of that, too, where it's like, there's, there's some people out there that are kind of getting a kick in the thrill of bringing in as many people to keep on the line and never really meeting up with them. And I think that would be the tough thing to

**Cindy Fossou 26:20**

say, let's go to those best when you get to the restaurant. They're not there.

**Mia Voss 26:23**

They're not there, or they will never come up. And I mean, I think it's because I've watched too many of these cat fishing shows and podcasts. Yeah, the ones where it's like you've never really meet them in person that they won't get on video, or they extend out the actual meet in person thing to just have cute conversation all the time, which is exhausting.

**Cindy Fossou 26:43**

Maybe I'm scared of dating apps because of catfish. I've watched a couple of episodes. And I think that's like crazy. Like you're talking to a person. That's not the person like,

**Mia Voss 26:52**

and it's easy to Yeah, yeah. It will scare you.



**Cindy Fossouo 26:56**

Yeah, it will definitely like Oh, put your video on and you're not putting your video on. So like you said, the challenges. I think that's one of my challenges. Maybe I should definitely the dating life, I should definitely put more of my focus there. Because I think we all want somebody right, we all know. But I think I think now because of my work schedule, I just hope I can just along the way, find someone that would be great if I have to always go out and always put my and sometimes you don't know where to go out. Right? Restaurants, right restaurants, everybody has their own table, everybody's doing their own thing. And then I don't really I'm not really club personnel don't really go out, you know, I don't really go out like that, or I'll meet you like, okay, my friend of my friend, right? I'm going to my friend's house or having a dinner, and then they meet you there or something like that. But like me going out of my way. I just but some I felt like I mean, at first time, I found her friends actually believe in another in dating apps. And I mean, some of them don't want to be on dating apps, because they feel like, you know, some are known. So it's kind of like a little weird or right? Some people will even you're scared to talk to the person because they might screenshot your conversations or be more weird. So you know, they're very freaked out about that. So

**Mia Voss 28:28**

listen, I'm not saying we have any solutions, folks. We just wanted to talk about it. This is what I love about this podcast. And like I didn't say anyone, which is

**Cindy Fossouo 28:39**

just like bringing up the conversation, like who can relay

**Mia Voss 28:43**

it who could relate to it? Because I mean, I think that there are and this is where I've really always go back to this specifically, I believe with with women or that that women do have an innate sense of intuition that has been caused, mainly because we can be seen as prey, P R EY. Right. And so, you know, we have to have that intuition of Lugu that you know, that person in the elevator or the stairwell or the whole thing and I think that we can bring that into business as well too. And into, you know, relationships so that we're not just accepting whatever's coming our way because someone is interested interested in this. We wouldn't do that in business. We certainly don't need to be doing that and relationships and having like discernment is is really good thing. Now. That can be a lonely road, though.

**Cindy Fossouo 29:35**

Yeah, I agree with what you said. It's not not ALL Business is good business. Like they say, No, you know, not accepting everything and you know, and that goes down to knowing your worth. Right. If you know yes, if you know exactly. I think for me, for a long time I was I was wondering, I don't know about you, Mia, what do I want? So what what partner do I want? Who will fit in my lifestyle? Who fit in my dreams? And again, it's both ways, right? I feel like you guys should both bring something to the table in terms of, you know, what do I want? What values do I want him to have? You know, what? What are my non negotiables? What can I tolerate? What can I not tolerate? I'm in business, can I date someone that is also a founder? Would that work? Right? Would that work is good? So it's like, you first had to figure that out before because dating, if you just want to date, there's a lot of people you could just date.

But finding a person that it's doing like you like as a person, right? Yeah. Do we do we do a match? Do we like the same things? You know?

**Mia Voss 30:53**

Yes. And I think this will. So that's great advice of just more asking the questions, because us seeing what works for us right now. I mean, that would just be our lived, or personal experience, which is great, too. But I think those are wonderful questions to ask yourself, and then that, again, that could glean that down can make it a little bit lonely, or because you're not filling it up with a lot of time. But I think if you are a lot more specific about those long term things, I think you can come at it from a business mindset of the business mind of saying, you know, hey, what, what is that long term, just, you know, have for your goals for your business? What's our one year or two year or even our, our quarterly goals? It can be the same thing of like, kind of where do I need to be in? And am I going to be on that path? And that sort of churning and burning or I always say there's the analogy I use of like the Olympic training pools or the like swimming training pools, it's about this big and you're swimming really hard. Not really going anywhere, but exerting a lot of effort. So I think more than anything, asking ourselves that to have like, what's, you know, what's kind of our wish list? Right, almost is not going to hit everything. And you know, you'd be need to be practical, not a jerk about

**Cindy Fossouo 32:06**

it. Oh, and also, also, and I just found this out not long ago is, you know, we're all not perfect, right? You're not gonna you're not going to say I need a man, that's perfect. We all have our red flags. We all have things that I have things that I do that some some men would say absolutely not, I'm not right. And I'm sure that there's also oh my gosh,

**Mia Voss 32:36**

she was getting loud. Ladies and gentlemen, my friend, she gets it she was bouncing around. So it's kind of like people with a baby in the background, can pick her up, so she'll stop.

**Cindy Fossouo 32:45**

Um, so also knowing that nobody is perfect, and we're looking for a partner knowing that, you know, sometimes he's just, you know, the partners not perfect. So definitely knowing knowing that it's perfect.

**Mia Voss 33:00**

God, that's easier said than done. But, you know, I know for myself, too, I think I think when you get into that mindset, you're willing to look at your culpability. And I've been saying that a lot in my own dating life, too. I've been on a break until recently for about a year and a half. So really focusing on my business, focusing on spirituality. And then also like, Okay, where's my place? And all this? What things have I been repeating and I think that's also something you can really kind of take a hard look at yourself and be like, alright, let's look at the past with with an open mindset and not a blaming, because boy can you get I mean, if you want to be right about a lot of things, you can ask a certain amount of people who you ask enough people, they'll tell you, you're right about everything. Right. And so I think that's great advice to to kind of keep that in mind as well. So, all right, well, we're gonna wrap it up. I really love this conversation. Do you have any other random parting thoughts? Because I love what

you're throwing out there for us to have. You know, that we're, it's not easy, but it's not impossible, right?

**Cindy Fossouo 34:05**

Mm hmm. No, I, I also love this topic. And I'm sure that a lot of your listeners are going to relate even if you're not a CEO, because the you know, the topic today is dating as a female CEO, but even not as CEO. And you're female, you can identify it. And if you're a man, you can and it's hard. So this is for all of us. It really is. It really is all of us. And you know, I think I think we got this definitely just taking, taking time out of our mental health. You know, just you know, just knowing that work, life is great, but also you know, take care of your dating life. Take care of your mental health, take care of you. And make sure if you're female CEO, have those boundaries and know your worth don't let them tell you Oh, you're female. You cannot do this. Oh no. We were humans. Yes. You have a face to face? Yeah. Martha, whatever, you have hands on hands, right? Yeah. And whatever you can do, I can do. So definitely knowing that worth and checking them, like, you know,

**Mia Voss 35:15**

I think so and I to end adding on to that too, you can who can so in the fact that we also do deserve to have that happiness in that relationship. And I think that it can feel like an either or for women in business like that. You don't deserve to ask for this and then ask for someone who has that, that it's also where the boundaries come in, is that you can have your you're in your mindset. I honestly what you what you really want and then what you won't accept, but you do deserve it. I know that it sounds so cheesy, but I think we have to say that too. Because I know for myself, like well, but you've chosen to, you know, be really busy and have this business. I'm like, No, I get to have both. Right? You get to have that.

**Cindy Fossouo 35:58**

You just gave a really good point. And we're about to wrap up. And I already have like these points like, like you said, Don't think like if you're a female CEO right now listening or an entrepreneur, whatever, or founder, whatever. You could do both. You could have a baby calf, your business, you could get married, you can cook, you could you could do all of that at the same time. Don't let people say no, but you're pregnant and why are you working? Or you're

**Mia Voss 36:29**

like Rihanna, we were talking about Rihanna is a good example of like people being super opinionated about every single way that she handled that. And it, it was very indicative of what women in business go through in general.

**Cindy Fossouo 36:41**

Right. Right it and it's like you said Rihanna, she wants to shoot in front of the Superbowl, which was amazing. And they said, why would you perform pregnant, like, you know, just stay on home and with your babies and with your husband and just, you know, give birth and then you can commission to both which now you can do both you can day you can have a baby, you could cook you could, whatever you want, you could do so definitely

**Mia Voss** 37:09

have an eight month old at home and expecting another one. And there's a night who is to say that you can't do that. Right? But and that's on the flip side, too. But you did. You don't have to do all of it. Find out what you're also really like is your powerful thing. I remember somebody saying to me, they're like, just you know, they're like, really, you can do a lot of this, but you don't have to do all of it. And I know it sounds so simple. But when you when you hear that too, because you can start adding up a lot of the shoulds in your head.

**Cindy Fossouo** 37:38

Mm hmm. Absolutely. Yeah. So much for having me.

**Mia Voss** 37:42

Thank you.

**Cindy Fossouo** 37:44

We didn't curse as much as I wanted. Well, wait,

**Mia Voss** 37:47

wait, I have one more question. It's gonna be awesome. What's your favorite swear word or swell phrase? There you go.

37:52

Oh, my God, guys. Hi. Oh, my God. I love shit. Like I don't know. Oh, yeah.

**Mia Voss** 38:03

Yeah. It's good or bad, just like.

**Cindy Fossouo** 38:08

Right. And I think especially like, I think for me, because I do a lot of conference talks. And they, and they speak a lot of interviews, you always have to compose yourself. And I love how this podcast, it's like, oh, no, we can swear here. Like, we am very comfortable. And I just love that.

**Mia Voss** 38:31

I think some of the things that we brought up were a form of swearing because swearing can be seen as unprofessional or lady like,

**Cindy Fossouo** 38:38

right? Like it's there. You talk about your personal dating life, right?

**Mia Voss** 38:43

Or ask for what you want. And also see what doesn't work for you, which went back on the, you know, the one person that had approached you at the at the conference, like it's so interesting, because not there's the flip of he's seeing you with respect and like to reiterate, you're like, but I don't respect you now for that behavior. So we can also do that to have say, I'm not out here to be approved by all of you.

I also get to make the decision, even if you're okay with me. Now. You I may not be okay with you. So that's some permission. Absolutely. Yes. All right. Well, I will have all the information tell us where to find you, though, but I'll have it in the show notes as well.

**Cindy Fossouo** 39:21

Yes. So you guys can find information systems builder on Twitter, LinkedIn, Instagram, and then our website information. If you just Google Information Systems builder, you could go if you're a founder, you could if you're a tech founder, you could go and check our website we have you know, we love to help startups and you know, big small companies. We love that. And then for me, you could find me on Twitter Cindy, and then Faso on Twitter and LinkedIn. I don't have an Instagram but I'm one of those

**Mia Voss** 40:00

Do your company does and I love that too. I just went follow them too and it's great information as well. So we'll have that all in the show notes. Thank you, Cindy.

**Cindy Fossouo** 40:08

Thank you.

**Mia Voss** 40:09

Take care everybody. Bye Hey, thanks for tuning in. You can check out the show notes and guests links at [ShitWeDontTalkAboutPodcast.com](https://ShitWeDontTalkAboutPodcast.com) If you liked this episode, please subscribe and give it a like or leave a review, especially if it's a good one. See you next time. Bye.