

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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# Ericka Cogne

## Video Transcript

I'm Ericka Cogne, I'm from France. I'm working in Paris but I come in from Dijon, like the mustard. And I'm Leading Corporate (inaudible) in France and (inaudible). So back three years ago we had a big project helping special entrepreneur everywhere in Europe, and we raised \$1 million to do that. And we were all excited about that project. And obviously, it was really ambitious. The ambition was there but then in the reality we had many challenges, obviously many challenges to make it happen. And my partners we had worked together very hard. And she was really concerned about the challenges.

And she called me I remember very well she said, "I'm gonna stop, I'm just basically gonna stop." And I answer to her, "No way, we are never gonna stop you know because I really believe in this." And it was very innovative project, but I knew it was the right direction and she knew it was the right direction. And she said, "I cannot believe you. You don't panic, you're just like a rock in the storm." I really think it was funny, maybe it's a bit negative to be a rock you know. And it was in the sense of I feel myself as very much sensitive. But I know that indeed I'm very much resilient under these difficulties. So

rock in the storm really does not mean that you would forget your sensitivity and emotion and humility and it really mean that keep going okay. If you know it's the right direction, you are a rock in the storm and keep going. Stay yourself as a woman with all your sensitivity but keep going. Keep going when you know where you go. Keep going every day and you can think about that rock in the storm.