Episode 2 – Setting the stage for inclusion & innovation

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Kathryn Ross, Managing Director, Global Open Innovation Lead and Black Founders Development Program Lead, Accenture
Pharrell Williams, Artist, Producer & Founder of Black Ambition

Hosts:
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This episode of Change Conversations was recorded at the Apollo Theater in New York City on June 17th, 2021, the day Juneteenth became a federal holiday in America.

MUSIC


Emmanuel Acho: I'm Emmanuel Acho, former NFL linebacker, current television host, and author. And today, get this, we are coming to you from the Apollo Theater, which is very special to me, seeing as I grew up watching Showtime at the Apollo. I can hear the theme music now. Hopefully I don’t get brushed off stage, but, um, since the 1930s, the Apollo has been a haven for Black artists. This venue was the heart of Harlem. It, it is where so many musical legends got their start: Ella Fitzgerald, James Brown, Sammy Davis Jr., Billie Holiday, along with comedians like Chris Rock, Richard Pryor, uh, just to name a few. And the week of Juneteenth is an incredibly special time to be here.

Jimmy Etheredge: You're right, Emmanuel, it is very special and, you know, the Apollo's mission is Honoring the legacy, Advancing the Path. It's fantastic. And that path was forged on June 19th, 1865. This is the date that marks the true beginning of Black independence.
**Emmanuel Acho**: Yeah, and to this day, economic freedom, the very promise of entrepreneurship that still remains one of the most elusive goals for Black people, and Latinx people, and all members of those communities. And that's why on this special episode of Change Conversations, we're focusing on systemic barriers to success that Black and Latinx entrepreneurs, creatives, and founders continue to face, and what needs to be done to finally remove those barriers. Now, to talk about these very big issues, we have some very big and important names, incredibly impressive guests joining us.

**Jimmy Etheredge**: Yes, Pharrell Williams, Grammy award-winning producer, designer, and founder of Black Ambition, a non-profit that provides a bridge to success for Black and Latinx entrepreneurs. Kamilah Forbes, who is the Executive Producer of the Apollo Theater, and the director of HBO's Between the World and Me, which explores the emotion, symbolism, and realities that come from being Black in the United States. And of course, our own Kathy Ross, who's the Global Open Innovation Program Lead for Accenture Ventures, and also leads Accenture's Black Founders Global Development Program. It is so great to have all of you here with us in the virtual Apollo.

**Emmanuel Acho**: It definitely is. I can't wait to have this conversation. Pharrell, I gotta start with you. Let's start with your foundation, Black Ambition, a name you chose to embody its goal. The foundation aims to close the opportunity and wealth gaps in entrepreneurship. Why is entrepreneurship the mechanism to do that?

**Pharrell Williams**: First of all, thanks for having me. Our group just thought about the disparities in our country for African Americans, African diaspora, Latinx. Those disparities are disproportionate access to healthcare, disproportionate access to education, and also legislation. And so, the reason why we don't necessarily have a voice, or allowed enough voice, not only in this country but around the world, is because we don't own enough, you know? And even when we don't own enough businesses, or not founders or, or owners of our businesses, we don't have enough, uh, position, position stake in senior leadership. And so, for us, we thought, "Well, why don't we launch a prize in partnership with, historically Black colleges and universities,” which is the most fertile grounds to launch a search. I mean, some of the most amazing, most, productive and, some of the biggest contributors to popular culture have been the product of HBCUs, and those schools don't get enough light.

And so, we felt like if we're gonna do this partnership, let's do it in the most fertile ground in America. And, the thing is it's not just the prize like there's 1,700 entrants,
and that 250 people that were chosen to compete. But 36 entrepreneurs will actually get their ideas funded. And, if you ask, you know, the less than 3% private equity and VC founders who happen to be people of color, or humans of color, right, they'll tell you that their biggest hurdle wasn't the capital, which is really hard to get, but their biggest hurdle was mentorship. It was actually Ron Conway at SV Angel.

**Pharrell Williams:** You know, him on his birthday, he was the guy that I gave this, I presented this idea in this sort of challenge to, and he was the first one to put money in and to make some of the biggest calls – one of which was Bridgespan. An African American woman by the name of Willa Selden who's an actual partner at Bridgespan, she jumped right in. She is one of the most amazing architects that I've ever met in my life. I mean, it's not bricks that she builds with but it's these concepts and comprehensive components to the program. It's a game changer and I'm grateful for this opportunity to talk about it. But it's really important that we have more of a say, out there in the business sector. We need it, and we deserve it, right? America wants to be more equitable, and they may not know. We have to show them the way and we have to create programs to sort of lead by example.

**Emmanuel Acho:** I love that. Amazing stuff. And you've talked about mentorship. Uh, we'll get to that a little bit later. Jimmy?

**Jimmy Etheredge:** Well, I got a question for Kamilah. So, the Apollo Theater, I mean, obviously, an amazing example of Black ambition. And you've got a platform for Black and Latinx creators. And how do you balance that with also having a venue that is an inclusive place for all types of audiences to come and enjoy?

**Kamilah Forbes:** One, I think we, we recognize we've always been a venue over the last 87 years of our history, that has centered and been a celebrant for Black voices and Black culture. Which, in turn, has been one of the greatest contributors of American culture and local culture. We became a nonprofit in 1991. That being said, really allowed us to truly dig ourselves into being a mission-driven organization. And, therefore, by being a mission-driven organization, we also recognize that amongst the landscape of performing arts centers, we hold the moniker of a mission of uplifting Black and African diasporic voices very dearly, because there's very few performing arts institutions in this country in which that is their sole and primary mission. And, again, like I mentioned as being such a great contributor to global culture, you know, it's important that we make great investments in people and those artists who are creating not only the culture of today, but more importantly, the culture of tomorrow, so that we have equal representation on all stages across the country.
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**Jimmy Etheredge**: Thanks, Kamilah. Easy to see why this is so important to our Black community.

**Emmanuel Acho**: Absolutely. Now, Kathy, you've been with Accenture for 26 years, but last year you started a new role. I have to read it, then you'll see why. Global Open Innovation Lead and Black Founders Development Program Lead has to be one of the longest titles in America, but incredibly well-deserving. Big goals you have, what are they?

**Kathy Ross**: It encompasses, I think, everything that everyone just stated. You know, Pharrell said fertile ground. There is fertile ground, in terms of the diversity of innovation that has been created across North America, and truly across the globe. And in the past, that ground was not fostered. It wasn't, sought after. It was very much relegated to the coasts in terms of where the VC and the capital funding was going. And, I truly believe, that entrepreneurship is really about the art of creation and I use those two terms very, very deliberately. It is an art. It is not something that's for the faint of heart, and it's something that someone has to be very passionate about to do because it is not easy. And so, when you are a Black entrepreneur or a Latinx entrepreneur and the road is that much harder because you don't have the access. That's really our goal, is how do we create that access, that visibility to level that playing field? And I think that, you know, at the same point in time, we recognize that handing over a check is not enough. It really does encompass, how do you provide the services, the guidance necessary to really help that founder get to that next step. And so that when they do get that check, they're using it as wisely as possible to drive their business forward.

**Jimmy Etheredge**: Kathy, you heard Pharrell talk about some of the real challenges around access to capital, about mentorship and being in a community where you've got support for what you're trying to do. When you look at the Black Founders Development Program, what have you seen the, as the biggest obstacle and how have you seen us try to help entrepreneurs be successful?

**Kathy Ross**: First and foremost, there is a journey that a founder needs to go through. And the ideation process at the beginning of that journey – friends and family funding, which is how usually most ideas get started. And it's a different community and they have a different level of wealth, so even getting started is difficult. And then when you get into the standard process, having the access to the resources, whether it's VC angel investing and otherwise is key.
Kathy Ross: But the knowledge of how to actually navigate that process, the knowledge of how to get loans from the banks is, something that we also need to look at. So, I would say the biggest obstacle, first and foremost, it's a community like myself, where we have our eyes open, we are looking, once again, I'm gonna use that word, the fertile ground, and go into where the founders are, and making sure that we are number one, helping to educate them. But number two, opening our own eyes to the opportunities that they provide to us. So that access, I think, is definitely, still an obstacle out there. I think we're at the starting gates, but we're a ways to go.

Emmanuel Acho: I love that. Let's circle back now to Pharrell. A word you used, a word Katherine you used, mentorship. We all know that mentorship, sponsorship, they're critical to success. Black and Latinx entrepreneurs, they don't get enough help, not enough people are stepping up to the plate to becoming mentors. Pharrell, I'm a fan of yours, musically, occupationally, your mind, everything that you've created. Who was your mentor along the way?

Pharrell Williams: I've had many mentors. In fact, I would count, my teachers in school as being a part of my constellation. You know, when I look over my shoulder, I know the way that I got here, there was a lot of stars in my life. A lot of very bright lights who enlightened me on which direction to continue to go, even when they didn't know I was gonna become a musician. It began with my educators. But mentorship, as you've highlighted again, is super important. It really is. I was just asked this question the other day. You know, who are you, uninterrupted? And that's a very real question for people of color, minorities, in this country, because we've always been interrupted.

Not just Tulsa, Oklahoma, but we've always systemically been interrupted. If you think about the policy of how we were treated when we went to go get loans, our money was just as green as anybody else's, but we were getting red-lined. If you just think about, like when we go to apply for a job, or when we're doing well at a job, someone else is getting paid differently than we are. And then when you count our sisters, and what's happened to our sisters as well, you know, the gravity is twice as much.

So that mentorship is very important because this is even before you even have a like a great idea, right? You might not have the business acumen, and you're gonna need that. But even before you have a great idea, we need that mentorship just for how to survive in a nation that we know you love us, and you know we love you, but the programs and the system has to begin to reflect that. And mentorship is where that starts.
**Pharrell Williams:** You know, this is a really amazing day, right? This is Juneteenth. We have a Juneteenth pledge and you know, that's where these things start. Just recognizing us and acknowledging the things that matter to us just as much as it should matter to you. Juneteenth is now a federal holiday, and it should have always been that, right, because if we're gonna say that word, we're gonna use that word, liberty, in our pledge, man, you got to really mean it, right? Like, you can't just use the word liberty and not really want to be free because if I am not free, then you are not free.

And listen, I love Independence Day. My ancestors fought in that war. They might not have been free, but neither were our white brothers' wives. They weren't free either. They couldn't vote. You know, only our white brothers were free and we, and my ancestors and DNA fought for that, right? Yeah, but listen, who doesn't like a cookout? We love the red white and blue, it's amazing. But this Juneteenth, this is another, another amazing holiday. We shouldn't be scared of our past. We learn from our past so we don't repeat it in the future.

**Emmanuel Acho:** I love it, I love it, I love it. Kamilah, bringing it back to mentorship, because Pharrell said a lot. We're going to unpack a lot of what he said a little bit later, but how has mentorship shaped you?

**Kamilah Forbes:** It is the reason why I'm even sitting here with you all today. When I made the decision to become an artist, my parents were terrified. And as a teenager I thought it was, "Oh my goodness it's only because you guys don't get me. You guys don't get what I'm doing. Y'all aren't cool. I'm cool." But really, they were terrified because they did not know, and my parents were immigrants to this country, how to describe or prescribe or guide me in this path. Because quite frankly, being an artist is very much like a startup business and entrepreneurship. You have to make the road while walking.

And in order to make the road while walking, you know, guidance is critical. Um, so the reason why I'm, I'm even here and even have any semblance of a career is because of mentors in my life. Those were teachers, those were professors, those were folks who I worked for very early on in my career, who really told me left from right based on their own lived experience and learned experience. People who were willing to open doors, um, for me. And, therefore I do think it's my responsibility to make sure that I'm opening doors also for others.

**Kamilah Forbes:** We at the Apollo, a big part of our mission is mentorship and building,
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<td>Creating opportunities for not just the next artist, but quite frankly, the next art leaders... who are those folks who are gonna be running cultural institutions, who are gonna be managing artists, who are gonna be building the stages for culture to be built, for culture to breathe, for culture to live on. So, we're creating, you know, the next leaders, artistic and cultural and creative leaders of tomorrow through our arts and education program.</td>
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<td><strong>Emmanuel Acho</strong>: That is amazing. I often hear each one, reach one, and it sounds like that's fundamental philosophy that you live by, so I love that. Kathy, have you had a mentor that changed the course of your career?</td>
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<td><strong>Kathy Ross</strong>: Oh, absolutely, uh, and I think I agree with everyone. I've had mentors throughout my career. At the moment I would say founders are actually my mentors. I'm learning more from them, in terms of, what they need and, who I need to be in order to be able to serve them. Truly when you find that connection, that person who sees you, understands you, and actually provides that insight, that reframes how you think about yourself, for me, it was career-changing. It was life-changing. It allowed me or enabled me to take hold of what I have today.</td>
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<td><strong>Jimmy Etheredge</strong>: Pharrell, I appreciate your call to action to corporations. There's a lot of business leaders that will be watching this, listen to this podcast. What do you think that they can do to help these entrepreneurs more?</td>
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<td><strong>Pharrell Williams</strong>: I think it all boils down to mentorship. And then in terms of like, some of the CEOs and some of these people in C-Suite positions, who, you know, are in a position to actually, make some decisions, I think, empathy is really important. And you got to have empathy, right, because if you don't have empathy, then you, you don't understand your consumer base. And if you don't understand your consumer base, then your business is doomed. That's what a lot of companies came to realize during the pandemic. Like, if you're not in touch with them and you can't relate to some of the company's policies, then they check out. They go to a competitor or they start their own businesses.</td>
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|      | **Jimmy Etheredge**: That ties in, Emmanuel, with a lot of what we talked about these Change Conversations making sure that you understand who your brother is, be able to talk about their lived experiences. And I think it's a fantastic example of how this podcast can help people do that.
Emmanuel Acho: Yeah, I think Pharrell hits the nail on the head. We have to do a better job also though, of understanding the difference between sympathy and empathy, you know? I believe that sympathy, I feel sorry for you. Empathy, I feel sorry with you. Sympathy, I hurt for you. Empathy, I hurt with you. Corporations, they feel sorry for, but they don't necessarily feel sorry with. They don't necessarily understand how to truly emote with those who are suffering.

Pharrell Williams: It's a crazy time. And we need empathy more than we've ever had it... You know what, you guys? We need critical race theory. We, we really do. I'm not one of those people on the front line going like, "We need it, need it, need it." I'm just telling you in a conversation like this is that -- it's because the lack of education. People just don't know. The first commodity that was ever traded on Wall Street? It was enslaved people. Right? And they had, you know what they had to stand against? The wall. They need to know that. These things need to be taught. And, once they hear that, once they have the real true social studies of America, right. Like, "Let's be social and let's study our history together," right? Once we do that, then we can get rid of like some, some of these really serious current blind spots. That's just my opinion.

Emmanuel Acho: That's deep stuff, that's heavy stuff. We talk about barriers a lot. Kathy, tell me the difference, in your opinion, between a barrier and a systemic barrier.

Kathy Ross: If I give an analogy of barriers, it's a gate, it has a lock on it, right? Someone can lock it, someone can unlock it, someone can determine who has the passcode to get in. A systemic barrier is something that's foundational, it's deep-rooted. For certain people to get in, you literally have to dig up the roots, which is a much longer process. You know, ultimately, I think that from a capital perspective, in some cases there are barriers, in some cases there are systemic barriers. On the one hand, VCs going outside of the coasts, looking at different pipelines to bring in minority, underrepresented founders, Black, Latinx, and others, that's the barrier, that's a gate. You've unlocked the gate, you've, you've opened it up.

A systemic barrier goes to what you were just speaking about, that lived experience, not having someone who can actually understand the problem statement. They have to, you know, to get back, to understand, the risk, the reward, the opportunity. You know, those are things that require more effort, more work. Also require, someone on that team who can, essentially, truly understand and, and derive value from that.
**Kathy Ross:** If I go to systemic barriers, those are the things, you know, that Pharrell spoke about, right? Those are the, not even to get mortgages. Because the systems have been built in a way that takes into account, you know, parameters that bias it against minorities. Those are the systemic ones that require a deeper effort to pull them out of the roots.

**Emmanuel Acho:** Kamilah, let me ask you the same question. The difference between a systemic barrier and a barrier in your mind or maybe even in your industry.

**Kamilah Forbes:** Well, when I think about a systemic barrier, I mean, one of the statistics we were just looking at, in our industry, at least in the live and performing arts, is that when you think about the cultural driver of African Americans really driving and and having such a huge presentation on American culture by getting only across live stages, last year, only 4% of African American representation really appeared. Now, why is that systemic? Well, because leadership, right? There has been a great deal of leadership that will favor more classical forms, in upholding certain classical forms of art, and valuing certain classical forms of art. And when, when we think about universities, and that being sort of the artistic pipeline of university training systems and who are not only allowed but has access and resources to attend those systems. And so, it becomes a much larger problem, although the organic forces of culture prevails, of our significance, where that may not be seen in representation across performing art stages. And that's something I think that many organizations are, are trying to address.

**Emmanuel Acho:** Jimmy, I know you wanted to talk about calls to action. Where can we go? What can we do? How can we actually move from here to make sustainable and meaningful change?

**Jimmy Etheredge:** Yeah. So, Kamilah, can we start with you? What's your call to action to this audience out here?

**Kamilah Forbes:** You know for this audience, and on this Juneteenth day, my call to action is about supporting Black organizations. Obviously, you know, I represent the Apollo. So, a call to action is about the Apollo but more broadly. I think it's truly critical in supporting not only Black institutions that's creating the culture that is ultimately defining the culture of our country. Then that's the biggest call to action I could have on this day, this Juneteenth day.

**Pharrell Williams:** Today was a great day, but you know how it happened. It happened because the right people who represented the citizens of this country pulled together.
and they put their differences aside and we got to this place. If you think about it, we would have never gotten the freedom if we didn't first believe that we deserve it. And if we hadn't mobilized and galvanized ourselves with the help of some of our white brothers and sisters at the time that were part of the abolitionist movement, it would have never happened. So, we need you. It's the only way that we can educate the people who just don't get it. And some people won't get it, right? Some people won't. But, we will persevere, because that was God's intention.

Jimmy Etheredge: Yeah. And I agree, and Pharrell. There's, there's a lot of white brothers and sisters out there who have that grace. But there's education, right? There's, there's, a lot of it is just education that makes a difference. Which is why, you know, all of us being on this podcast is so helpful. For people to hear about these things. And I mean, Emmanuel's book is fantastic. I recommend it to everybody I see. As a great way to really start to educate yourself on what's, what's it like to be Black in America.

Pharrell Williams: Oh, yeah. Congratulations.

Emmanuel Acho: Pharrell, you use a term that I haven't heard other people use often. Now, Jimmy and I have been using it over the course of change conversations, but you also say brothers and sisters when referencing to, to white brothers and white sisters. Why?

Pharrell Williams: Well, because we're humans. Right? If we really truly believe, right, we, there word ... The word God is in a lot of our, you know, in our Constitution, it's, it's in our pledges, you know. Those who are like, faith-based, it's in our prayers. Those who are just spiritualist and their like meditations. Like we use that word God a lot, right? So, we're made in God's image. That spirit, God the Spirit.

Jimmy Etheredge: As a faith-based person, I totally relate to it, I do. But Kathy, I know you got a call to action and I don't wanna miss out on that.

Kathy Ross: I mean it's poetry. I think everything that everyone has said here today. It took over 400 years for us to get to this point so we can't assume it's gonna be one year or even a couple of years for us to reverse this. I'm hoping it's not 400 to get to that next point. But the call to action, you know, truly is understanding that this is a marathon, it is not a sprint. And that holding up a check is fantastic. Please hold up the checks. Continue to do that for our founders. But your time, your resource, your
open eyes is truly what they and we need in order to truly change this as a society and as a culture.

**Emmanuel Acho:** Awesome, awesome, awesome. Kamilah, let me go to you. How are you going to measure the success of your initiatives? The success of what you're doing? The success of the changes you're trying to make?

**Kamilah Forbes:** We measure them in a few ways, right? I think it's important to measure on short-term goals. I think success can be measured by numbers. The number of people we reach, the number of students we reach through our education programs. But I also think that one of the biggest things I think about art is that, and, as being an arts institution, is that art creates culture, but also culture informs and changes policy. So, our successes also are not just in the short term with numbers and metrics. Our successes are also in the long term. And it's important to always make that linkage when we think about performing arts, arts and culture, and the work that we do on an everyday basis.

**Emmanuel Acho:** Art influences, culture, and culture influences policy. I get that right?

**Kamilah Forbes:** That's exactly right.

**Emmanuel Acho:** Never heard of that before. That's brilliant, that's brilliant. Pharrell, how are you going to measure the success of everything you got going on, all your initiatives?

**Pharrell Williams:** Seeing more diversity, and diversified success. And I think the minute there's more opportunity for people who look like us, man, this is just, the country's just gotta be better, you know? Why wouldn't we want everyone to be successful, right? Like, we should pull together as a nation and, and want that. And not just see one archetype and society do well or continue to do well. Diversity is a very beautiful thing. Let's support the lesser. Let's support the have-nots. It's so much cooler.

**Emmanuel Acho:** I love that, I love that. Kathy, let me end by asking you how you measure success from your initiatives?

**Kathy Ross:** You keep having me go after the poetry of Pharrell. It's very hard to follow that. I guess, I'll be more personal. I, you know, from a professional standpoint, I'd love
to see more exits. I’d love to see more drive creations. From a personal standpoint, I sit on both sides of this. As an investor from an Accenture standpoint, but my husband’s an entrepreneur, my kids are budding entrepreneurs. To have the opportunity to potentially create a world in which they don’t have to follow the same rocky road that people have before them, that ultimately, for me, would be success.

**Emmanuel Acho:** That’s awesome. Jimmy, a lot have been said, a lot have been shared. What closing thoughts did you have?

**Jimmy Etheredge:** Well, just a very powerful discussion. Starting we talked about Black ambition and the Black Founders Development Program, and the importance of mentorship. As Kathy said, it’s just not about writing checks. We’ve got plenty of companies that can write checks. But it’s about really engaging and mentoring. And then to you know, have Kamilah share the Apollo, it’s just an amazing story for how creative we can be when we’re really are leveraging all of our diverse talents. And, I think, as Pharrell said, it’s, it’s about abundance, not scarcity.

That’s the problem sometimes today is some people wanna make it seem like it’s a scarcity thing, but it's not. It’s all about abundance. And together, I think the examples that everyone who shared here, you can see how we can make this country but also the world that we live in, you know, better. And for me, it’s just really powerful to have the privilege to share the virtual stage here with all of you, on what’s a pretty momentous day, frankly.

**Emmanuel Acho:** Yeah. It's, it has truly been awesome, Pharrell, Kamilah, Kathy. Thank you all for joining us on what's been an incredible conversation. Hopefully, a change conversation. Kamilah, when they reboot showtime at the Apollo, I'm submitting my name in the hat to be the host.

**Kamilah Forbes:** There you go.

**Emmanuel Acho:** Next year, I hope we will all be in person. But thank you all.

**Kamilah Forbes:** Thank you.

**Pharrell Williams:** Thanks for having me. Thank you.
### Credits

*Pharrell Williams* is a Grammy award-winning producer, designer, and the founder of Black Ambition.

*Kamilah Forbes* is Executive Producer of the Apollo Theater.

*And Kathy Ross* is the Global Open Innovation Program Lead for Accenture Ventures, and leads Accenture's Black Founders Global Development Program.

*Thanks for listening to this special edition of Change Conversations, recorded at the Apollo Theatre virtual event on June 17, 2021.*

*Change Conversations with Jimmy Etheredge and Emmanuel Acho.*

*This podcast is supported by Accenture, and produced by Laura Regehr and Lisa Gabriele at Antica Productions.*

*Nicole Edwards* is Associate Producer. *Stuart Coxe* is Executive Producer.

*Mixing and Sound Design by Reza Dahya.*

*Join us for our next conversation. Let’s make equality for all a movement, not a moment.*