

**EPISODE 23**

**[0:00:00.9] NA:** Welcome back to La Vie en Code. A podcast dedicated to the self-educated web developer. I'm your host, Nicole Archambault.

[INTRODUCTION]

**[0:00:11.3] NA:** Today, we are so fortunate to have a special guest episode featuring a super important conversation about a very big topic in the industry that we all work in or are aspiring to work in. My guest today is Kim Crayton. Kim is a really good friend of mine and also a mentor, an informal mentor. She's an advocate for diversity, inclusion and safe spaces in tech. As well as just an all-around badass woman. We were both at the CodeLand Conference in 2017 but I didn't really get a chance to get to know her more closely until after the conference when I began going through her work.

To take her business to the next level, she's pursuing a Doctor's of Business Administration in Technology Entrepreneurship. She has years of experience working with learners of all ages, skill levels, abilities and it occurred to me how she would make a really excellent guest to help to embolden me and my listeners into an area that I haven't really explored yet for a lot of different reasons. Mostly comfort. I wanted to do it very intentionally but also without sugar coating or any nonsense like that. As a woman of color myself, I wanted to have this conversation be the kind of conversation that I would want to have.

This area is, as you've probably guessed, diversity and inclusion in the tech industry. Yes, that couple of buzz words that I'm sure many of you just wish would go away, you know, to be blunt. I totally agree, as a woman of color, I totally agree and I wish it would go away too.

But, as a representative of an intersectionally, deeply marginalized group in tech as a black and native American woman, I represent less than .1% of the tech industry. The fact that I don't see a lot of people like me in tech, is enough of a problem but I've also seen enough of what happens as a result of companies really being tone deaf to the reality that is diversity. To know that we the people are not the only ones experiencing a problem as a result of it.

Indeed, this is an area where people and businesses, the giants in tech that employ, that contract and that are supposed to be leading we technologists toward the future with the products that they create and the little guys, we all need to come together. This is an area where Kim really flourishes and shines.

Today, Kim is going to help us all, myself included to understand why business and economics actually have a very important role and a strong connection to diversity and inclusion. Why businesses and tech professionals alike really need to be on the same page in order to keep our jobs and succeed as an industry.

Now, our conversation did run a bit long as they tend to do, we had a lot to talk about and I ended up snipping it down a little bit for you folks but it's been split up into two episodes. This week's episode will actually be two episodes. Episode 23 is the first part and Episode 24 is the second part.

If you want to check out the show notes for both of those episodes, they are very different with different tweetables and other details. The episode link for the first part is [Lavieencode.net/23](http://Lavieencode.net/23) and for the second part, it's [lavieencode.net/24](http://lavieencode.net/24). Without further ado, let's jump right into the conversation.

[INTERVIEW]

**[0:04:16.5] NA:** So, I really want to thank you so much for coming on to the podcast to speak with us today Kim.

**[0:04:22.5] KC:** Thank you Nicole, thanks for having me, hello everyone. Inclusion and diversity is a subset of what I do and I want to make that distinction because when I think about the issues that people are having in our industry when inclusion and diversity, most of them stem from poor business practices or things that business owners or leaders haven't thought about.

I want to couch inclusion and diversity in a broader perspective, instead of just focusing on problems but explaining why the systems that we have are creating these problems. Giving you a

background of myself, I am educator by trade, I've been mentoring since graduating high school with my mom worked at a nonprofit, I have a master's in training and development.

I am special needs certified which means when I taught high school, I was with individuals that were considered or labeled, diagnosed and mildly intellectually disabled. That were people on the spectrum, people with some learning disabilities like dyslexia, some cognitive disabilities so I was forced to learn. Yeah, I was forced. To expand my teaching and learning ability because I had so many people in a classroom that had so many different needs and abilities and trying to make sure they all hit the same bench mark. I have spent a lot of time developing my understanding in skill set and knowledge and how to get people to – helping people learn and helping with change. Helping people and organizations change.

Currently, I am pursuing a Doctor's of Business Administration, focusing on technology entrepreneurship and again, it goes back to the business focus of why these issues are important to me because if not just for me, inclusion and diversity, it's also how businesses are run, a product and service is not a business, there needs to be a structure underneath it to make it a business, to make it scalable.

These are the issues that people aren't addressing that lead to diversity and inclusion issues. I currently have a podcast called Community Engineer Report that, Nicole, I'm just, there will be a lot of things that I'm hearing on this show that I haven't shared with anybody. I'm ending that show in December because I'm shifting my focus because what I have found is I never wanted to be the figure head or the poster child of diversity and inclusion because I find it much of what's happening in regards to diversity and inclusion in the tech space and outside the tech space. Specifically, in the tech space is very reactionary. Something crappy happens, somebody responds or tries to responds, the respond inadequately and then something bigger happens because they didn't know how to respond and it's just a cycle.

I am ending that podcast and I will be focusing less on inclusion and diversity specifically and more of inclusion and diversity as a systemic issue of businesses and business development.

**[0:07:55.2] NA:** Perfect. I mean, that's exactly why I wanted you to describe what you're doing in particular. You even mentioned a couple of things there that I didn't know. I think, in a lot of

cases, you have a background as I said in diversity and inclusion but the way that it connects to the work that you're actually focusing on now is through business which we're going to be talking about today, in a lot of regards.

One of the things that I really considered when I was looking for a guest to come on and speak about some issues that were not the typical issues that I was discussing in terms of technical topics and in terms of learning in educational technology.

Was looking at issues that myself and the communities that I exist in which being at an intersection of being black and native American, I represent less than 0.04% of tech. I wanted to spotlight what the issues are that those particular, that intersection and that each of those streets, being African American and native American, in tech, what we face. And the first thing that came to mind was our presence in the tech industry which raises a lot of questions of why that's an issue and where it began.

I know that you and I have spoken, this is definitely more of a continuing conversation about the topic of diversity and inclusion and how it came, it stemmed, from a business issue. I'd like to actually back up first and try to explain to our listeners, how does the issue or lack of diversity and inclusion in tech which we understand is a trickle-down effect of businesses, even affect new web developers. What happens when a tech company doesn't have a diverse team and what do we see as a result of that?

**[0:09:56.5] KC:** Okay, I'm going to back up even further because I'm a person who believes in making sure before I start any conversation, usually, they were all on the same page when we come to defining terms because if you don't, you have a situation where people say, "Well this is what I understood so it's not my fault it's not working," or "I didn't agree to that," kind of thing, I'd like to start less defined diversity first and then inclusion.

I'm a person who believes in giving examples. I'm going to give you an example. Let's say there's a buffet, you go to your local buffet. That's diversity. Anything you want is on that buffet. Inclusion is, what you take from that buffet and put on your plate.

Although there are many things on the buffet, there are many things on that buffet that I will not be included on my plate because those aren't things that I want to eat. Let's put it in a business's framework. You are a new developer. Let's say, you are on a marginalized or under represented community. Let me back up again, under represented means, just with that – there is not enough of the type of individuals being represented in wherever - business, whatever they're under represented. Marginalized is when someone has actually – I'm going to actually look this word up. This is what I do a lot of times. I go to my trusty Google. Marginalize is treat and I have – parenthesis, a person, group or concept as insignificant or on the peripheral.

You're trivialized, that's what marginalized individuals are. 'Under represented' is one thing, 'marginalized' is another. These are – I can talk about a lot of things here. I want to give you an example of the differences. This might piss people off but this is some of the conversations that are being had when we're talking about women in tech and the differences between white women in tech and people of color in tech.

Women in tech are underrepresented. People of color, women of color are marginalized in tech. There's a total difference between the two.

**[0:12:19.9] NA:** Underrepresented, just to make sure that we're clear on that. That's compared to for example, your representation in society normally, right? Or –

**[0:12:27.9] KC:** Well, we're talking specifically in tech so we're talking about – tech is largely white male. If that's who is normally represented, anybody else who is not a white male is under represented. When I speak specifically about women in tech, women in tech are underrepresented in relation or, yeah, in relation to white men in tech.

We're saying, there are two variables. We're getting into some development here. There are two variables. White and men. Right? I'm a researcher so this is a quantitative research dynamic. When you have white men that's represented, when you have women, you just take the one variable and you can say men, right?

Men to women, there are more men in the tech industry than women. Now, women are underrepresented. When you're at the white to that male, then now, you have a marginalized group of

– well, there are also under, underrepresented if you're not, because now, we can dissect or segment women from white women and other women.

Women of color or women of whatever, right? Because most people of color has been trivialized in our society, that makes us marginalized. We've been treated as insignificant, be it Native American, Hispanic, black, whatever. We are usually, have been treated as insignificant in our culture, in our community, in our society so we are marginalized as well. We have a double, I'm just going to say it, a double hit. That's why a lot of the conversations about inclusion and diversity are insignificant because people don't want to or – I'm not going to say it. People aren't addressing the other issues there, the other segment of this community and why these things are important.

I said that because I wanted to make sure everybody was on the same page, let's go back to diversity and inclusion in the workplace. Nicole is a black, native American woman, she has underrepresented as a woman, she's under represented as native American and she's underrepresented as black. She's also marginalized, in a marginalized community because of how native Americans have been cheated historically in the United States as well as how black has been treated historically in the united states.

**[0:15:11.3] NA:** Black women and native women specifically.

**[0:15:14.8] KC:** Exactly. You see, all these other things, all right? Being diverse is you're hired to come on a team, being included is, you're hired to come on a team and your perspective matters to what the team creates. Just being invited to the team does not mean you get to play, you see that when – in sports. For all you sports people, a whole bunch of people on the team, but a whole bunch of people sit on the bench.

**[0:15:50.7] NA:** That's so true.

**[0:15:52.2] KC:** You can get excited if you win the Super Bowl ring if you want to and you didn't play in the game but you didn't play in the game. That I hope explains that, now, I think I got back to your question but if I didn't reiterate.

**[0:16:06.6] NA:** It's fine. You know, I appreciate kind of the – I feel like in a lot of ways, I just kind of want to put this out here right now and I'll put it here on the recording too. I haven't actually defined any of these features before because it's literally the first time that I've talked about diversity and inclusion in tech on the podcast.

Although, I talk about this issue all the time in reality, outside of the podcast. I wanted to make sure that people aren't – you're absolutely right, making sure they're not completely overwhelmed by not even knowing, I think I forget that white folks really don't remember much of this or don't know it if people are telling them they don't remember because it's not important to them.

**[0:16:51.8] KC:** I knew from the beginning you said that this was a subject you just broached, I mean, is this something new for your audience. Because I work with learners, I knew that I saw an opportunity to provide that. You have done nothing wrong, it's the educator in me. You did exactly what the average person will come to me and say, this is something simple and then I would have to back up and explain why this is complex.

**[0:17:16.0] NA:** You had been talking about the concept of being on a team and not getting to play. I think that's a largely unfamiliar concept for a lot of white folks in different areas of the tech industry too. This isn't just a web development issue.

You know, this affects all areas of tech. We've kind of touched on what happens when a tech company doesn't have a diverse team but I really want to kind of flesh that out and paint a picture of what it looks like and why it's a problem. Also now that you've introduced the idea. What looks like – what it looks like rather when a tech company has a diverse team but doesn't practice inclusion.

**[0:17:59.3] KC:** Okay. I'm going to, again, draw a picture. Let's say we're in a life drawing class and, so life drawing is when someone is standing in the room and it's usually – well, we're going to put this person in the center of the room and they're posing.

We have chairs that circle the person, the person is in the middle of a circle and all the artists are in a circled of wound that individual, right? Think of a bulls eye with a dot in the middle. The

dot in the middle of the person he's posing and the edges of the bullseye and the circle are the artist.

Your instructions are to draw what you see. Everybody draws what they see. Then, you are instructed to exchange pictures and then discuss. What happens is, the person who is on the right side of the individual can only draw what they see on the right side.

They can assume or guess what the left side looks like. They can assume what the back and the front looks like but they only have the unique perspective of the left side. Does that make them incorrect? No. That says that that's the perspective they have. Once you get all the pictures together and people start discussing, you can see, "That person has a mole on their chest, I didn't even see that because that's not my perspective. I can really see the left leg really well but I couldn't see that mole that was on their right shoulder," right? "I didn't even know that existed." Once you get together, we look at all the pictures and we have a conversation about all the different perspectives, then we have a better picture collectively of what the model looks like at various angles.

Even that in reality can be incorrect because somebody's perspective, what they draw is going to be filtered through their life experience and are they color blind, they don't like to use red, all these other things but at least you get a clearer perspective of just – if somebody who was from – let's say they have the full frontal view, they could see the chest, the legs, the face and then they assume what the back look like and even though you, from the back knew that that wasn't what it looked like, your perspective wasn't taken into account. We just say, "Okay, we're just going to go with it." You know that there's an incomplete picture, you provided information or you tried to provide information to provide more color, more texture, more tone to what the actual, that was more closely captured what the complete figure look like but you weren't included.

It was like, "No, now I'm going to go with it." Those are the differences; I also like to give another example. I don't like when people say lets, is compromise or collaboration? I don't like compromise, no one really does like compromise. Let me give you an example of compromise.

This all goes back to the inclusion and diversity. You compromise, let's talk about skittles or some – everybody, I'm not going to say everybody because that's an assumption. Most people

have seen skittles, there is a bag of different colored candies. Every person has their favorite colored candy and they put it on the table. Well, there might be somebody that, “I don’t like green,” they take away green, “I don’t like this,” they take away that. What you're left with are these colors, that nobody really likes or dislikes but they’re just like the neutral colors. Everybody can live with them.

Well, we know in our lives and we have those kinds of situations where we’re never really happy but we just learn to live with it. There’s nothing energetic, exciting and passionate about it. But when you collaborate, you put all the skittles on the table and then you start getting really fascinated about, put that color next to that color, “What can we create with all these different colors, what does this look like?” We can make a picture.

All these very creative things happen because everybody provided their color skittles to the table. That couldn’t happen had they not provided their skittles to the table. Also, you end up creating something together that no person could create by themselves. That is the benefit and the glory in the beautifulness of inclusion and diversity.

Because what happens is, we, together are able to create things, you put something out there, it sparks something in my mind and it makes me remember something and then I say that and then it would spark something in somebody else’s mind. It looks like this whole – it is like a beautiful graphic art thing that is on the wall that people just came in and they just filled in the wall with their perspectives and when you step back and when you look at it, it’s just a beautiful work of art. It may be messy, people may have run outside the lines but those things can be cleared up. You know it’s like this podcast, you can clear things up and post it for the next year but what happens is when you don’t have those perspectives at the table at the beginning, people assume by not having them there people assume that they don’t exist.

And that’s the biggest problem, particularly, let’s go back to business, now we are global – everybody is competing on a global level now. You are not competing with people in your community anymore, you are competing with a global market place and that requires perspectives beyond just that of a few people.

**[0:23:57.4] NA:** Sure I think that sounds like it makes sense and it sounds beautiful, honestly, to somebody like me, to somebody like you, having a beautiful, diverse pallet with which to work and to paint pictures that speak to so many different perspectives and people worldwide. It sounds beautiful but it makes people uncomfortable, why?

**[0:24:23.9] KC:** Why? We are wired not to like change. We are wired to appreciate people like ourselves. If you just think about the people you hang out with, you very seldom hang out with people who are vastly different, because you don't have – I mean I am an introvert so it takes a lot of energy for me to get to know people particularly if we have nothing in common. Trying to find those common threads is like work but this is the necessary work, that's my personal life but for business, if I want to compete on a global market, I have to accept and embrace this messiness of it.

I tell people they need to get comfortable with being uncomfortable because that's what this – we no longer live in an industrial economy, where all we needed, everybody there worked on a machine let's say. We have to give an example, there's a machine. Your opinion about the machine didn't matter because there was a manual. You follow the instructions on the machine, you produce the product. We live in an information age and even in the information age, information means nothing until it's internalized and becomes knowledge and then I explain what I mean by that. I can tell you all to google a word, let's say let's google engineering or developer. Everybody google developer and we can look at the definition but based on where you are on your programming journey.

If you are a senior developer, if you have learned functional programming, if you just started today, we all have a different way of defining that same word or – what's the word I'm looking for? Because of where we are, we have a different relationship with that word because a person who's just coming into development doesn't have the same relationship with the professional side of development that a person who has been in it for 10 years.

So you have to keep those things in mind and so until I get some information, play with it for a little bit and then make it my own, once I make that information my own it becomes knowledge. When knowledge is created inside an organization in the 21<sup>st</sup> century with the information age that is when organizational leaders, business owners, founders, can now use that information to

differentiate themselves in the marketplace, to innovate in the marketplace, to compete in the marketplace.

So that's why this stuff is important and the research shows that businesses that embrace inclusion and diversity come up with the most novel ideas, things that people haven't even thought about and they can take that, knowledge is now the thing that businesses are using to compete on.

**[0:27:34.2] NA:** That's a really interesting perspective and I talk about this, I agree completely, and I talk about contextualizing information that information is floating around out there just loosely and it's what you do with it. You know, you have to grab it, you have to look at your own life, you have to find a place for it, you have to really deeply understand it and see a need for something like change for example and you have to get comfortable with being uncomfortable.

It's really not very much different from learning and really understanding the complex information that we have to learn like the technical information when you are learning programming but this is important for a different reason and you know, we see why this is scary. It's changed, it can feel a little bit threatening even I'm sure to some folks but it is pretty clear that when a company or a business develops products and services that speak to the wide variety of customers globally that they may have, by using all of their diverse employees and really including them to harness their strengths, these beautiful things can happen but we've seen on the opposite side too where there are cases we've witnessed where companies were not diverse or inclusive and even apart from the employees working there, us effectively as developers, the companies have faced a crisis and you have even said that sometimes they face this crisis before needing to come and see you.

Because they have a PR disaster, they made poor calls regarding employee misconduct as we saw this year with Google. We have seen product use case oversights where they just didn't consider an entire group of people. What are some of the examples that you have seen personally where people have really overlooked this and its importance and that's led to a major problem for the business?

**[0:29:48.4] KC:** Well I am going to tell you and I am going to put this right in the lap of your audience who are new developers. If you're an employer, once you get a job, aren't doing this, you won't have a job and that's been plain in fact as it is because these are the things that keep them business. So it is important to you and I guess this goes back to why they should care and why they should embrace change and being uncomfortable because your job depends on it.

Okay, so one example is I don't want to assume anything but there was a big flare up about the Node community a few months back on Twitter and it was not pretty. It really got really nasty but the thing that I – when I was doing my research, I realized that a lot of those although there were things that they should have addressed four years ago, what we saw on Twitter which really damaged their reputation had a lot less to do with people who are actually in the Node community, than people on Twitter who like to be angry and inflame situations providing their feedback.

So as a newbie, as a person, somebody that is coming in who is learning this stuff, you not knowing that the people who were the most horrific in their commentary weren't even a part of this community, it would communicate to you that this was an unhealthy community for anybody and why should I go into that, right? Why should I be a part of the Node JS community?

So now, let's expand that out a little bit further because one of the issues we have that I find in my research is that we think in silos. We don't think about the power of the system. You know if you have heard those thing about the forest and the trees. You look so much to the trees that we don't even can't even feel that the whole forest behind us is on fire because we are just looking at the tree that we have and so what happens is – so Node is an open source community which means they need contributors mainly unpaid to help keep the software updated, to be innovative, to keep it secure, all of these things. Because there's no real competitor to Node there's nowhere for people who want to contribute to this like thing to go and compete with Node. So you have people who would just say, "You know what? I can't work on this project and there is no project like it. I won't do any of this stuff".

Because this whole community is just toxic so let's bring the microscope out a little bit out further. Now you have a project that you don't have the inclusion and or diversity of perspectives as you once had or need it or you definitely need because when you are doing something like

that you need people with different backgrounds. You need people who understand about security. You need people who have senior level program experience.

You need people who are new who can look at stuff and say, “Hey this doesn’t make sense,” because most of the people who are going to be using beyond developers, let’s be honest, most of the business world is non-technical and what I mean, and I am going to define technical is do not have a non-programming background. So we need to make things so they can understand it. So if there are not people there who have those perspectives who can help us on those code base, then it’s not being updated as it needs to be. It doesn’t have the bells and whistles, it doesn’t have the basic that it needs. It doesn’t have the nuance, it doesn’t have the texture that it needs from these different perspectives.

So let’s bring the microscope out a little bit further. Once that happens, now you have organizations like Walmart who’s using Node JS. You have all of these, Microsoft, all of these large enterprise companies who are using Node JS to run their online, whatever they are using it for.

Now there are these large companies are getting code that could be fundable right? Because this is the process and so now you have this cold deficiencies and vulnerabilities that are being used by these large enterprise companies that have your data that you interact with on daily basis and at some point, it’s going to start affecting how they are able to service their customers, how they are able to provide their products and services through the global market and it’s going to be a detriment.

And we have seen it time and time again. I am just using a hypothetical to Node but we see it time and time again because people aren’t thinking about everybody thinks about again the tree that they are focussed on not the fire that you are on right coming up on their heels and that is where the crisis management portion comes out. So you look at the – you mention the Google manifesto, I’m assuming that’s what you meant when you mentioned Google.

**[0:35:12.8] NA:** Oh yeah, we all know it.

**[0:35:14.7] KC:** Exactly, so the manifesto so let’s play that out. We often times assume causality, which means we say if something happens and we always look at the immediate thing that

happen before and say, “Oh that must have caused it,” where in organizations they may not be true. Look at your relationships in your life today. If something happens today that doesn’t mean that what caused, what happened two minutes before.

It could have happened last year but no one has dealt with it and so now you are dealing with that. Not only was the residual what happened a year ago but all of that resentment and whatever that comes up and now when somebody blows up in your face and you’re like, “Where the hell did that come from?” It’s all these stuff that was never dealt with. So the Google manifesto. This is a young man, a white man who for the first time probably in his life felt an inkling of what under represented and marginalized people feel because everything was not focused on him anymore. Or that represented group, and so he felt he did not have a voice in that organization to express something. So he made a choice to use company communication channels to express his opinions. There are a lot of things going on there. Now yes, he has the right to express that and as an organization who believes in inclusion and diversity, I am just going to say it is what I understand, there are places and there were groups in within Google that he could have and may have used.

But they weren’t missed to that affection but the argument I kept hearing from people who were on his side, there were two things. That he has the First Amendment right. First of all, let’s define First Amendment. The First Amendment right is your right as the agreement you have with the US Government not with a private or a public business. When you are hired as an employee, you are hired with a contract and he violated their code of conduct.

They had nothing to do with this First Amendment Right. So he violated their code of conduct. His behavior or his manifesto also affected how they could do business. So you have to see who’s on the family vacation who has to cut that short because he has to come back and deal with this thing. So now no one is focused on Google’s business. So that is, man hours now we have to deal with this public relations issue on a worldwide sale which is using resources that we could be putting towards building our products and service and for that he should have been, – that alone he should have been fired up for it because now, you’re getting off our mission and then to say we have seen this bit to the end to say, to have this conversation about women’s inability, genetically or whatever he is talking about to do these jobs when - had he done just a little bit of research he would have known that these jobs were initially held by women but be-

cause these jobs were considered clerical at the time they weren't of value and they only shifted to white men.

Where white men saw the value in these jobs and they put their place in them. There is an article that was done in the 80's by some women who were in MIC who were writing about this in the early 80's about how women were being pushed out of computer science. So again, people are looking at history. People are looking at "I am uncomfortable. My tree is uncomfortable," he's not looking at the forest behind him of what might actually will kill how it will ripple out throughout this whole entire organization, internally and then externally, with all of our partners and reputation.

I mean Google has spent, it cost money to build a great reputation and so the tech it hit like that and that's why these things are focused on them from a business perspective and not a moral or political perspective because I can make a case for the business. I can make a business case with this. I can't Google your morals or your political views and come up with - that is not a win for me, that's not a win for anybody. So I choose to focus on the economics of this whole thing because economically, Google lost money.

Now they're is still a multibillion dollar company but the fact that they had to deal with all of this, so now the diversity course is being brought in, she extended her statement. I thought I had a little more time before I had to deal with this stuff. So you have taken people just off their mission, off the plans they had to rollout whatever they are going to do to deal and put out this fire that you didn't see coming because you had to back to only focus on your tree.

This is why this is uncomfortable. We all are creatures of habit, so it's not blaming white men or anybody else. This is just who we are. We get in, that's why we stop being nomads, as humans, and started planting because it is easier to go out and plant crops and harvest crops and put them on my table than every time I have to go with the elk or whatever. So we are creatures of habit and we like things easy. This subject, these issues are not easy.

These issues are not, "Let's do something today and it will solve our problems." No, you need to look historically at your organization and figure out what you did or what you didn't do in most cases to set up a culture that causes these things to happen. Those are the things you need to

fix and that's why it's uncomfortable because that means there are some real big changes that is usually coming and again, we're creatures of habit.

People have the same route when they go to work every day. When I was teaching, I loved that they have school shirts. I would get me a polo shirt with my school logo on it. That was my uniform, it just made life easier. So we are looking for things that make life easier but some things in life just aren't easy. There are some things we have to do on the front end that would make life easier on the back end.

[END OF INTERVIEW]

**[0:41:52.0] NA:** Wow, okay so if you thought that the first part of that conversation was really awesome, like I did, make sure to check out the second part as well where I am going to be asking Kim some questions to dig more into her business and economic approach. We are going to look at what businesses look like when they have a problem, so that we as new web developers, kind of developing our internal compass in the industry can know the types of businesses, communities and areas that need work so that we can avoid them or try to lend our aid where needed but one way or another, we need to know what they look like in order to be able to solve the problem.

So be sure to check out episode 24 which is the next available episode and check out the show notes as well at [lavieencode.net/23](http://lavieencode.net/23) and slash 24 for the second part. So until next time my friends, peace, love and code.

[END]