

John Boccacino: Hello, and welcome back to the 'Cuse Conversations Podcast. My name is John Boccacino, the Communications Specialist in Syracuse University's Office of Alumni Engagement. I'm also a 2003 graduate of the S.I. Newhouse School Of Public Communications with a degree in Broadcast Journalism. You can find our podcast on all of your major podcasting platforms, including Apple Podcasts, Google Play, and Spotify. You can also find our podcast at alumni.syr.edu/cuseconversations and anchor.fm/cuseconversations.

Bershan Shaw: Believe it or not cancer was my gift, because it woke me up. You know how many times we don't live, we live in misery, we stay stuck, we stay stagnant? I stopped staying stagnant. I started to live, because tomorrow is not promised, that's what I started to realize. And that's what woke me up to live, to live out loud, to not stand in fear. Fear is false evidence appearing real. I don't live in fear anymore.

John Boccacino: Well, folks, today on the podcast, boy, I am pleased to bring on Bershan Shaw, class of 1995 graduate from Newhouse. She got a degree in Producing for Electronic Media and her title is fascinating. She is a leadership coach, a motivational speaker, and a women's empowerment advocate. She overcame a terminal cancer diagnosis, which has fueled her current career path of helping people make change in their life and make meaningful, impactful changes.

John Boccacino: She's launched a social networking app and a website designed for life coaching, for self-improvement and for personal growth, it's called URAWARRIOR. Her goals are to inspire people to never give up in their personal battles. A fellow podcaster, Bershan hosts the Buckle Up with Bershan Podcast. You can find that in all your podcasting platforms. And she is our proud guest on the podcast. Bershan, I am ready to be inspired. Great to have you on.

Bershan Shaw: Thank you so much. Great to be on. Thank you. Thank you. Thank you, John.

John Boccacino: It's always our pleasure. We want to bring these inspiring stories to our alumni of people who are making a difference, people who bleed orange. And your story is really one of those that's, it's compelling. And I love finding people that have passion and you clearly have passion for what you do. How did you get involved in this field of wanting to help others really fulfill their goals?

Bershan Shaw: I have to tell you, I do have passion and it is my love. I think it's when you get diagnosed with something like stage four breast cancer, terminal, it changes your life. And I think the diagnosis just changed my life and it made me realize, "What am I doing? What is my passion? What do I want out of life? Where am I going?" And that's what woke me up. It woke me up because I said, "Am I happy now?" And I said to myself, "No, I wasn't happy 13 years ago. What am I doing?" And now I'm happy because I'm living my passion and living my purpose.

John Boccacino: It's interesting you bring up, we all deal with adversity and look, Lord knows during the pandemic, we've had more than our fair share of we're waving the

white flag on adversity, we want to get back to normalcy. But resiliency is a trait that we have to learn by going through adversity. And you have such a unique story. You were given a terminal diagnosis with your stage four breast cancer prognosis. Take us back to that day you were diagnosed and how hearing those words, terminal, how that inspired you to basically keep fighting.

Bershan Shaw: My mom actually passed away 10 years before I got diagnosed. And I think, I didn't know it was cancer. I got diagnosed with stage one in 2007. I got diagnosed with stage four in 2009. And in 2009, I thought it was just back pain. I thought my back was hurting, I couldn't figure it out. My back was killing me. I'd gone to every chiropractor, everybody. I mean, shrinks, wellness clinics, all kinds of stuff. I'd even taken a standing MRI, which doesn't give a clear image. And I thought I had a slipped disc.

Bershan Shaw: And then, I went to another doctor. He said, "Let me just do a regular MRI." And literally I remember the day when I found out that it was stage four terminal. I thought I was just going to hear, "It's a slipped disc. Let's do this. Let's do a mini surgery." I thought my fiance and my aunt, we were going to have lunch after these to get the results. And the doctor told me to sit down and no one wants to hear, "Sit down."

Bershan Shaw: And it changed my life because he said, "I really want you to sit down." And I was like, "Ooh, okay." And he said, "You've been diagnosed with stage four terminal breast cancer." And to this day, because my mom died of stage four terminal breast cancer, Steve Jobs died of stage four terminal. I mean, so many people. It took me way back. And I said, "Well, what can I do doc?" And he said, "Do you believe in miracles?"

Bershan Shaw: And something hit me inside of me. I said, "Hell yeah. I believe in miracles. Hell yeah. And I'll see you 10 years later." And I'm 13 years later cancer-free, when cancer was all over my body. And I remember going into that hallway and saying, "God, if you keep me alive, God, I will motivate, I will change lives all over the world to help heal them, to help realize that no doctor, no man can give you a death sentence." You know what? You have the power to keep going, but we give up and with the universe, the God, or whatever you believe in, keep going. And that's what I did. I said, "I'm going to do everything to fight. And if I pass away, then it wasn't my time."

John Boccacino: Terminal. That word is so-

Bershan Shaw: Harsh.

John Boccacino: ... harsh. I mean, it means the end. It means the end is in sight and they don't expect you to make it in the long-term. Did you have a moment at all where you said, "Why me? My mom had to pass away from cancer. Now, I'm..." Did you have a moment of self-pity or was it just automatically, "Dammit, Bershan, we are fighting this."

Bershan Shaw: Of course. [inaudible 00:06:18] have a moment of self-pity. "Why me? Why [inaudible 00:06:20] me? What's wrong, God?" Angry. I'm young. I'm not married. My career. What is it? But you know what? I always say cancer was my gift. Believe it or not, cancer was my gift, because it woke me up. You know how many times we don't live, we live in misery, we stay stuck, we stay stagnant? I stopped staying stagnant. I started to live, because tomorrow is not promised. That's what I started to realize. You sit here and say, "Tomorrow, I'm going to start this. I'm going to move tomorrow. I'm going to start. I'm going to get that class. I'm going to go for my law degree. I'm going to get my G..." Whatever you say tomorrow, do it today. It's not promised.

Bershan Shaw: And that's what woke me up to live, to live out loud, to not stand in fear. That's what it's, FEAR is False Evidence Appearing Real. I don't live in fear anymore. [crosstalk 00:07:09].

John Boccacino: That is powerful. I love that acronym for fear. And I knew before we even had you on, you were going to have this really impassioned spirit to bring to our alumni of the fighting spirit, the fighting will of not giving up and to admit that you've got that moment where you were like, "Holy cow, my world is collapsing. How am I going to respond to it?" Not everybody takes that next step of, "I'm going to, whatever it takes. I'm going to prove to the doctors, prove to the medical community that I can win." How did you then take that will and desire into action and actually beat cancer?

Bershan Shaw: I always call it the warrior way. I mean, I do this regiment and I still do this mental regiment all the time. I literally had to change my mindset. I wanted to win. And I said to myself, "I'm going to win every day. I'm going to beat this cancer. I'm going to beat this cancer." Affirmations I did, change my mindset, change my diet. I don't eat meat, I eat seafood and fish and veggies. Exercise, get into my happiness, get into attracting and manifesting all of my body. So, you can manifest and attract what you want. We spend our lives saying, "Oh, we can't do it. We're not good enough. We're not smart enough. It's too hard." Listening to noise. Stop the noise and look into, "I can do it." Look into, "It is for me." And that's what I did. I literally changed my entire life to live.

John Boccacino: How satisfying was it? And how long did it take for you to get that cancer-free diagnosis? When you were able to finally say, "You know what, Bershan, I did this, I kicked cancer's you know what."

Bershan Shaw: My story is so interesting, because my doctor, Dr. Emens from... My doctor told me that she wanted to me to do a speech for some survivors, for alumni, for people, for doctors, I was raw and real and telling my true story. And a lot of times I wasn't living my truth before the cancer. I was making it seem like I was happy. I was making it seem like my life was okay. And it wasn't. I was crying on the inside. But this cancer woke me up, because it's just not promised.

Bershan Shaw: And someone yelled, "You are a warrior." And literally everyone starts saying, "You are a warrior." That's when I realized, it's like, "Wow, people are listening to me. It's a standing ovation. I have a line of people wanting to speak to me." And that's where I coined myself The Warrior Coach. After two years, when they gave me three months to live, they gave me three months to live, three months.

Bershan Shaw: I mean, think about that. I mean, I still, to this day, when I was in with injections, PET scan, CAT scan, Oh my God, medicine, [inaudible 00:09:56] MRIs. Just constantly in the hospital. I realized after the second year, I said, "I'm going to beat this. I'm going to beat this. I am not dying. I'm going to beat this. I am a warrior." And that's where my brand started coming, saying, "I am a warrior." So, I have Warrior Training International. I coach leaders all around the world, CEOs, Kings. I mean, I do all kinds of leadership development training, management, media training. I'm on TV. I have a TV show. All of this stuff, but I have books. I turned my adversity into my success. I turned my pain into my purpose.

John Boccacino: And not a lot of people can do that. I mean, we talked about earlier, the fight or flight choice that people make when dealing with adversity, you have to choose to thrive. I'm taking one of your phrases here from one of your websites, but you have to choose to thrive when faced with adversity. And that's not the easiest thing in the world to embrace, because adversity is difficult for a reason, it's not a cakewalk. If it were, people would always overcome adversity. It's one of those challenges we have to go through. You have to want to achieve this.

John Boccacino: And it seems to me, Bershan, that your mentality, you've got that warrior mentality. You're strong. You want to, you believe it and you achieve it. Who do you credit as some of the inspirations, besides cancer being a gift and making you wake up, where did you get this resiliency? Where did you get this, who were some of the inspiring characters in your life that led to this path where you can overcome adversity?

Bershan Shaw: My dad is a overcomer too, he had prostate cancer, lung cancer, brain cancer, and he's still alive at 87. My dad came from a small town called Gilbert, Louisiana, one stoplight, 100 people living in it. But he said he wanted more. And my father grew up, worked on a watermelon truck, on an ice cream truck, laid bricks, but became one of the most successful African-American men in construction in the DC area.

Bershan Shaw: So, he always told me, "Never give up and never give in." And that's what I tell you and whoever is listening, never give up and never given. See, it's easy to give in. It's easy to give up. "Oh, it's too hard. It costs too much money. I don't want to do it. I'm tired. I've given it all I got." No, you haven't, you haven't given it all you got, because mindset, if you give it all you got, you will get what you want. It will come. It will come. Believe me. I am a walking and living testimony of someone who had cancer all over their body. They sent my tests to seven hospitals, Johns Hopkins, MD Anderson, Georgetown, Cornell, every medical

hospital. And they said I wasn't going to [inaudible 00:12:45]. And I am here. I'm not just surviving. I'm thriving.

John Boccacino: I love to think about, you talk about gifts and you talk about purpose, and you overcame cancer. You had a higher calling and a higher purpose. How long did it take to connect the dots after you survived cancer that you need to then spread this message of the warrior method to other people, to people who are going through similar struggles that you were.

Bershan Shaw: It's a good question. Started speaking, people started inviting me to speak, they wanted me to speak for their business. They wanted me to speak for their conferences. They wanted me to speak. And it wasn't just my cancer, it's what's the cancer in your life that's holding you back from your greatness. What is your cancer? We all have a cancer. We don't think we're good enough. Fear of failure. We're scared. We're afraid.

Bershan Shaw: So, I think, when people, men and women all over the world started telling me their stories, started saying, "You inspire me," started saying, "I'm going to do it. I'm not going to give up." Men started saying, "I'm going to live my dreams. I'm going to not be afraid." I think it was probably year two to year three. Then I started to say, "I'm not going to die. I'm going to live. And I have a mission. And I'm going to spread my joy, my knowledge and my warrior method all around the world."

Bershan Shaw: Because if you do affirmations every day and affirm every day, this is my warrior method, affirmations. Affirm, "I can do it. I believe in myself. I believe in miracles." Whatever you say, I have something positive every day, I can beat it if it's something life [inaudible 00:14:30] illness, read something positive. Every morning I write in a journal. I manifest and I attract. "I attract this. I think I am this. I am enough. I am big. I deserve success. I am a money magnet. I'm a success magnet. I love my family."

Bershan Shaw: I say something positive every day, write in my journal, exercise, get your body right. Exercise for your body, eat well, you got to eat, you got to eat healthy. I took all the junk, sometimes I do gummy bears. Come on, [crosstalk 00:15:00].

John Boccacino: I mean, come on. You're only human.

Bershan Shaw: But [crosstalk 00:15:02] take action.

John Boccacino: I mean, you got have [crosstalk 00:15:06].

Bershan Shaw: Traveling, [inaudible 00:15:06] gummy bear is the sweetest thing I do. I can't lie.

John Boccacino: Yeah. You can't live a bland life. You've got to have some treats out there.

Bershan Shaw: Exactly. Exactly.

- John Boccacino: I mean, life is hard enough.
- Bershan Shaw: No, believe me. And I have a lot of fun out there. But I mean, there's a regiment to it.
- John Boccacino: Which you wanted.
- Bershan Shaw: Exactly, yes, totally. So, I think year two and year three, I woke up and I say, "Oh, I am alive. I'm living. And I have a purpose and a calling. I'm going to live my purpose and calling till the day I die."
- John Boccacino: When it comes to bring it about change in our lives, it can be a daunting task. As much as we want to think that we're creatures who are adaptable, we embrace the things that we know, and it can be hard to overcome some of those flaws that we have. How important is it, when trying to make a change, to start where you are and not get overwhelmed by the magnitude of the change you're trying to take on?
- Bershan Shaw: That's a great question. I always tell my clients and people when I speak, take micro steps to macro steps, take baby steps, stop trying to do it all big, make it happen and take a leap. Take it day by day. Put your goals in, three month goals, six month goals, one year. It's not going to happen overnight. But if you take baby steps, you can make it work. And you'll feel like you've done something. So I want people to feel good about themselves and not feel like they failed. If you do one small step and another small step, you'll win all the time.
- John Boccacino: And I love your affirmations too, because I think a lot of times it's hard to admit your vulnerabilities. It's hard to admit your shortcomings. How can you use that positive thinking to help people flip the switch when it comes to enacting change?
- Bershan Shaw: How I can help people flip the switch when they're thinking negative is whenever you're thinking negative, or you can't do, stop it, that's noise. I always call them the gremlins in your head. Stop it right there and say, "No, no, no, no. Change it to something positive. I can do it." When you start saying, "Oh God, I won't do this. It's got to be," Nope. Remember, stop it right there and say, "Stop, positive. I can do it. I will win." So, we have this noise. You see this, stop it, stop it, stop it. Stop the noise. Every time you see a trigger, stop it and change it to something positive, read something positive. I am enough. I can do it. I can handle it. I will beat it. Change it right then and there.
- John Boccacino: What are some of your other motivational tools that you love to deploy in your role as a leadership coach?
- Bershan Shaw: As a leadership coach, I like to teach leaders how to lead from the heart. And as a good leader, you have to listen. A lot of leaders think you tell, tell them what to do, this is how they do it. But great leaders listen, great leaders include,

inclusive. I'm all about being inclusive. I work for some of the top firms in the country. And what I realized is that the leaders that tell you what to do, "This is how you do it and do this by Thursday." And the leader that say, "Okay, what do you think? Let me tell you what it is. Here's some suggestions, but chime in." Those are the teams that are happiest and they do the job and they do it well. And they have the leader's back. The leaders that... The teams that always feel like they're small, they can't speak up, they clam up, they never become who they are. And they always want to believe. So, if you listen and you have empathy, you will win every time.

John Boccacino: When it comes to your social networking app and the website called URAWARRIOR, give us some insights into what people can expect if they visit the app, what the app is all about, the website, how is this going to help people reach their personal goals of growth and improving their overall emotional well-being?

Bershan Shaw: Yeah. So it's called, Oh, URAWARRIOR, because I believe we're all warriors. We just don't tap into it enough. And so, what this app is about, it's a mental health app for support. So you won't suffer in silence, alone. The biggest thing that we're going through right now, the pandemic, the social distancing, the staying at home, COVID, is that we feel alone. We don't feel like we can talk to someone. We don't feel like we're in it together.

Bershan Shaw: This app is healing through human connection, the community. So, whether you're feeling depressed, lonely anxiety, worrying, doubt, financial issues, stress. It's an app where you can express yourself. You can get help and you can get support. So, my app consists of four different pillars. It's motivation, personal development, self-improvement and support. The support is the life coaches. We have life coaches and we have a referral system for therapy.

Bershan Shaw: The personal development is learning about yourself through quizzes, self-improvement, challenge yourself, improve every day. Motivation, we have a place where it's like the Facebook of support, where you can write and express yourself. So it's a holistic mind, body and spirit. URAWARRIOR, W-A-R-R-I-O-R.com. Sign up, because it comes and launches in March.

John Boccacino: Have you been able to embrace delivering the message when it's not in person, but it's like this, we're connecting through a computer? How do you get your message to still resonate when you're not in the same room like it used to be?

Bershan Shaw: Yeah. I mean, it is hard because people love me. They always like, "You're the Tony Robbins. You're the female Tony Robbins." Or, "You're so excited. I love the energy and the passion." I mean, look, we have to do Zoom. We have to do all of these, Microsoft Teams BlueJeans. We have to do all of that. So, I still have a huge coaching clientele and companies, but people love Bershan Shaw in person. People love me in person. But, Hey, we got to do what we got to do, because these are unprecedented times. Yes.

John Boccacino: You mentioned earlier the idea, you're giving a public speech and you felt a little bit uncomfortable, I'm having a really hard time seeing you being uncomfortable with public speaking. How did you overcome that? How did you become this person that you are today? Because you seem like you're comfortable in any platform talking about any topic in front of a multitude of people. How did you make that change?

Bershan Shaw: Believe it or not, even though I was always... I was someone who loved people, but speaking was hard for me. It wasn't easy for me. But you know what? I just did it. And I think this goes with my cancer. It's so interesting. We have in our head that we can't do it, that it's too hard. Because I was afraid that people would judge me. I wouldn't be good. They will say something. I don't connect with them. You've seen a speaker on stage, I'm sure, that was boring. That just wasn't interesting. And you were like, "Okay, when is the next person coming on?" And so, you have that fear. But all I have to say to you is do it and do it again and do it again. And that's what my cancer. So, when I started exercising and eating right, and exercising and eating right, and changing my mindset, you take one step and then take another step and take another step. The fear will just... You'll push through the fear.

John Boccacino: I'm assuming that the 10th step in that was appearing on The Real Housewives of New York. Your second reality TV show appearance, right?

Bershan Shaw: I know. I can't say anything yet. Just stay following me @Bershanshaw, stay following with me, you'll know soon. I know, right. So, definitely I'm on TV. So, now it's like, yeah. I mean, I do things with NBC, ABC as the business coach, business strategist. I mean, I grew this brand out of my story, Warrior Training International. So I speak on stages. I speak with conferences. I speak with organizations. I speak with universities. I need to come back to Syracuse and speak. I do all of that. And I coach and I train. So it's all a business for me, but I love what I do.

John Boccacino: Can you take us inside just what it's like to be on reality TV and be on TV in general? We all see the dramatic scenes. There's all this play up. And I get that it's probably not always like that, but you seem like you can hold your own in some of those scenes on TV.

Bershan Shaw: Oh, well, I can hold my own. But reality TV is just being who you are. No matter what, I don't put on, I'm not bringing a character and trying to be something else. I have a big personality and my big personality shows on camera. But you know what's so interesting is that reality TV brings drama from realness. When you get five guys together or five girls together, we don't like the same food. We don't like doing the same thing. You like to do something. I like to... that's drama.

Bershan Shaw: People think it's not, well, the shows I'm on, they're not fake, they're actually real. But it's real because we are all different. We don't act the same. We don't

come from the same background. We don't like the same things. So, that brings drama. But reality TV, what I do, I'm like, look, it is entertainment and it's a platform. And it's a platform that I've been blessed to be on to help me. Help me with my businesses, but entertain too. And I love doing them both.

John Boccacino: One thing we definitely can talk about then, in the definitive sense, is your role in Love in the City, which was on OWN back in 2014. So, you do obviously have some experiences we can talk about with reality TV that have been confirmed. And you mentioned it's realness, and you mentioned that there can be drama that comes out of the realness. What was that experience like for you being on Love in the City?

Bershan Shaw: It was great, because it was with Oprah and Oprah wanted realness and she wanted real stories. She didn't want fake stuff where people are fighting all the time. She was like, "Look, it's real drama. If real drama happens, it happens." But nothing made up. And I mean, come on, who doesn't want to work with Oprah or for Oprah, right? I mean, that's the best thing you can ever have is to be with the queen of TV. And just who she is and what she has done. It was a blessing. It was really a blessing.

John Boccacino: Can you give us any-

Bershan Shaw: I loved it.

John Boccacino: ... nuggets of advice that Oprah, any moments with Oprah where, what did she say about you and your career and your story? Because I can imagine whatever Oprah tells you is probably going to go on a throw pillow somewhere as a memorable moment for you.

Bershan Shaw: I know. Well, it was just that we were four women on the rise and she said, "Never give up on your dreams." That's what I want to... Like, never give up. She handpicked us for, she loved our stories and what she always wanted us to be was real and never give up, ever, ever give up. And so, that's what we did. We never ever gave up. And so, we're all successful today, never giving up.

John Boccacino: We're talking here with Bershan Shaw, who is a motivational coach and a leadership coach and somebody who is also an advocate for women's issues and women's empowerment. I could see this being a natural fit for you. What was the starting point for you when it's like, "You know what? I want to get involved in helping level the playing field for women."

Bershan Shaw: It's just, I speak to women and a lot of women felt like they can never succeed. They couldn't tell their story. They couldn't be CEOs. And I would say, "Why? Why can't you?" Because we have it in our mind that we're not good enough. I mean, I did a book, Unstoppable Warrior Woman, that came out in 2020. It's in Amazon, it's called Unstoppable Warrior Woman. And I wanted to showcase women and their stories. I wanted to tell their stories. I'm doing a volume two.

If you guys want to hear volume two, I mean, you please look on my Instagram, or you go to the team's email. You URAWARRIOR, W-A-R-R-I-O-R, the number one, @gmail. We're looking for great stories, 40 more stories. We want great stories of women who are positive, of women who've been through challenges and hardships, but in the end [inaudible 00:27:01] and triumph. Women have stories, we've been too afraid to share them, now is our time. I'm teaching women to share their stories.

John Boccacino: I want to go back in time to when you were a high school student looking at colleges and you choose Syracuse University. Why the orange? Why did you choose Syracuse?

Bershan Shaw: Oh, come on, the orange, man. I mean, but believe it or not, I'm a basketball fan and a football fan. And I always wanted New York. I didn't want to be in New York City. I wanted to be in New York and then go to New York City. I had my plan already. I was like, "I don't want to be in the city where I'm not studying, but I'm going to be in New York and when I finish, I'm going to go to the city." And orange, man, come on, you grow up looking at the sports, you love it. It's comradery. It's the team. I mean, look at your background. It's Go, Orange. I [inaudible 00:27:48]. Orange, orange, orange. I love it.

John Boccacino: What are some of the biggest ways that Syracuse has influenced your career? It can be lessons in the classroom, it can be experiences with professors or friends. How did Syracuse take you to where you are today?

Bershan Shaw: Believe it or not, I'm a Newhouse student. And I was the president of Newhouse. I was the president in my school. And it was special, because I remember Rick Wright is such a great teacher and he always taught me I could do anything, never give up. I could do anything. His passion, his energy. I was like, "Wow, I could do anything." I was the president of Newhouse. I would go and tell the issues and talk to the deans and talk to the teachers and say what we need and things like that.

Bershan Shaw: And that turned me into my leadership. That was the beginning of being a leader. And when you go to Newhouse, I mean, all the teachers, everyone made an impact on me, because what they all made me believe is that I can do it. And you need that, that you can do it no matter what. So that's what I owe Syracuse, it made me step into a bigger mindset that I can do it, that I can be and do whatever I wanted to be. And never play small. Rick Wright said, "Never play small, baby. You can do what you want to do. Yes."

John Boccacino: I tell you, everybody I talk to, and I'm a Newhouse alum myself. We have a lot of Newhouse alums that come on the podcast. Rick Wright probably comes up more than almost any other Newhouse professor, just because of his larger than life personality. He wanted you to be major market. He wanted you to find yourself and find your voice. And it's great to hear you talking about don't be small, be big and dream big. And that's really inspiring words for alumni who are

listening to us here on the podcast. I know that you're proud. You love Syracuse. And that shows through evidently. If someone asks you, what does it mean to be an alumna of Syracuse University? Give me your best response.

Bershan Shaw: What it means to be an alumni of Syracuse University is to be proud, to feel good about yourself, to know that I got a great background and it's my foundation. Syracuse was my foundation for greatness to play big, to never give up, to don't stop, to have dedication, perseverance, and energy, and being alive. Rick Wright taught me to be alive and just do it, go for it. And that's what I'm doing. I'm going for it in every single way. I'm going for it in every single way.

John Boccacino: Listen, Bershan, it's been a fantastic conversation. I can't wait to see what's next for you down the pike. Hopefully, we're seeing you on some reality TV coming up down the road, neither confirm, nor deny. But your life coach work, your leadership abilities, your motivational speaking career, you are aiming big. You're helping people reach their dreams. And it's really been a pleasure to have you on the podcast. Go check out, URAWARRIOR. It's a social networking app and the website. Bershan, you're a treat. It was a pleasure having you on the podcast. Best of luck with everything.

Bershan Shaw: And please follow me on social media, Instagram, Twitter, everything Bershan Shaw, B-E-R-S-H-A-N S-H-A-W. I'm everywhere. You'll get updates. And Oh, I'm giving away for the month of February, 15 minutes of free coaching at Bershan.com, B-E-R-S-H-A-N.com. Thank you so much. Take care. Thank you, John.

John Boccacino: Thanks for checking out the latest installment of the 'Cuse Conversations Podcast. My name is John Boccacino signing off for the 'Cuse Conversations Podcast.