

URL: <https://ecorner.stanford.edu/in-brief/lean-into-reimagination/>

The many inequities exposed in 2020, observes RUNWAY founder Jessica Norwood, also present amazing opportunities for those willing to deeply reimagine our economy in a way that fully welcomes Black and Brown people. An innovation mindset driven by a vision of abundance and opportunity, rather than fear and scarcity, she adds, will enable more communities to build intergenerational wealth and happiness.



## Transcript

- If we just mapped out 2020, 00:00:05,890 and really looked at all of the intersecting points, and some of the issues, we could find many opportunities to solve for the third most pressing needs.. Particularly right now we have a system, that has left us in a place where we're not able to really be with and care for our loved ones.. We're hungry, we're throwing away food, we want housing and houses sit, empty inside of portfolios.. There's a lot of inequity happening right now.. That needs creative people to solve.. And so I think the times are wonderful.. I think this is the time where we get to really lean into this reimagination around, what would it look like if this financial system really loved black and brown people? What would it do? What would be the outcomes of that? And I think of the the sort of, in big picture of all of these things like what what would it be.. I think we will be moving, to borrow your word, again, Professor opportunity, we'd be moving into an opportunity and abundance framework, in a way that we built.. Instead of a fear and a scarcity model when we build.. And I think that there is, no I know that there is generational wealth to be had by actually thinking and moving more inside of the framework of abundance and opportunity..

And that's what it would look like in the end We would be healed, we would be healing, we would be rested.. We will feel, and particularly for black businesses.. And black entrepreneurs, they would feel finally comfortable enough to stand inside of joy.. And this is a big deal because we haven't always had the luxury to not be pushing and running and doing but to be able to sit for a moment and actually feel a joy and lean into it.. That to me, will be the outcome of what what happens once we create this new thing...