

The Limitless Experience Podcast  
Race, Hope and Liberation with Nova Reid  
Transcript

Nova Reid ([00:02](#)):

And the capacity for change is like I've seen it in others I've experienced in myself, like it's entirely possible, but it requires courage. It requires vulnerability and accountability and those two things aren't often role modelled by adults. They're not, but it's entirely possible.

Suzy Ashworth ([00:31](#)):

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth, I'm a mum of three seven figure serial entrepreneur, hay house author, international keynote speaker, quantum transformation and embodiment and believer in miracles. My superpower is helping conscious leaders like you create six figure breakthroughs in your business fast so that you can expand into limitless living and being part of the tidal wave of positive impact that we want to create around the world. In this space. You'll hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience.

Suzy Ashworth ([01:17](#)):

Hello? Hello. Hello. You gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I am really excited to share this episode with you. I have invited my friend and pier and all round incredible human Nova Reid to join me on the podcast and what you are about to listen to is just a really and honest conversation about race, about hope, about limitlessness and liberation, all of those things, and so much more. It was interesting. I went into the conversation with quite a few emotions and feelings, and I think that it is because of the work that Nova does and just the deep amount of respect that I have for her. I, there is, yeah, there was, there were nerves and feelings, and I share that very honestly, at the beginning of the interview, for those of you who are not aware of Nova Reid, she's not just a friend of mine.

Suzy Ashworth ([02:45](#)):

She is a bestselling author. She has her own highly regarded TED conversation. She is an anti-racism activist. She is a healer. She is doing incredible things in this world to really make the world a better place. And so much of that is rooted in really helping transform the planet when it comes to equity equality, and helping people see black people as humans, which might feel like a, like an intense way to describe that. But that really is the word. So this is an incredible conversation. I hope that you love it. Please check in with me afterwards, let me know how it all goes down. And without any further ado, I'm gonna let you get into it. I think I was very conscious of this, not wanting me, not wanting to make this into my own personal therapy session.

Nova Reid ([04:02](#)):

I hear you.

Suzy Ashworth ([04:03](#)):

And I was also conscious that normally when I speak to people, it really is just a flowing conversation. I love the conversation just to go wherever it goes, but there was a question mark around what, what are we gonna talk about? What, and what do you want to talk about and what don't you want to talk about? Like that felt very, very present for me in ways that it isn't usually actually. And I think that that just comes from a place of, oh, I just feel very emotional for deep respect for the work that you do. I see. And I saw a post last week about you just feeling this deep sense of grief and yeah. And, and all of that, and so many more, so many more things. So that is what I'm bringing to this interview, curious feelings and a huge amount of respect and a huge amount of love.

Nova Reid ([05:07](#)):

Thank you, Suzy. Thank you.

Suzy Ashworth ([05:09](#)):

What are you bringing to this conversation?

Nova Reid ([05:12](#)):

I am bringing hope humanness, um, and just myself as I am now, which is a little bit raw.

Suzy Ashworth ([05:22](#)):

So let's start there. What, what is that rawness that you are feeling at the moment

Nova Reid ([05:29](#)):

I am an empath, which means I feel things going on in the world and in my life and in my, you know, immediate community. And, um, I've learned to hold the tension of that, but sometimes it overwhelms me. And so it's, it's balancing that feeling of despair and hopelessness that sometimes overwhelms me with being grounded and hope. And sometimes the tension is difficult to straddle.

Suzy Ashworth ([06:09](#)):

Yeah. Despair and hopelessness. For those of you who are going to be listening to this recording, in many years to come, we've come off the back of not just a big week, it's been a huge week for the world, but a huge couple of years. And it, even as I say that it's one thing after another, after another, after another, after another. And it's interesting, maybe part of the, the feelings that I was feeling beforehand is knowing that pain that you talk about when it comes to despair and hopelessness is not really the place that I love to reside. Yeah.

Nova Reid ([06:59](#)):

Yeah. It's challenging.

Suzy Ashworth ([07:02](#)):

It's very challenging. So how has that been unfolding for you particularly this week and what have been the big triggers for not my favorite word, but the big triggers that have made this feel really live for you?

Nova Reid ([07:19](#)):

I mean, I will probably end up sharing more than I would with any podcast host because it's you Suzy, and, you know, we already have a relationship, so there's a, there's a, there's a safety there and there's a, a trust there which means I'm probably gonna share stuff. I don't wanna edit though. I don't wanna edit, but you know, this it's been, it's been building, it's been, it's not just this week, this week is, yeah. You know, a symptom of something that just keeps reproducing itself. And I, I am a dark skinned black woman and I work in anti-racism in a, a society that is institutionally racist and finds the subject very hard to be with. And as a result of that, it can trigger individual and collective shame. And when we are not able to process or be aware of what is triggering our individual and collective shame, we start projecting that shame onto one another through rage, through anger, through blame, through really, really violent.

Nova Reid ([08:26](#)):

And, you know, behavior that is, is not pretty. And I'm often in front and center of that. And, um, I'm coming. I say, I'm coming off the back of a book tour. I'm actually moving back into continuing the book tour. And, you know, I've received threats, a lot of, a lot of abuse, um, and, and racism throughout. So, you know, my, my nervous system is, is unsettled. And then of course, you know, when we think about what's going on outside of our own lives, um, the world is, you know, the pandemic I think is really revealed things that have been lying in wait across the globe that haven't been dealt with and everything is coming to the surface. So I'm holding the tension of that

Suzy Ashworth ([09:13](#)):

In your book, *The Good Ally*, you talk about being on the brink of a seismic shift. And I think that this is quite important for the time that you were writing it, cause I'm assuming that you were writing it at the start, like during the start of the pandemic. Well, George Floyd had, so you were that, what was the price? When did you actually start writing? Cause I know that we were right through it cause of the references in the book.

Nova Reid ([09:42](#)):

So it was interesting because I, I actually started writing the book at the end of 2018 and I initially had interest for a deal in 2019 and it, we were trying to publish it in 2020, but the deal fell through it didn't take. And there were many moments where I was like, okay, I'm done. I've had enough, I'm not writing this damn book. It's not supposed to happen. I was getting feedback like there's no market for this here in the UK and there's no audience for this and we don't think it will do really well. And so we just paused and um, I was in, I was going through personal stuff. I was having surgery and um, you know, there was a natural pause because of those things and my agent, uh, the little devil continued to submit it whilst I was, and I knew she was doing this.

Nova Reid ([10:30](#)):

But she continued to submit it whilst I was undergo surgery and having some time off. And what she didn't do was give me any feedback until I was back, which would've been, uh, January, 2020. And she said, we've got some really great feedback from some publishers. And they've asked you if you could, just, what I was doing Suzy was, I hadn't realized I was assimilating in my writing. So to give context to that, I'm so used to speaking about racism in hostile places, in hostile environments, whether that is a corporation who's brought me in to sort out an issue with staff or, um, you know, something else I'm often brought into environments where not everybody in the room wants to talk about racism. So there's this dance that I have to do beforehand, where I'm almost bringing people in and convincing people as to why this stuff matters.

Nova Reid ([11:26](#)):

And the original iteration of the good ally was more of a business book. So it's more for businesses to help bring better race inclusion into, into the workplace. And it evolved in from 20 to that time to, to beginning of 2020, to me talking to the individual change maker. And so I got great feedback from my now publisher and they said, Nova, we feel like you're speaking to two different audiences. So if you could just go back through and review these chapters and just speak to the change maker, we'd really love to see it again. And I hadn't realized that's what I was doing, Suzy, but it totally opened up my writing. And I realized I was assimilating in my own bloody

writing. And so then I was writing from a place of freedom from a place of truth and you know, then the good ally came and it was just pouring out of me.

Nova Reid ([12:14](#)):

I think I resubmitted four chapters at the time that would've been January. And they said, this is amazing. And um, I got offered a deal from two publishers. And so that was April and May. And then not long after that we had George Floyd's murder and they originally wanted to publish my book in this year 2022. And I said, there's no way I can't hold it. I need this out of me now. So, um, I, I wrote, I think by that point I'd probably written five chapters and I, and I wrote the remaining six, um, in a matter of months,

Suzy Ashworth ([12:52](#)):

It's do you still feel that we are on the brink of a seismic shift?

Nova Reid ([13:00](#)):

I mean it's happening, like it's painful and you know, the, the, the human suffering that is happening as a consequence, like whether we like it or not, things are changing and shifting. And I think that's why we're seeing so much resistance and trauma. And like, there there's a shift whether we like it or not, it's something is shifting on a global level.

Suzy Ashworth ([13:25](#)):

So despair and hopelessness. Does that feel, there's obviously for the collective, you feel, you said I'm an empath, but when you use those words and you talk about grief, is that for you, what you personally are feeling and experiencing?

Nova Reid ([13:44](#)):

It's my it's individual grief. And, um, and it's collective, I I'm, I'm able to just discern what's mine and what isn't by the heaviness of it. And like this isn't, this isn't mine, it's disproportionate to this. Isn't just mine. It's disproportionate to what I'm going through as an individual. And so, yeah, there's a heaviness to it. And um, I'm like, yeah, there's some collective stuff

showing up right now and I'm very spiritual. So yeah, that makes sense to me. Like we're carrying, we're carrying, we're carrying a lot of unspoken stuff. Um, that isn't just ours.

Suzy Ashworth ([14:21](#)):

How many times, if at all, do you think I'm done? I've done my bit and I'm done.

Nova Reid ([14:30](#)):

Many times. Um, because Suzy, there is a cost, there is a cost to me. And when I, when I was offered the book deals, I remember having a conversation with my husband saying, you know, I didn't say yes, straight away. I knew that I, I knew that I needed to do the work and I wanted it out in the world, but I didn't say yes, straight away, because I knew what was coming. Um, and you can't get the, the, you can't ascend without the shit. It's both, there's this incredible joy that comes with ascendance and, and growth. And then there's growing. And then because of the field that I'm operating in, there is the abuse as well. And, and that has a, you know, I'm not immune to that. I, as much as I've got these, this skill sets to able to hold this and, you know, you know, lead people through having really stretchy conversations and, and holding people accountable.

Nova Reid ([15:30](#)):

And it doesn't mean I'm not immune to, I'm not immune to what comes at me. And so it's just the balance. I, I felt a calling to serve something that was greater than me and I I've, I believe that I've done that. It's not all that I am though. There's so much more. And, um, now for me, like I've delivered a, the good ally is my proudest achievement and I put everything and all of me in it, and it's there, it's out in the world now. And I, you know, I have to trust that people will engage with it. I can't force people, but the work is there, the information that we need, um, To understand each other more and transform if we choose to is there. And so for me now, the book is my boundary. Um, so I'm saying no, a lot more to being on the front line of things.

Suzy Ashworth ([16:26](#)):

Do you follow the numbers? Do you, do you look and like, okay, this many people have bought it. So this is the...

Nova Reid ([16:32](#)):

I mean, I try it's, it's down to getting the information from my publishers. It's a bit like pulling teeth. Um, but you know that, yeah, there, there are some numbers that are available to me and they're really happy with sales. I'm a perfectionist. So I'm, I would like more, but they're really, you know, got on bestsellers lists, which is incredible. And, you know, people are really engaging with it and interacting with it, which is the important thing just buying it kind of is meaningless to me cause you can just buy it and put it on a shelf. Yeah. Or take a nice picture of it for Instagram. But are you..

Suzy Ashworth ([17:10](#)):

Which is great. Want you to do that?

Nova Reid ([17:13](#)):

It's a great, but it, you know, the, the change happens when we interact with it and we do the work, look at the parts of ourselves that aren't pretty. And, and we start accepting all parts of ourself and um, Changing

Suzy Ashworth ([17:30](#)):

It is a book, not for the faint of heart. It is really, it's a heavy book. There's no way of yeah, you can't slice and dice it in any other way. And I say that as a black woman, who, again, what I love is the introduction where you really just set the tone and you just are, you know, you say who the book is about. So predominantly speaking for black people and you make the point of saying also I'm not the authority on all black people. We are not a monolith. We all appreciate that. And because of all of our own individual context and my own individual context, I really appreciate that because my experience of life is very, yeah, it's unique. It's different. It's divine. I feel very privileged in many, many ways. And at the same time, that the story that you tell is also, my story also runs through my veins. And so it is,

Nova Reid ([18:49](#)):



It's all of it.

Suzy Ashworth ([18:50](#)):

It was hard. I didn't read it. No, no go, sorry. I was just gonna say, I didn't read it from back to front. I went in and just, which was helpful to me, and is a hint and a tip actually read all of it, but you don't actually need to read it in a linear form to really get the magic from it. At least that was my experience.

Nova Reid ([19:15](#)):

I think I would tell, I would tell people who are racialized as white to read it in a linear form because I am, I mean, I think it's different for us as black folk because it, you know, it can, depending on our, our, our experience as the world, it can, it can trigger some of our racial trauma and it did for me writing it and researching it. So if you are, if you are, if you're black, I would say bite size chunks is appropriate, but for those, racializes why I'm doing something. I'm taking them through a psychological process I'm easing in at the beginning and I'm giving people the tools that they need to learn to be with very confronting information and process shame and everything that comes up. So we come out the other end. So I, I am doing an intentional, um, psychological process for people who are racialized as white, which is who I'm, you know, who is, which is I mainly talking to, but not exclusively because there are some people who want to explore and understand more about our history and anti-blackness, and that might mean other black people that might mean mixed people that might mean other people of color are coming to it as well.

Nova Reid ([20:28](#)):

So yeah, it's origin, it was going to be two books where one half was the folk who racializes right. And the other half were for black folk and other people of color to learn how to navigate this stuff. But as you can see, it's a big book and, um, I didn't want to dilute either and just thought, no, this is, this is how it be. Now, if there's a second book, there'll be one. So yeah.

Suzy Ashworth ([20:57](#)):

Is that an exclusive?

Nova Reid ([21:00](#)):

No, no. I mean, I definitely wanna write something around healing. I'd always wanted to do that. I mean, to me, anti racism is about collective healing, but it's painful and you know, I'd like to, you know, have a, have something around healing that is, has a different flavor to it.

Suzy Ashworth ([21:18](#)):

Yeah. There's so much I wanna ask you, I just wanna pick up on that point because I remember, and it was interesting listening to you talk about your experience of March, April, May, 2020 after George Floyd. And I remember, reaching out to you on Facebook and saying, do you know anybody, because I feel like this, the level of pain and confusion and hurt and discombobulation that was going on. And it felt really it felt really hard that anybody actually, that I would speak to was bombarded with doing work with white people around their anti racism. And it was like, okay, so where do black people go to speak about what is happening for them and with them at this time?

Nova Reid ([22:25](#)):

And that was,

Suzy Ashworth ([22:26](#)):

It was a really, it

Nova Reid ([22:27](#)):

Was really conflicting for me as well. Cause I was, I was going through it as well, like I'm in the front line and I'm also going through the trauma and there's nowhere. There was just, no, there was no where I was going to turn to. They were all inundated as well because there aren't enough. And also let me put this caveat just because a therapist is black doesn't mean a, the is skilled at navigating and helping people navigate racial trauma. It's a, it's a different skill. There are not enough people. So, um, it was so interesting that I just, before all of this kicked off, I just finished delivering a, a seven

day, program, I guess, for black women and women of color, which was exactly about all of this, how to navigate, racism and, and, you know, looking after one's self.

Nova Reid ([23:23](#)):

And I just finished it maybe three weeks before George Floyd died. And so many of the women in particularly the black women who were on that course were like, thank God. I've just done that course with you. Yeah. So they had some resource, but then I was underresourced. I could not do another one. I was underresourced, my hair was falling out in clumps and I'm like, Jesus. And I'm somebody who can, I can hold a lot, Suzy hold. And I was feeling that, and, you know, grateful for people who, you know, founded things like black minds matter and stuff like that, but it, that's got a waiting list it's in dated. And that shows how huge the demand is and how, um, there are not enough therapists who are adequately trained to hold this.

Suzy Ashworth ([24:16](#)):

It was such a strange time because the other thing that was happening is people were like high Suzy can you speak on my panel? Hi Suze can, you can write a blog? Hi, Suze, can you do no, no, no, no, no, no. And in the end I chose to speak about my experience on the podcast because that felt safe for me. And it didn't feel like I was going to put anybody else at harm. By sharing my personal experience. It was so bizarre that people felt that because I was black, that I, all of a sudden was going to be an expert on anti-racism and speak for all black people in the coaching industry.

Nova Reid ([25:08](#)):

What,

Suzy Ashworth ([25:11](#)):

What,

Nova Reid ([25:11](#)):

I mean, I'm laughing because, you know, with, with any other subject matter, that would be ludicrous. That would be like coming to, that would

be like coming to you and asking you to, to be on a panel, to talk about vaccines and efficacy. And like, it's not your area of expertise, but that's the that's

Suzy Ashworth ([25:34](#)):

I have been asked to do that as well. God,

Nova Reid ([25:36](#)):

I mean,

Suzy Ashworth ([25:37](#)):

And the answer was, I mean, no.

Nova Reid ([25:40](#)):

They're still asking, cause they want a focus group of everyday people that's different. But if they want you as an, as a, as a medical expert, like that's not, it's not your area of expertise. Um, yeah. And that's the racism, isn't it. It's not seeing us as whole human beings. It's just saying, oh, well, her skin is black and therefore she's gonna be an expert on anti-racism. She's gonna understand about racial trauma. She's gonna know about the history of enslavement and no,

Suzy Ashworth ([26:07](#)):

I don't, if I'm really honest with you, I don't even think that it goes that deep. I think it's oh, she's black so

Nova Reid ([26:13](#)):

Well, that's

Suzy Ashworth ([26:13](#)):

It on our panel? She's, she's the, I don't even think they've thought about where my level of expertise is gonna be. It's just that it's gonna look good if I'm on there. And that's why somebody will ask me to be on a panel about the pandemic and vaccine as well. It's for exactly the same reason.

Nova Reid ([26:31](#)):

It's ludicrous, but there, you know, there it goes because it's more about positioning and how can I, how can I use you to make me look good right now? Um, yeah.

Suzy Ashworth ([26:41](#)):

Can you tell me just, and you've alluded to it a little bit, but the process of writing the book, how was that for you?

Nova Reid ([26:49](#)):

It was kind of in, it was, well, the heat was off when you don't have a book deal because you're just writing in your own time at your own pace. And, um, I'd already done a lot of research on the subject, cause I run an online anti-racism course to help people in that process of becoming an unlearning and, you know, combating the shame that comes up around racism, understanding hidden histories and Britain's role in it. And also, you know, what we can do to be more confident and empowered in, in tackling it in our, in our worlds, raising social, be conscious children. So I'd already done a massive amount of research to start putting together a better mode of this course, which launched, I think at the end of 2018, beginning of 2019. So I already had this enormous amount of content and it was just a case of piecing together, right?

Nova Reid ([27:39](#)):

How could this work in book form and then add my own, my own experiences. I did a lot of interviews. It was really important for me to tell different stories of blackness and how racism impacts us differently and to have different voices in there. So, you know, I spent a lot of time interviewing people and even that, that was an experience because, so again, I'm, I'm dealing with trauma and I remember there's one interview I shared, which is really heartbreaking in the book, um, around how racism shows up in healthcare, particularly with black women and the impact that that has on, on outcome. That is, yeah, it's a big story. And I was interviewing the mother who had lost a child and she believes with a whole heart that, you know, that was down to racism and it was entirely

avoidable. And when we'd finished interviewing, I think we were on the phone for nearly two hours. She said, this is the first time anybody has heard me and listened to my story. I can't thank you enough.

Nova Reid ([28:56](#)):

So I didn't take that role or responsibility lightly. I often was the first time I was holding space for people. And it was the first time that they were receiving validation and not, you know, having their experience minimized or explained away. So it was important to give space for that. Also looking after myself in the process and do you know what was the hardest Suzy? It was deciding what stories went in the book. Like there were so many experiences of own, like I was confronted by how much I've lived with this and I'm like, Jesus. Um, there were so many experiences of racism. I didn't realize were racism at that time, cause I didn't have the knowledge I have now or we didn't have the language or, or you know, consciousness. Um, and so there was a grieving process of not knowing sooner or of my past self and what I've had to endure.

Nova Reid ([29:53](#)):

And you know, I, I speak about it in my epilogue. Uh, the surgery that I had was to remove, 37 tumors that were in my womb and preventing pregnancy. And I talk about epigenetics in the book and how research shows trauma yeah. Is passed down from womb to womb. So it it's a lot. And um, I had to give myself space for that. I was, I've always been immersed in healing anyway, so it was just ramped up. I had therapy, I had supervision, I had EDMR, I had a nutritionist, a herbalist. I was doing lots of spirituality. So cleansing the space, lighting account candle grounding, calling in support of my ancestors to, to give me strength and courage and to trust the words that I'm writing on the page or the words that people need to hear. Um, that was really useful when I was wobbling and not feeling good enough.

Nova Reid ([30:54](#)):

And then every time I'd finish writing, I would do the same. I would close with something, grounding a prayer gratitude for everybody who has enjoyed. So I can be where I am today. Um, therapeutic shaking, like Suzy, I

was clinging onto everything and doing, doing a lot of somatic work as well, which I was, I always did naturally, but it's got more of a language now than it did when I first started writing. So I was just leaning into all my, and um, I would sometimes go away to be by the sea to write and I would do like grief cries and releasing intimacy, all kinds of stuff. You know, I did lots of painting, um, singing around that time. So joy was an anchor for me as well. Did I ask your question?

Suzy Ashworth ([31:45](#)):

Yeah. I said, what was the process like? And actually it feels more expansive to hear you say that. I thought that it was going to, I thought that you were gonna say that it was just, it was tough going and I know that it will, you said that your own trauma was re triggered, but it feels really beautiful to hear how you were able to be held and hold yourself sure. In that process. So yeah, you did answer the question. You said right at the beginning that this work needed to come through you, but it's not all that you are and you started talking just then about the spiritual side, but I'm curious, who else are you?

Nova Reid ([32:40](#)):

Well, I'm actually very playful and uh, cheeky, um, mischievous, um, I'm very caring and empathetic and, I've always had a strong sense of fairness and, and intolerance for injustice. So it's no surprise that, you know, my work has ended up where it is, but, um, I love, I love connecting with people. I just love being in community. Um, I love to sing, I love gospel music. I used to sing professionally a long time ago. I love to dance. I love being in the water if I could live in the sea, I would, um, I guess that's the snippet.

Suzy Ashworth ([33:26](#)):

Yeah, you've done. Your background is so varied. So it's interesting to me that you were a professional singer, but also an actress. So I'd love to hear a little bit more about that journey into acting.

Nova Reid ([33:42](#)):

So I always wanted to be on stage and I guess my first love would've been musical theater and, and I, you know, I did well. I went to one of the top performing art schools called London studio center. That's still going strong. And um, I, I did a little bit of, of, I did a little bit of work. I did a little bit of film. I did some short tours in musical theater. Um, but I never had the big break. And, um, that really, that process really was the first time I started to experience racism at work. And because the industry is so much about what you look like, like it was inescapable. Yes. I was receiving feedback like Nova you, your black darling. You're never gonna play that role. Or we've gone for somebody who's got lighter skin in you. And so I was starting to receive messaging about who I am intrinsically, there's something wrong with me.

Nova Reid ([34:43](#)):

And, um, that just led to real low self-esteem and, and battling with confidence. And so I, I left the industry and partly because I also had an injury and was just, well, this isn't sustainable. Cause I wanna buy a house and you know, I wanna be able to live comfortably. And I was just in and out of work and I hated the inconsistency of not knowing where your money was coming from. And so that's when I started retraining and um, first in body work and so massage sports therapy, that sort of thing. And then, in mental health and I worked in mental health for 10 years and I think that really, you know, helped me develop a real understanding of human behaviour and you know, it weaves into the work that I do now, but I've always been about healing and, and helping the underdog, um, and helping us just understand ourselves better so that we can heal and live in our full humanity, which so many of us don't.

Nova Reid ([35:40](#)):

So yeah, the acting was, I you know, I had some, I had a great time. I did singing as well. I used to sing with Beverly Knight. I used to do stuff on TV all the time. So, you know, I'm weaving into some of the hard stuff, but there was joy there. Well, and, um, but it just, it was, you just weren't paid well, you really were not paid well or treated with much respect at all. And, and again, as somebody who had this inherent sense of fairness, it felt very unfair. And it wasn't my path. I mean, it kind of was because I've got all of



the skill now to be able to stand on a stage and do a Ted talk and connect with people and be in front of camera with, with ease. So, you know, it, it, it was part of the journey, but in terms of being an actress, it wasn't my path

Suzy Ashworth ([36:31](#)):

I'm interested in. I think that when you do the type of work that you do and you are the type of person that you are, you can't help, but have a vision for yourself. The future. I am curious, like when you think about the world that you desire to live in before you die, what do you want before you die?

Nova Reid ([36:54](#)):

Oh, it's liberation, Suzy, self and collective like for so long. I was not myself because I had learned that being myself wasn't good enough or was less than, so I think I'll be on a path to unpacking that and undoing that programming for the rest of my life. And it's just freedom. It's joy. It's ease. It's like, I see myself being in the Caribbean for the majority of my time. Um, I, I ha I have, I it's, it's so strange, but humans, you know, we are complex. I have dreams of having my, my own talk show where I'm just having human conversations with people talking about life. And I have dreams of just being on this Caribbean island with a little beach house doing not much at all, but just listening to the sound of the ocean lapping up. And I have dreams of owning a property in the Caribbean. That's dedicated to the healing of black people who wanna heal from racial trauma. Um, so many dreams, but they're all linked to liberation and, and, you know, just being free from having to be someone else or feeling like you have to be someone else.

Suzy Ashworth ([38:05](#)):

I, when you say that, I'm like, that's my dream Liberation, everything. When I look at my programs, the experiences that I create, it's limitless, it's the freedom experience it's transcendence. And when I use words like that, I always wanna make a point of saying, it's never about escaping.

Nova Reid ([38:29](#)):

Yes, yes, yes, yes, yes, absolutely not.

Suzy Ashworth ([38:32](#)):

Cause frequently people can think that I'm talking about escaping, bypassing, leaving what's bad and stepping into the beautiful rainbow unicorn space. And it couldn't be further from the truth. You said about humanity and remembering your, humanness and your limitlessness exist. They coexist when we are living our most authentic and real self.

Nova Reid ([39:08](#)):

Yes, and just letting that land cause I'm getting goosebumps. It is that. And, and, you know, to, within the context of, of anti-racism, which I describe as collective healing in my approach. Yeah. So much about racism and, and the birthplace of racism was built on dehumanizing one, another like human beings are not designed to cause and inflict harm on one another and human. Like we're not designed that way. We're designed to connect that that's natural for us to connect and be in community. And so in order for, for all of the devastation and all of that traumas who have been inflicted particularly on black bodies for centuries, not one or two or three years, but centuries to be embedded in law in science used to justify the, the trafficking of millions and millions and millions of people. We had to dehumanize each other.

Nova Reid ([40:01](#)):

We had to lose empathy for one another. So the, in, in being human again in living in our full humanity is to humanize each other is to not bypass human experiences in favour of love and light and just be kind hashtags. It's to be with it's, to be with every facet of being human. And now I understand the bypassing cause I've had to do it as a survival strategy for some people it's a trauma response, not all. Um, so I understand it. Um, you know, if we go back to ancestors for, for those of us who have lineage loss of slavery, cause again, we don't all, they had to bypass to be able to withstand the horrors of that. And so for some of us that is, is learned, um, that's, that's in our makeup. So the, the, I understand it, but in order for us to reconnect with our humanity, it means experiencing the full range of being human, which means being with the sadness, which means being with the

grief, not so that it overwhelms so that we can transcend it, learn from it, understand it as well as being with the joy and the sadness and the elation.

Nova Reid ([41:20](#)):

Like it's all of it.

Suzy Ashworth ([41:21](#)):

It's the duality of life. It's the recognition with the law of polarity that everything's equal and opposite exists.

Nova Reid ([41:30](#)):

Of course.

Suzy Ashworth ([41:31](#)):

And your willingness to embrace both sides of that within you

Nova Reid ([41:37](#)):

First and foremost. Yeah.

Suzy Ashworth ([41:39](#)):

Yes. Is the hardest job perhaps and the route to liberation,

Nova Reid ([41:46](#)):

The only route freedom. Yeah. It's the,

Nova Reid ([41:52](#)):

You know, if it was easy, we'd all be doing it. Um, but it is possible. It is possible. And like, this is me speaking, you know, I have have gone through and will continue to go through my own healing process and, and the more I lean into that and can hold that the more powerful human authentic I can show up. And then that has a ripple effect on how people connect with me or engage with me or then are inspired by that. Or, you know, when they see a role model. So it's in, it's an imperfect journey for sure, but it's a human one and I wouldn't want it any other way. Like a and I, and I believe

it to be true as humans, we can do so much better. Um, and the capacity for change is like I've seen it, uh, in others I've experienced in myself, like it's entirely possible, but it requires courage.

Nova Reid ([42:45](#)):

It requires, um, vulnerability and accountability and those two things, aren't often role modeled by adults. They're not, but it's entirely possible. It's scary. And like I'm saying all of this and it's scary and my palms sweat, and, um, and I get nervous and I shrink and go small and I wanna hide sometimes. And you know, at times I will bypass like, it's, I I'm, you know, but I'm allowing of that because it's an imperfect and messy process, but I'm willing, I'm willing to do it because there's so much more on the other side of that.

Suzy Ashworth ([43:20](#)):

What I hear in the acknowledgement is your humanness. Of course I'm acknowledging my humanness. Yeah. I am curious about your, it's not the belief in your limitlessness, but when you talk about your dreams of the talk show and the buying the house in the Caribbean or property in the Caribbean, how certain are you that those things are yours?

Nova Reid ([43:50](#)):

I believe they are within my reach. I believe there is nothing stopping me, achieving those things. The how, if you ask me the, how that I said that I start, like, I don't know how that's gonna happen, but, and then there's the panic and the disbelief, but that, there's a be, I believe those things are in my reach and within my capacity to have and achieve and experience. Absolutely.

Suzy Ashworth ([44:15](#)):

When it to, and I think particularly black women and seeing black women who are leaders in whatever industry actually, how does it make you feel?

Nova Reid ([44:33](#)):

Okay. There was a time when, I want to say it was in 2018 international women's day. I can't remember. It was definitely before the world changed

and it was 2017 or 2018 and I'd been invited to a talk, with all black female leaders on a panel. And I'd never seen that. I, it never, I was, I was in my thirties at that point and I had never seen an all black panel of female CEOs and leaders. And so it had people from, you know, footsy 100, women in black women in tech, working on algorithms for Alexa. And it was just phenomenal. And the, the, like the range of their, where their excellence was. And they were just talking about a little bit about the work that they do, also, how they navigate being both women and black in these male dominated white male dominated spaces and, you know, navigating being underestimated or just, you know, the, the, the racism that happens even at that level. And, and it was so inspiring. And I, and I just, I just felt, I just, it took my breath away. And I remember sharing with a friend afterwards saying like, I wonder who I would be if I saw that representation when I was 12, 13, 14, 15, and feeling worthless, I wonder who I would be.

Nova Reid ([46:09](#)):

So it is, it matters. And it's, it took my breath away. I had never seen it before.

Suzy Ashworth ([46:16](#)):

It is. What do you think is required in order to, I don't know. And I, the words here are important. I don't know whether I wanna say, allow, create, make, I don't know what the most appropriate word is, but to step into that because there's, we haven't gone into it and there's so much that we could go into, but the epigenetic side. So the context of what we carry with us from generations back matters. Yes. And this is why I specifically ask, what do you hope to see before you die? Because this work, and I think this is why I, re-ask the question about the seismic shift, because epigenetics for us is also the same for white people. It's not, we have the context of what is happening now, but we have some say at least seven generations of genetic learning that we are carrying with us. So when I think seismic shift, when I think equity, when I think equality, I'm like, that's not happening in our lifetime. And I don't, I don't mean to be, I don't want that to be a depressing. So, but that's what I, that's when we're talking like real context and the stuff that we carry with us. So I'm, I'm wondering what, yeah. What

is required when for black women and to claiming that space, it's a big question. I wonder what comes up for you?

Nova Reid ([48:10](#)):

The, the thing I say first and foremost is our, our history is our history and our makeup is our makeup, and we can't change that. And it shapes who we are. So like there are, I, I, one of the, one of the gifts I've been given from a complex past and a lineage loss of slavery is I'm extraordinary resilient. And, you know, it's a gift sometimes can be a curse, but it, it is a gift. And so it's, it's not ignoring what has happened and how we have got where we are today and where we are. It's prioritizing our healing, cause there's so much in our lineage where people in our families have not had the opportunity to heal. I'm the first generation in my family to go through healing. That's how close this is. And so for me, it's prioritizing that first.

Nova Reid ([49:09](#)):

And for foremost, you, your healing, what that looks like will be different for, for each and every one of us. But we have to prioritize that because it will inform how we step into our truest self and therefore our power. We can't, otherwise we're not, we're not being, they, you just can't, you, you have to. And I think that's, that's, you know, for me, I say, that's a way that I honor my ancestors. I heal, I honor my lineage, like my lineage, my, my immediate lineage. There is so much pain and trauma in my family, particularly on my maternal side. I heal that. I break the pattern of some of that by healing. And that allows me to stand on stage and, you know, deliver talks to, you know, incredible companies like Google, uh, BT. Um, that allows me to write the book because there, there was a version of Nova that would never have written that book because she would've been afraid of growth and of the challenge that would come and wanted to stay small. And I'm compassionate about that version of Nova, cause she still shows up every now and then, but you are not allowing yourself to live in your full humanity. If you do not allow yourself and believe that you deserve to heal.

Suzy Ashworth ([50:37](#)):

Mm. Beautiful. Thank you. What, when you think about the next year, what excites you?

Nova Reid ([50:51](#)):

Well, um, just something immediate I'm, I've hired a publicist, which is, a, a different route. I thought I needed a talent manager, but I'm going with a publicist. Cause that feels right for me at the moment. And we working on Nova beyond just talking about racism all the time and that's exciting to me because yes, I've, I've always done other things and have been trained in other things, but you know, racism has just been front and center and you know, like I say, I felt calling to, to do something and, and you know, I've delivered a body of work in the world now that will always be there. So right. What else, what else can I do? What else can I explore? And it's not to say that I won't talk about this stuff. It's intrinsically connected to my identity. Of course I will, but it won't be the only thing. And it won't be what people are just coming to me for. And therefore, to be seen as a full human being in the workplace, feels really exciting. Sounds, might sound really silly to some people, but I'm only ever called upon to talk about one thing and um, I'm not one dimensional. So I'm really excited to see what we start creating. And you know, some of the seeds I want is to, to produce documentaries, to front them and talk about fascinating, hidden histories, human behavior. There's so much, um, there's so much, so there's some wonderment there and speaking it into existence now.

Suzy Ashworth ([52:28](#)):

Now that's the way we do it. That is the way that we do it. It thank you. If there was one thing that you wanted to leave the listeners with, what would that one thing be?

Nova Reid ([52:39](#)):

I don't why it's coming up, but it's coming up. So I'm just gonna say it surrender.

Suzy Ashworth ([52:44](#)):

Mm.

Nova Reid ([52:45](#)):

And whatever that means for you in this moment.

Suzy Ashworth ([52:49](#)):

Thank you so much. And where can people get more Nova in a very boundary noninvasive way?

Nova Reid ([53:02](#)):

Yeah. you can Google more Nova, on my website, Novareid.com. That's R E I D. Um, I'm mostly hang out on Instagram, but yeah, I'm very boundaried on there, but you can see what I'm up to on there. Nova Reid official. And I have a Ted talk, called not all superheroes wear capes. And then of course the book, the good ally, which is available yeah. In all good bookstores, and online. So, and there's a podcast. I forgot about that. Conversations with Nova Reid.

Suzy Ashworth ([53:38](#)):

She's everywhere. Coming to a talk show near you soon. Right. Thank you so much for listening. I hope that you have loved this episode as much as I have. Thank you so much Nova for bringing all of your fullness. And for those of you who have loved this conversation, please tag us on Instagram. Please share this episode wide and far.

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