

Kate Hudson Brand Building in an Ever-Evolving Career

Auto-transcribed by <https://aliceapp.ai> on Tuesday, 17 Sep 2024.

Synced media and text playback available on this page:

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Words	3,096
Duration	00:17:33
Recorded on	Unknown date
Uploaded on	2024-09-17 21:21:17 UTC
At	Unknown location
Using	Uploaded to aliceapp.ai

Speakers:

Speaker A - 33.43%

Speaker B - 66.57%

Notes:

- We've got a very special guest for you. She is an award winning actress. She's got a new film coming out called Shell. And if that wasn't enough, she has a new album out. I need the most glorious welcome for the glorious Kate Hudson.
- As I got older, I lost that sense of fearlessness. Staying true to who you are allows you to have more courage to put things out there. There's lots of benefits to getting older. Where does the inspiration come from?
- Sustainability is a core value for us at Salesforce. And we believe that business is the greatest platform for change. Uh, hopefully all, uh, uphold the spirit of sustainability.
- What advice would you have for these leaders in the room about staying true to your values? If I'm gonna sell anyone anything, I want it to be something I believe in and that I love. And then I think if it feels authentic, people know that it's a real thing.

- I want to get into your shoes. All I see are these sparkles. Are those Jimmy choose? They are Jimmy Choo. I'll swap my shoes for that lovely crescent. You hold on to that one.

- But this, now we have to give Kate a massive round of applause. We have to thank her for this. This concludes.

Speaker A

00:00:00

Okay. Is this the energy you have for me now? Is this what we've got to do? Am I going to bring out my special guest to this? Okay, well, look, it is a thrill to have you here. This is going to be such an exciting session. And, uh, we've got a very special guest for you. She is an award winning actress. She's got a new film coming out called Shell. She's an author, she's a podcaster. Uh, she's a brand ambassador, and she's an entrepreneur. And if that wasn't enough, she has a new album out. She released it earlier this year called glorious. So I want you to welcome, and I need more energy than you gave me. All right? I need more. I need the most glorious welcome for the glorious Kate Hudson.

Speaker B

00:00:44

Thank you. Hi.

Speaker A

00:00:50

They did better this time. I warmed them up, Kate.

Speaker B

00:00:54

All right, all right.

Speaker A

00:00:55

Okay. I warmed them up.

Speaker B

00:00:56

Hi, everybody. Doesn't she look gorgeous?

Speaker A

00:00:59

Yeah, I'm coveting everything. By the way, uh, thank you so much for being here.

Speaker B

00:01:04

Yes, I'm happy to be here.

Speaker A

00:01:06

Happy to be here. Welcome to Dreamforce.

Speaker B

00:01:08

Thank you.

Speaker A

00:01:09

I've got some questions for you. Am I allowed to go in?

Speaker B

00:01:11

Go, go in.

Speaker A

00:01:12

Okay. Well, we figured out we were neighbors in London previously, so I was quite thrilled about that. Uh, I'm London. I'm moving in. So, look, we, uh, don't know where to start because there's much to your resume. I don't know how you even sleep. But I'm going to start with music because it's my favorite topic. You have this amazing album out called glorious. Congratulations.

Speaker B

00:01:33

Thank you.

Speaker A

00:01:34

It's amazing. Have you heard it? I hope you've heard it because it's beautiful and you're so loved. We've known and loved you since your breakout role in almost famous. And now, 20 years, more than 20 years later, you don't even look old enough. But let's get to that later.

Speaker B

00:01:49

Oh, tell me more.

Speaker A

00:01:51

20 years later, you then you have a pivot. So outwardly to us, it's a pivot. It might not be a pivot to you, but outwardly to us, you have this pivot to music. So why music and why now?

Speaker B

00:02:04

So why music and why now? So music was always my first love. So when I was growing up, my father's a musician, um, but when I was growing up, it was always what I gravitated to the most in performance. So musical theater was like everything to me. Um, and then, uh,

honestly, writing music. So to me, it was like where I got everything out. So I'd be like a little girl, and I'd sit at the piano and I'd write terrible songs. Um, and some of that was also to try to connect to my father, um, which was challenging, but it was my everything. Like, I would disappear into music all the time, as well as acting. And I was in conservatory. I just wanted to, you know, perform. But as I got famous from almost famous, um, uh, at that time, which was almost 25 years ago, it was like, you didn't cross over. So it was like, it took me on a trajectory of this amazing career that I've had and I continue to have and I'm so grateful for, but it sort of made music fall to the wayside. And then Covid happened, and it was like, are we dying? What's happening?

Speaker A

00:03:15

Is this it?

Speaker B

00:03:15

Like, is this the rest of my life? Am I happy creatively with what I've done? And the answer was just a glaring, like, no. I feel like I would have left something on the table if that was it. I would have felt real regret.

Speaker A

00:03:30

It was in your blood, and I.

Speaker B

00:03:31

Just had to do it. And I got you get to this point, I think, in any kind of creative endeavor where you're just like, it's not even about what happens. It's just about to be courageous enough to do it. And I would. And the fact that I'd been so fearful to put it out there was like, no, that's not who I am. To be more, I have to be more, you know, brave. And so I did it.

Speaker A

00:03:56

Tell us about that courage. Thank God you did. Right? Uh, I have your. I have the, uh. You just released a single, the, um. Voices. Carrie.

Speaker B

00:04:06

Yeah.

Speaker A

00:04:07

Oh, my God. That is my earworm. Um, I have to say to you, I cannot get it out of my head.

Well, that I was five when that song came out, so that was like a soundtrack to my foundational years. I just loved that song so much. So when I was thinking of covers, because I only have one album, so when I'm singing live, I like to sing things that people know as well as new things that they're hearing. Um, and that was just one. I had to.

Speaker A

00:04:29

I had to do it. It's gorgeous. Now tell me about that courage. So, uh, you know, to make a pivot like that again, outwardly, you know, I would imagine it would take courage. Did it? And where did that courage come from?

Speaker B

00:04:45

Source? Where does courage come from? I think, like, I think I've been always, uh, I came out fearless. Like, I was the one that was like, if there was an if we, you know, we grew up on a ranch. Like, if there was a horse, like, I was gonna ride it faster than anybody and, like, fearless about it. And then as I got older, I lost that sense of fearlessness. I got more careful and protected myself more. And I think that nothing makes me angrier at myself than when I'm afraid. And so there's only one antidote to that. It's just, like, to have the courage to not be so afraid of something. And, um, I think, too, as you get older, especially when you're in, like, a very kind of outward life existence where people are looking at you from the outside and judging and criticizing you all the time, um, at some point as you get older, you don't see. You don't feel that as much. It just becomes sort of noise. And then you really do look at, like, what is it that I'm building creatively that makes me feel good as a creator? And that's just sticking to that, I think, allows me to have more courage to put things out there.

Speaker A

00:06:03

Staying true to who you are.

Speaker B

00:06:04

Yeah.

Speaker A

00:06:05

There's got to be a benefit of getting older, right?

Speaker B

00:06:08

Yeah, well, there's lots of benefits to getting older. Uh, that's what my movie shell's about, actually. It's like a horror movie about, you know, aging. Um, but, yeah, I think. I think, yeah, I mean, what is art if you're not fearless in it, you know, as a personal experience? And that's it. Like, you know, you start, uh, for me, that was, if I didn't put out music, then I

wasn't being true to my truest artistic self. And again, like, performing is really fun, and I love it. I love to sing. I could sing, like, for one person, I love it. But writing and the actual process of it is everything to me.

Speaker A

00:06:46

So tell us more about that. And where does the inspiration come from? You wrote all the tracks on your. On your album.

Speaker B

00:06:51

Yeah, yeah, I mean, I did with my partner, Danny, um, and Linda Perry, who's an amazing songwriter. Um, so they, we collaborated on some of it and, yeah, but it's, it's. It's from me.

Speaker A

00:07:05

Does the tune come in your head first, or do the words come? I have to know.

Speaker B

00:07:08

It depends. It depends. It's all different. You know, sometimes I hear something and I'll put it down, and then sometimes it'll just come from, like, a blank slate with instruments, and we're all just, we just all start playing and you find something, and it, you know, I think that for me, it's really about being open an open channel. That's why it's always really easy to write depressing songs. You're like, I feel depressed. I'm gonna write a song. And I'm like, growing up, like, if you look at all the songs I wrote, which I'm sure I'll get to one day. Cause there's like hundreds and hundreds and hundreds of songs. Half of them are terrible. But, um, they're so depressing. Um, but, yeah, harder to go home and be like, okay, I could get really depressed. Where's the hope in this story that this little story I'm telling? Um.

Speaker A

00:08:01

It sounds like there's a strong sense of intuition as you're writing.

Speaker B

00:08:05

Yeah. And, you know, I've never been calculated. In business, I wonder always. Like, sometimes I think maybe if I would have more success in certain places if I was more calculated. And then sometimes, like, when I hear people do my, uh, bio or whatever, I'm like, wow, I've actually done a lot of stuff. I think part of it is I don't calculate, have never calculated my life experience.

Speaker A

00:08:28

And yet you've done so well and you've been such an entrepreneur. You founded Fabletics. Fabletics 2013. You've got a nutrition brand.

Speaker B

00:08:36

I do. In bloom.

Speaker A

00:08:37

How on earth are you juggling all of this? How, how do you balance it?

Speaker B

00:08:41

I don't know. I sometimes think, you know, honestly, yes, I know structure. You know, I think, like, I was very spontaneous in my twenties, and in my thirties, I was like, I need to figure something out. Um, and that's when sort of really looking at how I structure my life, I also have the joy of being a mother my entire adult life. So, like, being a mom forced me to have to be somewhat organized at 23, you know, um, to have a career and to have a child so young, it's just immediately like, it's like growing up in eight months, you're like, yeah. Uh, yeah. So that helped.

Speaker A

00:09:21

Well, you do so out. Uh, now, you mentioned in bloom, and I do want to talk about that very quickly because what we love, we at Salesforce noticed and love that it was founded on principles of sustainability. Yes.

Speaker B

00:09:33

That is everything to me. Ah, responsibility. It is a responsibility to all of us. Yeah.

Speaker A

00:09:39

Right. And it is a core value for us at Salesforce. And we believe that business is the greatest platform for change.

Speaker B

00:09:45

Yeah.

Speaker A

00:09:46

So you've got some wonderful, in fact, all of these people, wonderful people, fantastic leaders. Uh, hopefully all, uh, uphold the spirit of sustainability. What advice would you have for these leaders in the room about staying true to your values, especially when you think about how you, how you put that at the heart of.

I always, like, the advice thing always feels so strange to me because I have so much, I have so many questions for a lot of people in this room. Um, you know, I just always think that the reason why certain things really work is when they're authentic and when the story you're telling is a true story, you know, and you can, and you can feel it, uh, when, you know. And I always felt that way in business. Like, when I started fabletics, uh, it was like people were like, what are you doing? You know? And it was a risk I took because I just thought, like, you know, here's this opportunity, and this is something that I love, an, uh, active lifestyle. Like, if I'm gonna talk about anything, if I'm gonna sell anyone anything, I want it to be something I believe in and that I love. And that is, like, the most important thing to talk about. And that, to me is, like, when you wake up in the morning, we have to face ourselves, and how do we face the best version of ourselves? And that's your mental and physical health, and so how do we get there, you know? And for me, that's food, nutrition, and active lifestyle allows us to have just a beautiful life, existence, I believe, you know? Um, and so why not invest the things that I love into that and grow a business that hopefully means something to someone and can inspire somebody else? And then I think if it feels authentic, people know, you know, they just know that it's a real thing. It's not just some money grab. It's. It has purpose, and people are smart.

Speaker A **00:11:39**
They see through things really quickly.

Speaker B **00:11:41**
Oh, yeah.

Speaker A **00:11:41**
And it comes through beautifully. But now, reflecting on all the things that you've done, and your resume is quite packed. Right? And I know you say you're very humble, which is even more adorable and endearing.

Speaker B **00:11:54**
I want to get into your shoes. I sang all of them. All I see are these sparkles, and I'm just like, oh, my God, I love your shoes. Are those Jimmy choose?

Speaker A **00:12:03**
They are Jimmy Choo. I'll swap my shoes for that lovely crescent.

Speaker B **00:12:08**
It's okay. I'll hold on to it. You hold on to that one.

But look, you've done so much, and you talked about being authentic. Uh, and you do have a very strong sense of authentic self and personal brand. So how do you maintain that, and how do you connect to all of your fans and supporters? Have you done that? Because you've done that for over 20 years.

Speaker B

00:12:33

Yeah. How, um. You mean how.

Speaker A

00:12:36

How do you connect with them? How do you stay? How do you. How do you allow and let that sense of authentic self shine through? And by the way, I follow you on insta. Uh, it's wonderful. So that keeps you connected to what you're doing, right?

Speaker B

00:12:47

I mean, what you put out there. Yeah. I think it's just I always sort of how. I mean, honestly, right now is the first time in my life I've connected in a way that feels so different. I love it so much. Like, being on a stage and singing and talking to an audience, and I never. I haven't had that experience with film. It's. You're quite. You know, you're always behind a line or behind the curtain or you're waving from up here. You know, it's like you don't get to actually connect. And I love to talk. Like, I could talk up here for all day. I just. I could talk to anybody because I love to connect. Um, so I do that through storytelling, you know, whether that be on my instagram. Like, I actually care what I put out on my instagram, you know, because I'm telling a part, a little part of my personal life story, and I care what I put out in my music, and I care how I tell, how I, you know, it matters to me how I present myself and connect with you when I'm, you know, sharing advice, you know, if that's, you know. Um, but, like, so that's. I think that's how I do it. I do it by just trying to be as open and grateful as I can present, too. You know? I think, uh, there are times in your life, depending on where you are in your career, where it can get very overwhelming. I'm very sensitive to energy. I think artists are very sensitive to energy. Like, outwardly, you think, like, they're fine in a room, but in fact, we all have migraines because we're like, there's too much energy in the room, and then you have to, you know, figure out your balance. Um, but, uh, yeah, I just. I still. I just. I feel so lucky that I get to do what I do. So maybe. Maybe it's gratitude that allows me to always be open to connecting.

Speaker A

00:14:40

Yeah, there we go. That's a gorgeous answer. Now, we're going to wrap up, but I do have a couple of questions for you, if I'm allowed some further.

Speaker B

00:14:50

Why did you get that big vase and I got a voss.

Cause I'm permanently thirsty.

Speaker B

00:14:56

I like that vase. Is so pretty. I want it.

Speaker A

00:15:00

I have a question that everyone asked me to ask you. Uh, and I can't resist. Are we going to see Andy again in a sequel?

Speaker B

00:15:09

Oh, my God.

Speaker A

00:15:09

How to lose a guy in Tendon.

Speaker B

00:15:11

I get that all the time.

Speaker A

00:15:12

I'm sorry. I'm sorry, but we had to ask. I know it'd kill me if I didn't.

Speaker B

00:15:16

I know that Matthew and I are always, like, open to it, but it just would have to be so right, you know? It's like, why, Todd? Why break what's not broke?

Speaker A

00:15:24

How is it not right? Come on. What the hell? Like, honestly?

Speaker B

00:15:29

Because Ben and Andy exist in this space and you don't know where they are and it's kind of nice, isn't it? You know, where did they go?

Speaker A

00:15:39

I actually want his parents to come back to.

Speaker B

00:15:42

Oh, weren't they the best? That was such a fun scene. Everything about making that movie

was so fun. And, um, I got to work with Kathryn Hahn again. I got to work with Matthew again. It was so great. I mean, yeah, if it was right, I'm sure Matthew and I would be excited to do something like that, but it would have to be so.

Speaker A

00:16:03

Ok, if anybody has any influence, then can we just make this happen, please? And look, you mentioned Matthew. Have you seen him in the salesforce ads? Have you seen him? Yes. Do you think he's got a good cowboy game or he needs to work harder?

Speaker B

00:16:18

I mean, what kind of question is that? He is the cowboy game.

Speaker A

00:16:23

He is a cowboy.

Speaker B

00:16:24

Yeah. There's no one more cowboy than Matthew I know personally. So, yeah, he's the best. We love Matthew and we love you.

Speaker A

00:16:35

You've been absolutely tremendous, Kate. And, um, we could be here. I wish I had. I actually wish I had a cocktail here.

Speaker B

00:16:41

I know. Wouldn't that be fun?

Speaker A

00:16:44

But this, now we have to give Kate a massive round of applause. We have to thank her for this. Thank you so much. This concludes. Mhm.