



Uncomfortable Conversations About Race w Justus Murimi

Ryan Moran [00:00:04]

Well, Justus, I usually, when I'm feeling excited about a podcast, I'm like hey man, I'm so excited to talk to you. I am not excited about this podcast. I don't really know how to have this conversation. I don't really feel like I'm allowed to have this conversation. But you've given me permission to have this conversation. So, the easiest way for me to start is just ask why you've felt called to talk about race.

Justus Murimi [00:00:31]

Yes. First, I think one of the reasons I started it is because of what you just shared. It's like, I don't feel like I'm allowed to have this conversation.

Ryan Moran [00:00:40]

You feel like you're not allowed?

Justus Murimi [00:00:41]

No, it's that I feel like that's part of why I did it is because a lot of my white friends don't feel like they have permission to have ... To say what they actually think and what they actually feel, and I kind of ... That, to me, bothers me because I feel like this has happened for another race and for it to happen to any other race is just not right.

Ryan Moran [00:01:03]

What has happened to another race?

Justus Murimi [00:01:05]

In the African American community there is a sense sometimes that they can't say certain things, in the past. And so ... And I've been aware of that. I grew up in the south and I saw that. Even if it was true or not, there was a feeling of I can't say what I think, or I can't speak this here. And then for me to then see it with my white friends, I'm like okay, something is off. And so, I don't actually ... This might be a surprise to you, but I don't like talking about race. It isn't ...

Ryan Moran [00:01:34]

That is a surprise to me.

Justus Murimi [00:01:34]

Yes. I don't enjoy ...



Ryan Moran [00:01:37]

And it's a surprise to me because you have been very open about it lately.

Justus Murimi [00:01:41]

Yes. Absolutely. To be honest, I get approached, and the reason I did this, a big part of the reason why I started talking about it was because after George Floyd or after anything happens in the Black community that makes the news, my white friends will reach out to me, some of them crying, going I don't know what to do. I had 2 that called me and just said I'm so sorry for everything that's happened. And I'm like I don't know what you mean, it didn't happen to me. But they feel it in some way. And a lot of the conversations started like I don't know how to talk about this, what do I do?

Ryan Moran [00:02:16]

Justus, this is an honest question. Does that make it worse, or do you appreciate that?

Justus Murimi [00:02:21]

I think because ... I can see their heart, so I go, I see what you're doing. Your heart is good. This is awesome. And this is the only thing you know to do. I don't necessarily like them feeling pressure that they have to do something. I don't like that.

Ryan Moran [00:02:46]

That's unique because after George Floyd, it was like, hey white people, you better take a stand here. And it was like, I'm not really sure what to do with my hands. Well, if you're not putting them up in the air at a march you're doing something wrong. I felt like I was complicit or made to feel like I was complicit which I think was the reason why so many white people pushed back, which feels like it created a divide. And now I'm caught up in it and I didn't even want to be caught up in it.

Justus Murimi [00:03:23]

Yes. One of the most ... So, this might put people in a bad mood but one of the things that I saw that really scared me was when I started seeing posts that said silence is the problem. Your silence is the problem, the fact that you're silenced. Where I actually come from a belief that ... I come from a belief that is listen and observe, don't make hasty decisions, actually observe.

Justus Murimi [00:03:53]

And so, I never posted a black square. I never said anything for the longest time because I didn't know what was going on. I wanted to know what is actually happening and I wanted to



be able to go, this is actually bad, or people are confused, or I wanted to come to my own conclusion. And when I see people being pressured to speak, it creates a really bad atmosphere because they will speak.

Ryan Moran [00:04:20]

Well said, Justus.

Justus Murimi [00:04:23]

And so, you pressure someone to say something, they will say something and I've seen that happen in so many situations and it's not always good. And it's not always what even the person that was pressuring them to speak wanted. And I think learning and observing is just as important. And people being okay with you learning and observing in your own way.

Ryan Moran [00:04:46]

And everyone has a megaphone now so everyone can speak, and the people that we talk about are usually the nincompoops that have a terrible opinion that wouldn't have made the news 10 years ago, and now everybody is the news.

Justus Murimi [00:05:02]

And everyone has an opinion and you're free to your opinion. I'm not here to control. But we have to understand, when we pressure people to have a view and to have something to say that we are in essence telling someone you haven't thought this out clearly, but say whatever is on your mind. And I don't know if we all want that.

Ryan Moran [00:05:25]

Yeah, amen. Amen. So, just so we have context for this conversation, have you experienced forms of racism in your life?

Justus Murimi [00:05:35]

Yeah, for sure. And I've had racism from white people and I've had racism from Black people. I think I have the unique experience of I was ... From 2nd grade until 6th grade, I lived in the midwest and my mom and dad were students in colleges and my friends were Chinese, African, white. It was extremely diverse. I mean, one of my best friends in 1st grade was ... Not North Korean, South Korean. And so it was ... I just had an extremely diverse raising up until 6th grade.

Justus Murimi [00:06:19]



And then 6th grade, we moved to Ruston, Louisiana. So, we moved to the deep south and all of a sudden, I still remember my first day going to junior high, and white kids were hanging out on one side of the playground and Black kids were hanging out on the other side. And it wasn't this intentional segregation. There was no thing there saying white people here, Black people there. But I was in awe. I didn't know what to think. I didn't know what to do. I didn't know any of that.

Justus Murimi [00:06:47]

And I was thrown off. And so now I had this next experience and that's where I spent from 7th grade until graduating college in Louisiana in this extreme polarity of races. And really, it wasn't just races, it was cultures. So, I, even there, a lot of my friends were international but I had Black friends, I had white friends, and I got made fun of more by Black kids than I did by white kids. But then I go and I go into ministry after college and all of the people I'm serving are low-income African American kids.

Justus Murimi [00:07:21]

So, I have this crazy world view where I've gotten to see the heart of different cultures, of different things, and thankfully I love them all. I just love them all. They're fascinating to me. I've gotten to ... The church I was raised in was predominantly white, white culture. But my brother and all his friends were Black and Black culture, so they were in our home and we were hanging out. And the youth I served, Black culture. I got to see it. I got to be a part of it. I got to engage it.

Justus Murimi [00:07:49]

And so, I love it and there's beauty and there's ugliness in all of it. But because most people haven't seen what I've seen, I don't even feel comfortable speaking about it.

Ryan Moran [00:08:03]

Because you've seen a more complete picture that other people haven't seen, and therefore your complete picture may seem jarring to those who only have a piece of the picture.

Justus Murimi [00:08:18]

Yes. Or I'll even say, don't have a complete view of the picture, feel guilty and shame, and think they have to do something.

Ryan Moran [00:08:29]

People who have only one perspective, feel shame about the perspective they don't have, and now need to correct it.



Justus Murimi [00:08:38]

Yes. And now, and not only that ...

Ryan Moran [00:08:40]

I can relate to that.

Justus Murimi [00:08:42]

Yeah. Not only that, but there's also this additional pressure now, you need to go out and find other people that don't have that because they're probably racist, and if you aren't helping them become not racist, that also is a problem. And I'm like, what is going on here? The worst thing I can do in trying to love someone and help someone or believing that my world view is right and wanting someone to come over to my world view, the worst thing you can do is one, bring them into a place where they feel pressure, guilt, and shame. 2nd, give them a microphone to go and tell them to go and change other people.

Ryan Moran [00:09:23]

So, basically exactly what we did is about the most unhealthy way.

Justus Murimi [00:09:26]

Oh, it's so unhealthy. And I'm seeing all of my ... A lot of my white friends, I'll have conversations with them and they're going oh my gosh, I never saw it that way. One guy went and took a sign out of his yard. He's like, I put this sign in my yard because I thought it was the sign that I needed to put in my yard. I thought I had ...

Ryan Moran [00:09:42]

Thought I was doing the right thing.

Justus Murimi [00:09:43]

I thought I was doing the right thing. He goes, now that you've kind of opened my eyes, I'm taking that sign down. I didn't know. And I go, it's great, you don't have to take the sign down if you don't want, but I just wanted you to understand a more full picture of what's going on here.

Ryan Moran [00:09:57]

Are you comfortable sharing a little bit about that full picture? What are the pieces that the media at large does not see or share?



Justus Murimi [00:10:09]

Yes. I think one of the things ... It's not sexy. The news oftentimes understands how to get you to pay attention, and that's our issue more than the media is that we like fear. If a headline says house on fire in X neighborhood in your town, you'll look at it more than this man paid off all of his debt in X neighborhood in 3 years. You'll be like good for him. But if the house is on fire, you're like is that my neighborhood? Is that my house? Oh my gosh. So, that's us. That's our psychology. That's the way that we think and they know how to play towards it to get you to open up whatever.

Justus Murimi [00:10:50]

The 2nd thing is the thing that a lot of us have to understand, there's one thing, there's empathy. Empathy grows from wanting to understand another culture or another background of a person. And that takes time. I had to walk into young African American kids' homes to meet their moms and for them to open up the fridge and there's nothing there. Open up the freezer and there's a 5 year old steak just sitting there. There was no food. There was just no food in the home.

Justus Murimi [00:11:27]

And for me to see it or hear enough stories about moms being beat, or dads not being there, or dad got shot to where I was like now my heart can break. I get that there's been poverty here for a long period of time. I get that there's been abuse here for a long period of time. My heart is actually really sad that you're used to it, that you've become accustomed to pain, that it's normal, that all of you ... One person can share that story and all of you can nod. That breaks my heart. And the fact that you can share it and there's no emotion makes me even more sad because you're numb to it. Okay, that breaks my heart.

Ryan Moran [00:12:12]

That lands right there.

Justus Murimi [00:12:13]

That lands.

Ryan Moran [00:12:15]

You just saying that lands with me.

Justus Murimi [00:12:17]

Yes.



Ryan Moran [00:12:17]

There's a different spirit of letting your heart break because you have empathy for someone than I would call it this self righteous behavior of I need to be the champion to undo my shame, or ... I now realize that the shame or the guilt that someone is speaking from is selfish. It's I feel bad, I feel guilty, I feel implicit and I will speak out and I will judge others because I am ashamed. I will shame another because I am ashamed. That is very different and that is not healing, that perpetuates the problem, versus letting your heart break for those who are hurting.

Justus Murimi [00:13:12]

And that is enough. Let your heart break for someone that's hurting. And let me just add this, and this again might just throw you off, let your heart break for any person of any color even if they're the same color as you. That's just good activity. It's just okay. It's okay that ... If your heart doesn't break for someone that's not the same as you, that's actually normal. I can watch an infomercial about kids in Africa or in some place that don't have anything and I can change the channel and I'll just be like oh, there it is again.

Justus Murimi [00:13:52]

I just don't have a heart for them yet. But someone else could watch that and go, I'm going to go serve with the Peace Corps and helping these people in wherever, and good for them. That's awesome too. We can both have hearts and affections and our hearts break for different things and that's cool, and that's awesome, and I ... The last thing I wanted, and I'm going to share a really cool story. The last thing I'd want is for someone to have false empathy for the community I care about the most.

Justus Murimi [00:14:23]

That is ... Let me put it this way. If you are serving someone out of fear, you're trying to perform. And if ... Do you know what I mean? But if you really love someone, you're not really worried about how it comes off as much because you're just trying to love.

Ryan Moran [00:14:44]

Damn, son. It's just ... Man. You're absolutely right and I'm feeling personally convicted because there's so much ... I feel like I am supposed to do something about this, so I will donate to this cause or I will speak out about this, and I'm really doing it out of protection, not out of true love.

Justus Murimi [00:15:10]



Yes. And when you get ... This is how cults get created, by the way, is that people are ... Obey from a place of fear, and so they're just a part of the thing. And they're just doing it to not be seen as a certain way or not to be perceived by others as being this thing, and that's just obedience. That's all it is. You're just going and obeying the thing. But what transforms communities and transforms people is sacrificial love. That's the reason we think, Martin Luther King, oh my gosh, sacrificial love.

Justus Murimi [00:15:47]

That's why we can think about Mother Teresa, even though she was pretty flawed but I won't go there, but the reason why I can say that name and everyone's like ah, yes, it's sacrificial love. The reason we can look at Gandhi and everyone goes ... They have equal admiration for him, sacrificial love. There's that element of I love you so much I'm willing to sacrifice a piece of me.

Ryan Moran [00:16:11]

So, you said something kind of profound in there which is ... Was your statement about Mother Teresa. I don't know what you're ... I have friends who have their theories about Mother Teresa. I didn't pay any attention to it. But what you're saying, you could replace Mother Teresa with Martin Luther King and said flawed human being.

Justus Murimi [00:16:30]

Flawed. Yes.

Ryan Moran [00:16:32]

And what the subtext of what you're saying is that all of us, even if we're Mother Teresa, are flawed. But if you practice sacrificial love that is enough.

Justus Murimi [00:16:43]

That is enough. And for those of you that are just like, but I'm a stay at home mom, and what can I do? Sacrificial love for your children is enough. I just want to take off this weight of everyone becoming fighters against racism because then you're performing. And you might not have the empathy in your heart towards that community or understand the culture enough, and if you still want to go there and serve there, awesome. Start just serving. Start finding a way to serve and to love and ask questions. But to put on the weight of I'm now fighting for the cause right away, man, you will burn out. You will really burn out.

Ryan Moran [00:17:27]

What I'm kind of taking away from this so far is letting your heart break or open in a way of sacrificial love and letting that flow wherever it finds a home is how we heal our divide.



Justus Murimi [00:17:42]

Oh my gosh, okay ...

Ryan Moran [00:17:44]

And if it doesn't flow to the community that other people are flowing to, it doesn't matter. It matters that love is flowing through you.

Justus Murimi [00:17:52]

Yes. Yes. It's so powerful.

Ryan Moran [00:17:56]

Mic drop.

Justus Murimi [00:17:56]

Yes. 100%. All of the people we just mentioned that we would all say sacrificial love, Gandhi didn't necessarily care about African Americans. But he changed ... Neither did Mother Teresa. But guess who saw Gandhi and got to sit with him and learn from him? Martin Luther King. Martin Luther King's mentors. And they brought that back to Martin Luther King. And Martin Luther King went forward. Martin Luther King was not always thinking nonviolence. That idea of a nonviolence protest was brought to him by his mentors who got to be with Gandhi.

Justus Murimi [00:18:30]

So, it was like that sacrificial love influenced people of other communities that can come in and serve. So that pressure that I'm seeing on so many of the people that I love, I'm just going, it's not going to get you the result that I think you want. And then you're not going to feel good about it. You're just going to feel like you did a job and no one wants another job. I think we all have enough jobs. And you don't want ... You want to feel free. You want to feel free and many of us want to feel free. And whenever we put a yolk on each other that doesn't feel right to us, we're not free, we just become slaves to the new movement.

Justus Murimi [00:19:12]

And I'm not calling out Black Lives Matter. I'm not calling out anyone. Whatever movement is there, any movement you join out of fear, it is now a job of yours which probably doesn't feel right for you.

Ryan Moran [00:19:25]



And just to complete that point, I'm thinking about how that has also played out in the vaccine debate because there are people who are getting the vaccine out of fear, and there are people who are not getting the vaccine out of fear. And in both cases, those 2 camps are speaking very loudly to try and recruit the other side and cast stones to the other side but they are still operating in fear.

Justus Murimi [00:19:53]

Still fear. It's the same thing. It works in anything ... It goes to any place we can see. Fear just creates performance every single time. I was going to write an email about this. I still am. But it's like, what happens when I yell at my kids. I have 3 young boys and when I yell at them they do exactly what I want. But they didn't do it from a place of responsibility or joy or just from doing the right thing. They do it because Dad yelled at them. So they're performing for me.

Justus Murimi [00:20:24]

So, the only thing that keeps them doing that thing is me yelling. But when they have a moment where Dad gets to say hey guys, it actually hurts when I have to ask you to do things over and over again and I want you guys to grow up to be really responsible men, and so I need you to do this on a more regular basis, and this really helps Daddy do what he wants to do.

Justus Murimi [00:20:45]

Then they're going ah, I see how my actions affect someone that I love. I want to do the right thing. I need to do the right thing. And that changes everything because now their heart is more opened to being ... To empathize with Dad. Empathize with Mom. And they're learning to empathize. So, I want to share what this looks like practically.

Ryan Moran [00:21:10]

Please.

Justus Murimi [00:21:10]

So, when I was a youth pastor, and this was when I had single parent, low-income kids, almost all of them African American, I noticed that a lot of them were in school and they were being told to go to college, which I have mixed feelings about. But the one thing I knew they didn't know was how a business works, and I wanted them to know that you can create a business and it can do some amazing things for you.

Justus Murimi [00:21:38]



So, I was like, I'm going to start a lawn care company and I'm going to hire them. So, the crazy thing was I didn't have the money for anything. I didn't have a truck, I didn't have a trailer, I didn't have any lawn care equipment. But I was like man, I prayed about it and I was like man, I really felt like it was from God. I'm supposed to start this lawn care business.

Justus Murimi [00:21:56]

So, I go and talk to a white wealthier friend of mine who owned his own business and he said I don't know what to do about this, but man, you need to talk to this other business owner. And this guy owned this massive irrigation company in Dallas. Didn't know him. He goes, I don't know ... The guy that I talked to is like I don't know him that well but I just feel like you're supposed to talk to him.

Justus Murimi [00:22:17]

So, I go talk to him. He goes, so this is a nonprofit? I go no, it's a business. He goes, I'm going to give you some equipment, commercial grade equipment. \$4500 dollars worth of commercial grade equipment, he just gave. We got cash from another business owner for a truck, Toyota Tundra 2008, amazing truck. Another guy donated a trailer. It was another business owner that donated the trailer. Okay, none of these people ever really had interactions with my young kids, but let me tell you how much they impacted these kids' lives.

Justus Murimi [00:22:57]

For 2 summers, we mowed lawns and I got to spend time with these kids that I would not trade for anything. I'm talking top line Toro mowers. These were top grade, commercial grade equipment. I still have some of them. I got to mow lawns with these kids for summer because these business guys decided to have empathy in their hearts towards me and they changed the culture of these kids. And these kids were able to start ... They got to understand business so that if they chose, they could start businesses for themselves.

Justus Murimi [00:23:31]

For me, I was like ... Especially for those listening to this, capitalists, whoever, they brought justice to a place. I was able to pay these kids. And the only reason I was able to do it was because not only because these business owners donate, there was no tax incentive for this. I was a for-profit business. They just gave. The only reason they could give was because they had money to give. They gave me equipment.

Ryan Moran [00:23:58]

And you didn't ask them for this.



Justus Murimi [00:23:59]

No. I just said here's what I'm doing. I was told to come and talk to you. Here's my vision. And they gave to it. Not only that, but one of them actually told the people in the community I was in that had ... That were high-wealth individuals, hey, let these kids mow your lawns. So, our first lawns that we mowed for a good price, it wasn't like we did cheap work, it was a monthly to mow your lawn every week. Those people came from these white business owners that were like let these kids do it, man. This is a good cause. These are good people. We care about these kids.

Justus Murimi [00:24:38]

They did so much by just being themselves, just being empathetic. They changed these kids' lives. They changed my life for 2 summers and it was incredible. Wouldn't trade it ...

Ryan Moran [00:24:49]

They didn't seek out how do I make a difference. They were empathetic to the opportunity that came to them. And what's ... What I'm processing as you're saying this is I think about an entrepreneur who comes to me with a mission in mind. And we work together Justus, you hear me remind entrepreneurs every day it's about the person, not the product. And when an entrepreneur comes to me and says I'm building this thing for this group of people because they have this problem, my heart and my wallet want to go right to them. I want to buy their products, I want to invest in their company, I want to support them, I want to cheer for them.

Ryan Moran [00:25:36]

When an entrepreneur comes to me and says I've found this financial opportunity to do X, I, in my head, will think of the logic of it and decide if I will do it or not but I never feel compelled to it unless I am worried about money, and then I will be like uh-huh, a way to solve my problem. So, I'm taking from what you're saying is I truly believe that people, at their core, are good and giving and want to do well. When they're in a place of fear, they become assholes. They start inflicting fear because they are afraid.

Ryan Moran [00:26:24]

But when someone is open with them, when someone has a genuine need without the fear attached to it, people genuinely want to support it. And we did not see that in the year 2020.

Justus Murimi [00:26:40]

No, no. We saw the opposite of it. And it's all ... It's what you're saying but it is all this place of people are scared. The reason why 2020 was so hard was, I mean, there's a million reasons why. But at the end of it, we were alone but we were blasted with fear from social media, from



the news, and all we had was time to consume all of this stuff which put us in a place of fear. So, then a tragedy happens, and a whole bunch of people who have time and hurt and pain go into a place of movement and we need change. And there was truth in a lot of what they're saying. There needs to be some change, yes. 100%.

Ryan Moran [00:27:29]

But we're all stirred up in our own junk.

Justus Murimi [00:27:31]

Oh, we were all stirred up. Even I was. It took everything from me to just not say anything because I was going something doesn't feel right. I don't know what it is and I don't know how to think about it. I don't even know what to say, so I need time. And I didn't start this email that I'm broadcasting out until 3 weeks ago because I finally saw it. I finally was like ah, this is what's going on. So, it took me a year. It took me a year. And I come from a place of, I think, having a more holistic view of what's going on in race than the average person and it took me a year to figure out what I actually thought about the situation which is wild.

Ryan Moran [00:28:16]

How did you react during that time? What was your experience as somebody who has a well-rounded view about this?

Justus Murimi [00:28:27]

I went from confused to angry to ... There were moments where I was scared. Mostly it was anger. And one of the things that I've always known is ... I've known for a while since getting into ministry is anger is a secondary emotion, and there's 2 underlying emotions beneath it which is fear and sadness. And fear has to do with the future. Something bad is going to happen. Sadness has to do with the past. I'm mourning something that has happened.

Justus Murimi [00:29:02]

So, I was angry but I knew underneath it there were some underlying emotions. And I knew the number one thing that I was dealing with was fear. I was afraid that we were creating the 2nd ... I was afraid that our hurt was going to turn to vengeance which was going to create a new enemy, and that new enemy was the very person that could actually help heal the hurt that we were feeling. So, instead of coming into a relationship, we were coming into our tribes.

Ryan Moran [00:29:37]

Justus, I've never said this out loud to anyone, but there was a period there where because I'm an affluent white male, I, every night, went to bed thinking about what happens if a mob comes



to my house. Which seems ... That is just the ultimate catastrophizing it. But I know I'm not the only one. There's a reason why a lot of my wealthy friends bought ranches outside of Austin and built gates because there's a fear that there's a march coming to your house because you're successful.

Justus Murimi [00:30:12]

Yes. And I can't say anything about this because the only ... The way it was set up was this thing entered and it scared the hell out of me, which was the word privilege. That word scared me because I, for the longest time, was like who doesn't want that? But it feels like it has a negative connotation.

Ryan Moran [00:30:36]

It's become an insult.

Justus Murimi [00:30:37]

It's become an insult, whereas before in the church we just called it you're blessed and it's a really good thing. We're all trying to become more blessed. I want more of God's blessing on my life. That is very common. And who doesn't want that? But when you take a good thing and you turn it to this thing that's negative and then you attach it to a person, that's so dangerous because as soon as it becomes a negative thing it makes it that much harder for me to attain it.

Justus Murimi [00:31:09]

So, if I look at an affluent white person and I say he's so privileged, mentally that puts in my mind a barrier to reaching privilege for myself. So, who are the very people that can actually help me learn to become privileged? The very people that we're demonizing. Which for me, if I look at the Black community, what is the one thing that would alleviate a lot of the pain that we're seeing, is that they would all become really privileged. That would help so much. It wouldn't heal every wound but so many things that I have seen happen to the Black community happen because of poverty.

Justus Murimi [00:31:55]

And a lot of it happens for a lot of reasons. And I'm not here to debate what reasons are what. But man, my heart, when I look at my young African American men, I see it as a visceral part of me to open up a doorway for them to become privileged.

Ryan Moran [00:32:10]



Justus, one of the best selling books of 2020 was How to Be an Antiracist by Ibram Kendi, I think. And he, in that book, says to be pro-capitalist is to be racist, and to be racist is to be capitalist or something like that. How do you respond to that?

Justus Murimi [00:32:30]

I would say if ... How do I respond to that? I hope he changes his mind, and I hope I get to be a part of changing his mind, and I hope I get the opportunity to love him. And I would imagine that he came to that belief from a set of experiences and observations that he's seen to people that probably involve greed. And greed is a part of every governmental construct that there is. It's a part of socialism, it's a part of capitalism. It's in there because people are in there and people are messy.

Justus Murimi [00:33:15]

But I wish I could share the circumstances where I've seen unbelievably pro-capitalist people be some of the most generous people I've ever experienced towards African American young men and they've done it to me. I wouldn't be here today if it wasn't for white men, pro-capitalist white men who saw something in me that I couldn't even see in myself and decided to help me get businesses off the ground. I mean, full disclosure, my wife is white and her parents did not want us to get married.

Justus Murimi [00:33:51]

The people that came to my ... That linked arms with me were all white. There was one guy that was half Mexican, 68. That's another story. But they were all white and they didn't come in and point a finger at her parents. They came in and prayed with me. They came in and said how can we help? They paid for the flowers. They paid for the building that we got married in. They paid for her wedding dress. They paid ... I am a testament of white men ... The reason I'm here is because of white men. The reason I'm where I'm at is because of white men.

Justus Murimi [00:34:27]

My dad had a mission organization and his biggest donors that helped him plant churches in water wells in the desert parts of Kenya were white men and women. So, these were capitalists. These were people that owned financial firms and trucking companies, that gave to him freely so that we could have dinner on our table and so that people could have water that don't have water.

Justus Murimi [00:34:55]



So, I have a biased view but I think I have a pretty holistic view. So, when I hear that phrase, I go there's a story. He has a story. And that story involves probably some trauma. And he needs more stories. And I would love to share more stories with him.

Ryan Moran [00:35:16]

You made a post or sent an email out that exposed the lack of therapy we had in 2020, you talking about you processing through counseling and through therapy some of your trauma of what had happened to you when you were younger, and you now being at a healthy place of far less judgment than they have been underneath the surface before you processed that, and how 2020 exposed a lot of that trauma without the ability to go see a therapist. Would you expand on that?

Justus Murimi [00:35:57]

Yeah. So, for ... There was a time when my wife and I went to marriage counseling and there wasn't anything going wrong, but my boss who was also my pastor said hey, you guys should just go for a checkup. So, we're like okay, we'll go. And we go to this group counseling retreat and the couples that are in there are literally going through ... Their marriages are on the verge. Anything that you can think of that could cause someone to want to separate has happened to these people. And they're there on a last stitch effort.

Justus Murimi [00:36:28]

They still love each other, but they're just like, we've been through too much. And we're there and we're like, well, we're here for a checkup. So, we feel out of place. But there's an exercise that they do and I forget the name of it, but essentially you rate the relationships, the direct relationships, closest relationships that you have and you put a squiggly line if it's not a healthy relationship, a straight line if it's supposed to be, and there's another one.

Justus Murimi [00:36:55]

So we were drawing this all out but then I was brought to this moment of trauma in my life which was I was all alone. And then we went ... We were like, but who was there? And I remember I had this one friend that was there that basically rescued me in this moment of really aloneness and I just broke down. I just was just a mess, sobbing. The other people actually ... Part of the exercise was everyone that was in the room except for your spouse leaves. So it was just me and my spouse looking at this whiteboard and looking at this relationship. I'm tearing, I'm crying.

Justus Murimi [00:37:27]



And I just, I thought about that moment and how it took my pastor telling me to go, it took the finances to get that retreat, which people donated money for us to be able to go, it took 2 professional therapists, licensed therapists, it took a group of other people just listening, it took my wife comforting me to deal with this hurt. Fast forward to the George Floyd incident and that is that incident of trauma that reminded a lot of the Black community of other trauma that they had experienced, whether racist or not racist.

Justus Murimi [00:37:57]

And they take to the streets and they're hurt. And I saw it and I'm like, I can see the hurt in their eyes. And they're sharing their stories of where they've experienced trauma and how much this just poked at it. And their hearts are exploding for everyone to see, but the difference was they didn't have a spouse there rubbing their back while they're tearing up. They didn't have trained therapists. They just had hurt. That's all they had. And I get it.

Justus Murimi [00:38:24]

But the part that gets dangerous is when, hey, we're hurt, but then somewhere in the place there's like, but also the reason why we're hurt is because of the white man. And that creation of an enemy is really dangerous. And the most dangerous part of it is there is no face or name, it's just the white man.

Justus Murimi [00:38:53]

So, it's just vague enough to point a finger but not clear enough to be really direct. So, all you have, and what's really dangerous is if you can point your finger at a system or just a group of people that don't really have a face or name other than white men, so you don't ever have to stop hating them. There's no ever ... You don't know if they're really the enemy, and there's no really defeating them because they will continue to exist.

Ryan Moran [00:39:21]

So, you call it ... 20 years ago it was just terrorists. You can just fight terrorism and have an endless war. And today you can blame systemic racism and have an endless war against racism.

Justus Murimi [00:39:37]

Yes. Endless. That is a perfect example. It just goes on and on because guess what? Terrorism isn't going to stop because anyone can just become a terrorist. There was a white guy that shot up a church. He was a domestic terrorist. How do you stop that one guy that just decided one day to go shoot up a church? You can't. He's just going to decide to do it.

Ryan Moran [00:40:00]



You have to stop it before it gets there.

Justus Murimi [00:40:02]

Exactly.

Ryan Moran [00:40:03]

And you definitely don't do it by creating groups.

Justus Murimi [00:40:06]

Yes.

Ryan Moran [00:40:07]

But you can do it by letting your heart break for people who are hurt.

Justus Murimi [00:40:10]

Exactly. And that for me is the power of love. And people don't like to go in this direction because it's hard.

Ryan Moran [00:40:22]

Well, it makes you go internal. It makes you see why you are angry, why you are resentful, why you are scared. Has very ... The only thing that's happening external to you is the trigger that poke at the wounds.

Justus Murimi [00:40:41]

Oh my gosh. I'm telling you, the hardest thing I did was learning to love. That was the hardest thing. When you can ... And this is the test. When you can look at the people who have hurt you the most and say that you love them and you actually want the best for them, it's not saying remove justice, not me, but I-C-E, justice. But when you can look at the people that have hurt you the most and say I love you, it doesn't mean I forget what you've done, but I love you and I actually want some sort of a blessing for you, and I don't know what that looks like and I'm not sitting here telling you what it looks like. But that's when you know, my heart is in a good place of love.

Justus Murimi [00:41:22]

And that's what it ... It's hard, but that's what it takes. Think about Martin Luther King sitting with people that are telling him he's lesser than and having the patience to help them understand. That's love. That is real love. You think about the Germans during World War II who took and hid Jews. That's ... They're putting their life at risk. That is sacrificial love but it's



hard because you have to look at your own flaws and it brings you to a place of man, who am I? Man, I'm just as messed up as the next guy.

Justus Murimi [00:42:10]

It wasn't hard for this person to end up in this way and it could happen to me. Being a pastor long enough, I saw enough people be unfaithful to their spouse that I got to move from anger to going, that could be me. Then you start to have empathy for them. Then you ask them, what happened? Then you hear their whole story, and usually the person that cheated on their husband or their wife were abused or traumatized as a kid.

Justus Murimi [00:42:43]

And you go, oh my gosh. I get it. Then your heart breaks, then you go, I'm so sorry. Then you're not even thinking about that they cheated on their spouse. You're not even thinking about it. You're just thinking you as a 6 year old girl seeing your parents go through divorce, and you just go ah. Or you seeing a 10 year old girl going I got abused. And you're going ah, no wonder. No wonder.

Justus Murimi [00:43:14]

And it takes a lifetime to get there. And I'm not telling everyone in here, now go talk with people and find out all their hurts and their pains. I'm only giving you the piece to go I'm just going to love where I'm at. I'm just going to learn to love where I'm at. I'm going to try and understand where I'm at. I don't want you to be the next Freedom Fighter, especially not right away. I'm not. I'm not. But I do want to encourage you to start loving the people right in front of you, and I think that will help a lot.

Ryan Moran [00:43:48]

Justus, I'd love to have a part 2 about exactly that, so let's do that. In the meantime, your newsletter is incredible. So, where do people find it?

Justus Murimi [00:43:59]

Okay, you can go to HowToKillABlackMan.com.

Ryan Moran [00:44:02]

Oh gosh.

Justus Murimi [00:44:06]

Or you can go to Go.JustusMurimi.com.



Capitalism.com
— B E T H E C H A N G E —

Ryan Moran [00:44:10]

You might get retargeted with some weird stuff if you go to ... I'm probably not allowed to make that joke. HowToKillABlackMan.com.

Justus Murimi [00:44:17]

Yeah. Have fun telling your friends about that in a public space. Yeah, I found this new email newsletter. You got to go to it. What is it? How To Kill A Black Man. And the reason it's called that is because I see a lot of what we're trying to do is actually killing the Black community more than it's helping, so I just want to help people get a holistic view.

Ryan Moran [00:44:36]

I love you, buddy.

Justus Murimi [00:44:38]

I love you, man.

Ryan Moran [00:44:38]

Thank you for working with me. I love every day with you.

Justus Murimi [00:44:43]

Thanks, man. Same here.

Ryan Moran [00:44:45]

If you found value in this podcast and you're ready to go deeper, here are 3 resources where we can help you. 1, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews and it's the playbook to building a 7-figure business. 2nd, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits.

Ryan Moran [00:45:11]

You can get plugged in at Capitalism.com/1. And 3rd, if you're looking to go deeper and build a 7-figure business that you can sell, you can work closely with us inside the Capitalism Incubator and you can get on the waiting list and find out what we do over at Capitalism.com/inc. That's Capitalism.com/inc.