Dr. Sarah Soanirina Ohmer will use examples from contemporary Black Brazilian written and spoken-word poetry as well as the Netflix series *Seven Seconds* to illustrate how women commit to the advancement and agency of Black girls, Black women, Black boys, and humanity at large, in Brazil and in the United States. This interactive presentation will enable audience members to reflect on the similarities and differences of institutional racism and sexism in Brazil and the U.S., personal identities, and what it means to look into Brazilian, U.S., Latin American, and Caribbean culture(s) within an intersectional framework. Using her current research as a case study, Dr. Ohmer will walk students and specialists through the journey of a research project: from an idea, to funding, to data collection, to project development and execution in academics and in life. She will prompt the audience to ask themselves some questions: how do you go from a personal sense of purpose, to personal values, to a research question, to a project? She will share her journey of Brazilian cultural analysis at the intersection of race and gender, and offer her experiences and tips to help audience members in their current projects in disciplines within and beyond Latin American Studies. Broaching topics of social justice, spirituality, gender, race, and auto-ethnography, we will answer, as a group: can we define our purpose in life, our personal values, and align them with a research question? How can our projects change our personal values, our purpose in life? Can research improve the lives of others – why or why not?