Professional Development #2

Podcast Review

Admittedly, every time someone asks me what my dream job is, it changes. That’s the thing about asking what someone’s **dream** job is. It is a very different question than “what do you want to do?” or even “what job do you realistically see yourself having post grad?”. Those answers, at least in my experience, can vary wildly. So, when asked to find a podcast that would directly aid me in my professional development, I wasn’t quite sure which direction to go in. After browsing the recommended list, I just deiced to try one that I thought sounded interesting.

*How I Built This* hosted by Guy Raz and produced by NPR, is a collection of interviews of the world’s most successful CEOs and Entrepreneurs. This show attempts to unlock the archetype of Entrepreneurs and reveal what it is about the person and their journey that made them successful. And, honoring the name, the show then details how the person went on to start and build the business that made it big. The show is set up in a long style interview format where Guy Raz and the guest have a long conversation. This podcast differs from a typical interview because Raz aims to uncover what it is about the person that helped them reach their level of success.

I enjoyed the podcast for several reasons. First, Raz doesn’t just bullet point list their success story. He instead leads you through the person’s personal journey to understand why who they are as a person impacted the business. He also asks them to reflect in the moment which results in a very raw, unscripted image of the person. I really enjoy when Raz uncovers how they first got started in the industry. As a student, it is always fascinating to me how people find their next step. When the guests are in a niche industry Raz has an innate ability to keep the conversation at a level which is easy to follow even without much knowledge on the topic. The show is engaging the entire time even when it spans for hours. The guests are always diverse and interesting. If I have heard of the company or product, it is even more fun to listen and follow along! I could not be more of a fan of this production and would recommend it to anyone regardless of their interest level in becoming an entrepreneur.

When I first selected this podcast, I was worried it would fall outside the scope of my personal professional development. But I was wrong. Until I uncover my million-dollar idea, I might not be making strides towards starting a business. But, as Raz showed me Entrepreneurship is not restricted to that activity. This podcast changed how I think and approach tasks. It also highlights the numerous failures and failed attempted that these businesspeople had to endure in starting their companies. They could not have gotten to where they are today without the overcoming those failures. This has given me a new piece of mind as I enter the workforce.

On a smaller scale, as a marketing student, it is such a relevant podcast because the business owners speak to how their product design, packaging, advertising and more helped or hindered their success. Most importantly this show explained some tough lessons entrepreneurs learned about employees and working as a team. In certain episodes many of the companies don’t succeed at first because of a personnel problem or the dynamics between two leaders. This is a good lesson to hear. One of the biggest takes always I have heard is ”fire fast, hire slow”. When there is a bad apple in the mix, do not wait to let them go because they will not help your vision. At the same time, spend the time and money to bring in good people because they will be the reason for success.

I thoroughly enjoyed this project and will continue to be a listener of this incredible show. I know that this has helped me grow as a young professional and I can’t wait to see where it takes me.