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Ladies and gentlemen, and welcome. I am super excited that been invited to speak on this topic. But even before we get to all of that, I just kind of want to open it up with a story. Now for a lot of us on the other side, honestly, including even myself, how many of us have been in a scenario where we have attended various lectures, workshops like this seminars or even attended classes in college where everybody tells you to do something, they tell you to network, they tell you to go get a great resume, they tell you that you have to get a great job. But where's the How to who actually talks about the How to. So what we're going to be diving into today is a lot of that blueprint, and for us starting off at as college students and I noticed that we refer to it as us. Unfortunately, my counterpart that I've embarked on this journey with could not be here, he's enjoying life in Australia at the moment, just because he is kicking some butt as he is on his new role at his profession within appian Corporation. But like I had mentioned, we're really going to be diving into the blueprints here today. And when we dive into it, I just kind of want to go ahead and give everyone a little bit of a deeper refresher on to my story, who I am, and humanize myself a little bit because hence humanizing professionalism. And we'll kind of go into a little bit of a different take and break down the blueprints of what self awareness really is, what it means to understand your story. And then understand the nuances of networking. What does it mean, when someone tells you to go network? How do you have those conversations? How do you start implementing those tactics so that you can actually go out and take action on it right away? We want to be really tactical with a lot of the things that we're talking about here. So long winded answer to here is me. My name is Rashad. Currently, I am a solutions consultant here at LinkedIn. And what that means is that I sell all four lines of our business here. LinkedIn is a massive Corporation, I'm sure, if you're attending this seminar or workshop, you're part of LinkedIn, you've utilized it. And my

purpose and my goal and my mission and my vision, all those kind of buzzwords combined is really I wake up every day I walk into this building. And it's because I want to provide economic opportunity for every member of the global workforce. I really do you think that mission statement vision statements of a company are something that you should really kind of take pride in. This is the fact that you spend a lot of your time here. So you are a part in creating that vision statement creating that mission statement. So for me, it's again, providing economic opportunity for every member of the global workforce. But I think the reason that I was invited on here today is mainly due to the podcast as well as the book I had a chance to author immediately after leaving school. So a lot of the things that I talked about today, I felt them I was in your shoes once not too long ago, I graduated in May of 2018. from Virginia Tech go Hokies. If there any Hokies watching out there, Love you. Love you guys and gals. And I think the best memory that I have of college is when a bunch of my friends, you know, we could we could have gone on the classic keywest PCB sort of trip, but we ended up actually going to Ecuador on a very spontaneous Spring Break trip. And, you know, I know people are like, oh, was it a service thing? Like, no, unfortunately, not. But it was a spontaneous trip had a great time. And just a couple of added fun facts. Stand Five, six, super tall. Turns out, I'm the tallest in my family. Yeah, I know, when you're born and raised in Nepal, people aren't the tallest. So yeah, five, six, I am the tallest in my family. I love Facebook Messenger. I am awful at texting. So I use messenger to like text people weird stuff out, and then they get used to it. And lastly, I put siracha on everything. Like if you look at my plate, it's covered in red. And then there's a food at the bottom. And moving on to more of the serious stuff. Now, I wanted to also give you guys an insight into what I'm currently doing as far as my goals within LinkedIn. And just personally, first and foremost, I want to continue to build an amazing relationship with my co workers, my colleagues and my team. And that comes down to the level of conversations I'm having with them, which we'll kind of dive into a little bit later here. Next, learning how to make fast, high quality decisions. I think when we talk about what it means to be a great leader, that second point is really crucial, and it's something I'm trying to get better at. And lastly become a trusted adviser to our customers. And what that means is when they think of LinkedIn when they think of a shop and even when you guys think about professionalism and where you learn a lot of these tricks, I hope my name honestly comes up in the mix because I want this advice. Really resonate with you all. And so that the brand that I'm kind of exhibiting and kind of showing out is one of trust. And lastly, would be a shame, if we didn't kind of put faces to these names, is me in that blue suit. And to the left of that is Alec strathy. Born and raised in Australia, he's got an awesome story as well, if you go on our website, www dot practical patreon.com. You can check it out there myself as well kind of give you a little taste born and raised in Nepal, like I mentioned, moved to the states in 2006. And



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with all that being said, when you look at this, you're probably like, what the hell is this? When I first got to college, it was I was the first of my family to go to college in America. So the concept of sh T's resumes, professionalism, none of that was ever exposed to me. The community I had really didn't understand these things. And that's okay. Just because I mean, they were, they were coming from a different world. So look to my left here, you see the before picture, my resume literally had paragraphs a couple of the bullets just to kind of comically read out to you is I wrote on under skills and accomplishments that I was cut from the tennis team freshman year, and I made it onto the team sophomore year. I don't know what I was thinking. But then you look at the after. And I think it is in part, when Alex and I met in college, we actually started talking about the nuances of professionalism, what it means that it actually developed into this. But at the end of the day, the piece of paper that you see on the after slide doesn't really matter if you can't hold humanizing conversations with people. And right now we're going to kind of be diving into how to have that. But first and foremost, even before you go out and talk to these individuals, you have to recognize who you are, what your story is, the identity that you bring. And I do believe that everyone's got a story. And we'll dive into a couple of the questions that you can ask yourself here to figure out, who am I who do I service? What are my talents and how it all unfolds, so that I can bring that out of other people as well. So quick agenda, like I said, wanted to go and introduce myself and did that, then we're going to dive into the tactical blueprint, which we'll get into, I rambled on a lot, so we're gonna move things fast. So you got a pen and paper handy with you right now great. If not, I suggest grabbing it because we're going to move a little bit faster, and I talk fast too. And then the second part is going to be a little bit of a role role playing scenario of understanding how some of these conversations work, how to get really deep with people. And lastly, a couple of those networking nuances. So you can really stand out from the crowd of college students, because, hey, let's face it, it's not about what you know, at this day, and age is truly about who you know.



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So you guys probably see this slide, don't get overwhelmed by everything that's on it at the moment. But you think about this buzzword that's thrown thrown around a lot in the world professionals of self awareness. So you have to be self aware, you go to this presentation. So yeah, like, you know, I really advise you to be self aware. What does it mean? Um, and personally, the way I've defined it, it self awareness is not about diluting yourself with all these positive affirmations, looking at yourself in the mirror saying, Yeah, I'm the best, I'm the best. You know, for me, it's really taking the time to sit down and ask yourself, but also asking questions around you based on your family and your friends to

really understand this is to I think I am, but this is what other people perceive to perceive me to be at the intersection of that is I think you get something really beautiful and understand, okay, where your identity is, where your personality is, where your skills are, where your interests are, where your knowledge is, so that it makes you you. And the first component to understanding that blueprint has to be the skills portion. So the couple of questions that I think I really, I would implore all of you that are on the other side right now to ask yourself, first and foremost, as a child, what things came easily to you? And I know, it's an odd question to ask. But if we think about our childhood, and our upbringing, there are certain qualities that just came naturally to us. I think, for myself, personally, you know, public speaking, being a little bit extroverted, or something, things that I just naturally inherited, whether it was, I don't know, a coincidence or some aspects from my really loud and extroverted grandfather, but those things really came easy to me. And right now, even though even until this day, even here at LinkedIn, and even co hosting the podcast, co authoring the bug, those concepts still remain the same. So when I look at myself, and I try to ask that question, watch what comes easily to me now, like public speaking, okay, so I'm starting to see a little bit of a consistency and pattern like, Oh, so my identity kind of revolves around speaking, communication, articulation, making sure that I'm bringing people in, I'm communicating my thoughts. And lastly, again, What qualities Have you want awards and recognition for? I think that's another important thing to kind of ask yourself because that level of external validation, I think also provides you with that grounded sense of, oh, like other people have also recognized me for this ability that I think I have. Because again, going back to that definition, self awareness is not about drowning yourself in a bunch of positive affirmations that you've conjured up in your head. But moreso asking yourself the real deep questions, but then the other half is asking those questions to your friends, to your families, to people that you really trust to go up to a friend, I think after you watch this presentation, and I know it's an odd thing to like, open it up in a conversation platform like this, but it's like, Hey, man, Hey, girl, like how are you guys kind of talk like, sup, bro. Right? Just want to kind of like, throw it out there. And that's a little bit of a weird question to ask. But I'm really trying to figure myself out right now I'm trying to figure out who I am. What would you say are some areas where you wish you could do something as well as I could. And if I was your friend, I kind of take some time to think about that. It's like, you know, like, jack, I think, like, man, like you have this awesome ability to like really draw people in, or you have this awesome ability to be really detail or you did. So now. Pause. Great. We've got substance there. So you ask yourself the questions of like, Okay, what am I really good at? What comes easily to me now? It's like, okay, public speaking communication. Now other people are also telling me Oh, like, you're actually really detail oriented. Oh, like this. I actually think this quality about you like the avatar that we have jack, like something that I wish came easily to me as much as it did with you. And the second question also implores on that it kind of overlaps. But if they don't give you enough, go ahead and ask them that second question,

like, what would you say my natural gifts are? And lastly, if I wasn't in the room, how would you praise me to the general public? How would you introduce me? Because your personal brand, I think the best way that can be summed up is what do people say about you when you're not in the room. And when you combine a lot of these things, guess what happens? You figure out what your skills are. But that's only one half of understanding who you truly are. And I've highlighted the part to the blueprint, what this all means in big bold letters to assure you that, okay, you figured out your skills, great, but a lot of those things don't necessarily separate you, what separates you, who makes you You are the combination of your skills, which we've already figured out, but also your interest, as well as your knowledge, because the interest that you have, as well as the knowledge that you also have and continue to gain is the things that you kind of put out to the world. Think about yourself as, as a computer, the things that you feed in are the things that you're feeding out. So when you start thinking about who I am, okay, what am I feeding in to myself mentally? You know, what do I look for the things that I do? So then we'll kind of break down interest here. First and foremost, if money wasn't a factor, what would you be doing right now? I think that's an important question to ask for me is actually if money wasn't a factor, to be completely transparent with you guys is doing more of these, helping a lot of people within my community uplift and ask themselves these questions, so that professionalism, conversations, things of that nature becomes very natural to them. And the second part, too, is what projects have you thought about pursuing independently? mean? You just kind of sit there you have these grander ideas? I think everybody, you know, watch Shark Tank now. And you're like, man, like, I've got business ideas. I've got project ideas, like, what would be a project idea that you think you'd 100% pursue tomorrow? And lastly, again, I try to leave the important questions that like the third time there, if you haven't picked up on that yet, but



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one of my mentors told me the story was I was trying to figure out, you know, what do I really want out of life? What do I really want out of my career? He's like, Okay, well, for shots, like, when you're working on something that you hate, right. And for me, that was honestly being in school, being in academia, things of that nature. It's when I'm working on something that I that I despise. What do I think about to make that task super bearable? And then I was like, Whoa, like, pay doing homework, I think about tasks like, but what really are the things that I procrastinate on? are gone on YouTube, looking at how people started their businesses looking at, okay, like, how are people growing in their careers, and that kind of led to a natural progression? So I hope that you're starting to see and there's a light bulb going in your head off if you start asking yourself these questions, what you can actually extract out of yourself, to really figure out who you are and what you want out of this thing called professionalism. And this thing called a career. And lastly, kind of

just dive into a little bit of knowledge there. I think there's an overlap and an intersection as well, when we talk about these two topics, but again, if you're not getting enough out of one, always go deeper and ask, you know, your friends, your family members, how you can get on the other. So, in terms of knowledge, I think the second question here actually separates a lot of things that you can ask, When you think about, okay, what am I consuming? So when you're bored, when you're sitting there, you're like, Okay, who's this guy talking on the upside about all this stuff? Like, what's your go to activity? And no napping in that place? does not count, I wouldn't put them in the bucket. But what are you doing when you're bored? Are you going out hanging with friends? Okay, like, then explore deeper on that. It's like, so what do you like about that? Well, I kind of like the fact that I'm social. I like talking to people. I like the fact that there are different personalities in the rooms. And that in that sense, so maybe you like a work environment that actually reflects that your values reflect that. Or maybe, you know, I really, when I'm bored, I like to take I like to take time to recharge, focus on things that I'm doing independently. Okay, so a, what are the things that you're doing independently? And also, what do you do? What do you recharge? Do you read a book? And if it's a book, what kind of book? Why do you like that book? So it's just going down this rabbit hole? And I know it seems odd, but start with your skills, start with your interests, start with their knowledge, and really analyze those answers to figure out, Okay, this is exactly who I am. At this point in my life. This is why and this is a story that is going to be shared with tons of people when I bring them in. And when people talk about self awareness, guys, this is it. It's your skills, your interest, your knowledge, the ability to ask yourself these questions, ask questions to others, and really figure out okay, this is how I perceive myself, this is how other people perceive me, this is at the intersection after I've analyzed it. And here's my story. I'm not going to ramble on any longer. I think everyone gets the point here. So we'll kind of move on to now, these networking nuances. So I think after you've figured out all those things, this is a framework that I like to call the war framework to really like unleash who you truly are, and let your authentic self shine. Because if you figure out your skills, you've got your interest, forgot your knowledge, then you can start to share your real story, you start doing it in a way where it seems very optimistic, you become articulate and long winded. And lastly, you become relatable. And if you think back to the presentation, a lot of the things that I've highlighted in the framework, I kind of executed on it and see if you can pick up on things that I may not be sharing right this moment. First, we'll just kind of get relatable out of the way. I'm sure a lot of us came into college resumes weren't the greatest, maybe they're not the greatest now. And maybe that's where the connection was strong. Maybe it's our upbringings, things of that nature that I shared. And going and sticking with the themes of the RS real like, I'm not be asking you guys here, like I graduated from a school that has a very high acceptance rate 3.1 GPA. And now because of the things that I've really implemented here, along with the network, the nuances that I'll go into now, I'm in your organization where it's harder to get into this company than it is to get into Harvard.



18:27

And next, it's just optimism, I hope you guys can see my passion, how the power of that positive language just kind of seeps through everything that I'm talking about. So when you ask yourself these questions, you truly figure out who you truly are, man, it's confidence to start to like kind of just beam out of you and articulate, you know, what you're hitting on. Those are the themes. And so for you, how do you kind of make this succinct? How do you make it real? How do you make it tangible? So skills, interests and knowledge, your real story? If you think about the first question that I presented you all with, as a child, what what things can easily be to you. And if we're sitting down face to face, and somebody just asked you like, Oh, so like, tell me a little bit about yourself? Well, you know, it's funny, you mentioned that and, and this is I would say, this is the dialog that I always open with and feel free to copy and paste this. You know, I want you to time travel with me a little bit. I was born and raised in Nepal. And you know, as a child, I've always been that kid that has gone around trying to bring people in and sometimes when the loudest one in the room distracting you know, my classmates based on the conversations that I'm having. I think a lot of those patterns have led itself to become consistent in my life, where even in college, I was doing more or less the same things. And I truly figured out the thing that gives me energy is talking to people is humanizing. Everyone around me to the person to my to the left as well to the right. And now when I'm working in the sales development role that I am, it's awesome every day, I'm more energetic. Leaving the place then I am one coming in. Boom real story. Now when you finished with that, what that allows the other person to do you got really deep with them. You took them back to your childhood, it wasn't weird.



20:14

So Mohamed, we're gonna edit in and take to splice in from henceforward. So, Rashad, when you are ready, fire away, sir.



20:28

All right, so you bring the other person in. And this is where they actually get to become vulnerable with you. Again, they share that real story. But I think everyone kind of gets the point now, okay, I combined all these things in regards to who I am, how do I bring it together? This is this is what you do, you just kind of sit down, you package it. But then remember the other half of Okay, everyone tells you how to network and really know how to have these conversation. Everyone says, you know, you must engage in informal interviews, what do I talk about? How do I do so I will stop sharing my screen. So the the

focus can be a little bit bigger, and you guys can kind of see what I'm talking about. And it's gonna be a little bit quirky. So so bear with me, and let's have some fun. Let's have some laughs here, of engaging in, in these mock informational interviews, and how you can bring a lot of the things that we talked about as far as your skills, your interest and your knowledge into those conversations to really make the other person become connected with you on a deeper level, as opposed to just asking them where they went to school, yada, yada all the basic stuff that everyone is tired of just talking about. So scenario here is going to be the fact that I have reached out to Sarah, Sarah currently works at let's say, LinkedIn, Sarah currently works at LinkedIn. I'm currently a senior. And I sent her a message on LinkedIn, she accepted my connection request, I said something to the likes of Sarah, thanks again for connecting with me, as a recent college graduate or as a up and coming senior, really trying to figure out the nuances of the post graduate world, I see that you've had a great successful career coming out of school. And frankly, your story seems amazing. If you would have 30 minutes to spend with me, I'd really love to kind of take the time to understand the decisions that you've made, why you made them, and really learn from you with the 30 minutes that I have. Let me know if any time works this week to chat best to rush off. So she said yes, happy to yada and keep in mind in this scenario, we don't know each other complete cold outreach. And a lot of them it works. I mean, the the mere fact that you know your students, people are generally willing to help you. And you'd be surprised how many people just fail to take that first step. Again, you're separating yourself from the herd. So we'll kind of mock play. So when I had been in a I called Sarah, right. And we'll kind of go through a couple of this. I'll pause and then I'll kind of dissect why I'm saying those things. So boom, it's dialing. Hey, Sarah, how's your week going? so far? So quick pause. This The first thing. Anytime I've noticed that students get into these informational talks and interviews, it's always Hey, hey, how's it going? Yeah, Sarah, Kate, can you hear me? like, Okay, I get it. Everyone can hear each other. So it's awkward, like back and forth. 32nd dance that you do, and then you get into it just feels really forced. Think about now when you call up one or one of your friends. What's going on? It's like, hey, Alex, what's up, man? Good. Sarah is your friend. She's gonna be a friend. So it's like, hey, Sarah, how's it going? How's your week so far? And that question, I actually learned from Alex all the credit to him. I found that that question really throws people off but in a positive way. Meaning that if they're looking forward to something in the weekend, they'll kind of talk about that early in the week. They'll talk about last weekend. If it's busy then good like, that means they're willing to be vulnerable enough with you to be like, Man, it's been a busy week. It's like, oh, then you respond completely. sorry to hear that. Why is it been busy? Like is it worth because it's something else? And now you start to kind of like move things along, but it seems very natural. So again, quick, just dive right in. Hey, Sarah, how are you? How's your week going? so far? It's like good. No introductions, not yet. Anyway, and we'll get into that. So and they'll tell you about the work well, it's like, well, yeah. Then you can kind of start to feel the conversation and the

tone start to dial now. She'll tell you, she'll tell me about her week, or he'll tell you About his week. And then it's like, well, and then you jump in, and it's your turn to speak. It's like, Well, yeah, I just want to kind of thank you again for taking the time to chat.



25:10

First and foremost, I'd love to kind of give you a brief overview of what I'd love to kind of get away from this call, if that's okay with the use of a little bit of an agenda, although it's not, it's not super structured by any means. And I think, first and foremost, doing some research on LinkedIn, your story is amazing. The fact that you graduated from the school that you did, now you're working for this company, even that I just would love to kind of hear about, like the decision that went into that. And then the second part of just wanting to understand who you are, and how you get inspiration from a in the workforce. And lastly, just really get to know you. And from that, hopefully, and I know I will get this is just advice that you can impart on me as I kind of start to take my inevitable next steps. So obviously, you can, you can cut that down, I was a little bit roundabout way of saying three, high level overview things, but give them an agenda, like, this is what I want to get away from this conversation. So when you get into these calls, let them know so that they can help you as well. And if you're engaging in these conversations, because it's like I want to network in this company, I want to figure out a way of like, where they get their energy from get to know them, once you really develop your relationship with this person, then the concept of Hey, can you send me a referral link? Hey, can you like, you know, take a look. And that just becomes second nature. Because why they're your friends now. You know, just like you call up, you know, one of your friends like, Hey, what's up, how's your weekend go? Same thing you're doing and Sarah, right, and just like your friend will kind of go to bat for you. You're gonna hope that Sarah is going to go to bat for me as well. So, hey, Sarah, how's your week going so far, boom, boom, small talk. Great, get that out of the way. It's like, Whoa, really, I just wanted to kind of Thank you for taking the time to chat went over that gave her the high level overview. And then after that, it's, and to give you a little bit of context on myself. I was born and raised in Nepal, and grew up and to be completely transparent with you, you know, didn't grow up with a whole lot. government subsidies, food stamps, were a real thing in my household. And keep in mind, the scenario that i'm saying is accurate. So back in scenario, government subsidies and food stamps, were probably thinking about household, but I think it's just, I become really grateful for it. Because at a very young age, my parents taught me the the idea of hard work, how sometimes life isn't fair. But if you put in the work, oftentimes, you'll start to kind of build a community around you that is going to uplift you, if you're just exhibiting positive ideas, might be a little bit cheesy, but that's just based on my upbringing here. And now I'm this phase in my life, where that's the same thing that I want to carry with me, which is this idea that I want to learn from people, the same values that my parents taught me, it's just

putting positive vibes out to the world is hopefully I'm doing that on the other side, learn from you a little bit and kind of give you the mic here. I did a little bit of research, and I saw that you were born and raised. And I don't know, are you still in the area that you're working in? Boom? Quick question. I always end those statements with a question. What that does, it allows the other person now to be invited into a conversation. There's a really casual way I brought up, it's like, Whoa, like, I got vulnerable. I told this stranger, right. I told Sarah, that these are my values in a pretty casual way. Now, what that allows Sarah to do is also understand and see how deep you're willing to go. So she's willing to get deep with you as well. It's like, well, we're shocked like, first and foremost, like thank you for sharing that. It's not every day that I'll get people calling me and, and telling me like how they grew up. And so that was really refreshing to hear you have an amazing story. But yeah, just you know, on me, like born and raised Bo,



29:15

the first two minutes of the call all about you the rest of the 28 minutes being that, you know, however long the call is, make it about them. The best advice I've ever, like, gotten in networking is the interested not interesting, and we'll kind of explore what that means. But the two minutes are to really set the agenda. So if it feels like you're talking for too long, I mean, then go back and say, Okay, what words can I cut out to make this short and sweet? But how can I deliver it so that it has the same level of impact because you want to set the stage for the type of conversation that you want to have with this person. So then they get invited in and Sarah now tells you, you know, growing up is hard like I grew up in a single parent household or whatever her story is, however she grew up, even at was something in the realm of like, you know, like, I was fortunate not to have or encounter some of the things that you did, but what my parents also taught me. And now you're going back and really understanding areas of childhood and understanding who Sarah is as a person. And the next phase, I really like to take them to the site. So for Actually, that's, that's awesome. I like I feel like small concepts of young Sierra is like silver to young, comically, like younger shot, like some parallels there. In you know, would your parents kind of, I guess, foresee, like, if you told them that you would be working? Or you'd be in the role that you're in today? Would it make sense in their head? Bam. So now what that question allows them to see is like, hot, like, how do others perceive me, and you get to test their software, and it's a little bit, but it's not really about testing them more so about, you're kind of getting them to talk about their parents, or others or important figures in their life. It's like, you know, this is how they perceive me, this is how my friends talk about me. And they tell you that so now, like, you get to know this person in a really substantial way, but you also get to hear what they think their friends will say about them. It's like, you know, it's funny, like, my parents would never dream that I would be working in the organization that I'm into that it was like, Oh, it's funny. You were like, why is that? It's like,

to be honest with you. I was not this kid. It's like, I was not where you are. I was not, I was not having informational interviews. I was out, you know, partying it up, like, not knowing who I was things of that nature. So now it's like, Whoa, you make them relatable. Remember, that roar framework that that forth are, that's relatable right there. And you're connecting with this person on? It's been what maybe seven minutes on the call, but you've understood their story. you've understood their upbringing, you've understood their family dynamic. Now, where else can you take it? So your parents wouldn't put you in the role that you are in in but now that you are in the role that you're in? I mean, what were some of the big like, aha, or amazing moments when you realized your unique experience? Were adding value to the place that you're working to that? And it's like, Huh, like, oh, okay, like, so again, it goes back to that war. Remember? Like, I'll keep going back to that roar. Second, oh, being optimistic. So that positive language getting people excited about what, you know, like, I, even if they, you know, I just started here, but I will tell you at a previous employer, I brought in this like, cool idea, or like, I was a person that started by just you know, being the casual guy around the office. And Sarah, like, will just tell me like, yeah, I used to get the best gifts for people. And that was where I really got my energy. Now, you know that Sarah is very compassionate. And you get to, like, really connect with it's like, hard to like, Sarah, like, that's amazing that you like went out of your way to buy gifts or things like that for, for everybody around you and your team? Like, I got to ask, I know that seems a little bit out there and in the clouds. But where does that come from? Again, you're drawing it back to her her upbringing. It's like, Huh, like, this is where I like, and then she tells you a very deep answer, then sure, Tommy can't like I never really thought about that. Okay, like, yeah, I mean, I really do think you know, it's my parents. It's my upbringing. It's kind of helped me to be the person that I am today. It's like, great, like, and do you see it playing out, like consistently in the role that you're in like, so on an eight hour day? Like, how, you know, how would that play out? Like, Oh, well.



33:42

Okay, so now what you're doing is, you talked about questions that were up in the clouds, which is okay, like, tell me about your family dynamic? How did the values that you bring in from your outside experience actually align and fit right into the organization that you're working in? But you define the parameters you define, okay, in that eight hour day? How does it come across? Because remember, these informational interviews are also a good way for you to get an insight into the workplace culture. So if one of the values that Sara really just screams whenever you know, she gets on these conversations, is compassion, personality extroverted, but in an eight hour day, on the day to day, she's like, I don't know, I don't really know. That's it? That's a good question. Like, not a whole lot. I mean, like, we just kind of hunker down on the desk. And that also, then what that

answer allows you to do is see like the visibility of what you're actually doing on a tactical level, what your eight hour You know, workday may possibly look like and if those values don't align, then then it goes back to self awareness and asking yourself that question of like, if money didn't matter what I still be pursuing this. So see how all kind of comes back together. So you're asking that question. So on an a&r day, like couple of the qualities that you talked about, like, how does it get implemented and in your daily work that you do Monday through Friday? It's like, oh, okay, well, like this is what I don't got, I got it. So you know, one thing that I'm trying to get better. So again, like good transitions here is one thing that I'm trying to get better at, is understanding how to evaluate big decisions. This is a really good question to ask, look or pause, there's a really good question to ask a lot of people when you engage in these talks, one thing that I'm trying to get better at is to engage in how do we evaluate big decisions? Because frankly, for all my life, I've known what the next step is. But now it just seems really difficult. So if you could go back and talk to your 19 year old self, 20 year old self, what would you tell them? And this is a moment honestly, where I get to learn the most you get to learn the most, if you ask them the questions like well, I focus on doing stuff like this. You know, I'd be going out getting experiences like, it may be answers that you've already heard before. But this nugget, whatever they give you remember it, register it, really think deeply about it. Because when it comes time to writing that follow up, this is where you can make it unique. Sarah, thank you so much for taking the time to chat with me. couple of the things I learned. Something that I've taken with me to heart is learning to do X, Y, Z, the things that you would tell your 1920 year old self. So all comes full circle. And how do we end these conversations? Let's say you engage in that informational interview, wanting to get a job wanting to do this, I get it true intentions like you never want to misguide anybody. What has worked best for me, man, try a couple of these out, see what your conversational tone is like. But what has worked best for me is Hey, Sarah, like, like I said, I'm trying to evaluate a lot of these big decisions at the moment. A lot of the things that a lot of the things that you talked about on an eight hour day, how you evaluate your decisions, what you talk about, it's, it kind of brings that research to life for me as far as why the company that you're working at, stands out. Obviously, as far as next steps, I'd love to keep this communication channel open to see how I can best present myself when it does come time to apply. And maybe I can get some of your guidance in regards to interviews and resumes and how to proceed. But Lastly, I you know, I've taken 30 minutes of your time here. And one thing I always want to leave with like, Is there anything that I can do on my head, while I'm still a student that can help you with the things that you're doing. Let's pause. So what we just did there is we had a two part sort of a soft close, as we'll call it, right? If we want to if we want to be super technical. First part is showing them that like, hey, like, you're letting him know, I would love to keep this conversation open about networking, things like that. So when you follow up, it's like, Hey, I just wanted to follow up. You know, I took a lot of things away, again, wanting to keep the communication channel open, I ended up applying to this,

what do you think should be



38:17

my best avenue of getting there? How would you suggest I go about getting there? Honestly, nine times out of 10, if you really connected with that person on things such as their childhood, family dynamics, all these things that are beyond just remember, I never even asked Sarah, like, oh, where she went to school like that can be something you can connect on. But like I was like, You know what, like, life's too short to only kind of have commonalities about all monitors. I want to learn about you your identity, what makes you unique, chances are, if we connected in that level, she'll throw me a referral link, she'll throw me a link, right. And it's like, man, like I get to have a friend when I go into that workplace now. And then the other half is we never want to engage in networking conversations, or any of these conversations without wanting to help the person on the other side, who took time away from their day, who took time away from their responsibilities that are much bigger than ours at the moment to give us advice. So with all that being said, I know it was a lot. I threw the whole kitchen sink at you guys. I would not I would say be here and understand a lot of these things if it weren't for my counterpart, Alex. He's the person that I learned from the most great breaths man, great counterpart, my family as well and learning from them and learning how to you know, rub shoulders with people that I never kind of dreamed up on when I was 1819 year old freshmen trying to figure out where they are. So Don, I know you got some questions for me in regards to that. But hopefully this has helped you guys. Be sure to kind of check out the website. Practical, passionate, calm, got the podcast as well practically passionate. You can find it on Apple podcast Spotify, we do a lot more of this blueprint stuff along with the book as well, which will be distributed to various universities across the US potential reaches about 80,000 students or something like that, where companies are actually also coming into the content. So we can, we can provide opportunities for people reading the book, experience over degrees, the blueprint to get you the job your degree doesn't. So with that, kind of turn it over to questions and hope you guys had an awesome time of learning and everything and reach out to me on LinkedIn. And wherever you can find me Take it easy.



40:34

Thanks for Shawn's great, great points. I particularly like how you started your discussion about talking about walking into that building. And keeping in mind that mission, vision and goals of LinkedIn which kind of correlates to what you then lead into that each of us have to have our own mission, vision and goals. And they have to have the confidence to

be able to share that with those that we meet. Yeah, 100% instead of better, a lot, a lot more than I could. From the most people don't take the mission, vision and goal concept seriously. And I again, I like the way that you look at it as part of the reason of being that every day, you're going to be thinking about that too often within companies the the operations. So the my job description, responsibilities overshadow the fact of what's the bigger mission here. Why are we here? What do you do to keep that vision mission vision at the forefront of what you're doing on a daily basis?



41:41

Yeah, it's a, it's a phenomenal question. And something I'm trying to get better at. So this answer may not be perfect, and I'm still trying to work on it. And for those students that are listening, like it's a it's a continuous evolution of you, you test and you Tinker, but to keep that mission and vision aligned. I think what you can actually talk about more with your counterparts, his company culture, and how we actually bring that to life. So an example the the story here is he really wants joining LinkedIn, it was okay. Our big tenants that we preach is culture. And there are a bunch of employee resource groups, a lot of corporations are starting to populate themselves with the extra stuff, you know, like, oh, we're a club, I think about your clubs in campuses, join those and be actively involved in those because those are the environments where it's not just a statement that's plastered over a wall. It's not just a writing over the wall, that's a space where you really get to talk to somebody about Okay, what do our values really mean? How can we implement an event where it shows that we care about providing economic opportunity for every member of the global workforce? Now, if your organization doesn't have a club, yet, I know a lot of organizations are still kind of, you know, getting the budget, I mean, it's expensive, right? Then rally your team at the moment. And ask every single one of your teams or even yourself, what do you want this team to be remembered for? And that question, it's like, Okay, what do you want this team to be remembered for? because now you're getting into the concept of legacy. And what I think legacy ties into is that mission statement of the company, it's like, well, I want this team to be remembered for the hard work for the perseverance for the determination, all these buzzwords that come out, it's like, okay, but what does that really mean? How do you make a tactical? So then you can say, Okay, well, what does determine determination look like when our mission is to build a better working world? Well, that may mean that every day that we need to come in and just execute on our goals, and here are our goals. today that make sense. So you ask them the question, okay, like what do you want this team to be remembered for? You get a lot of those words, and then you understand what your company's mission statement is. And you draw an alignment of the words that you're you're spitting out with your team, or even with yourself, and understanding what that mission statement is, and you're trying to draw very tactical blueprints of what that connection is, so that you're aiming and moving

the needle to actually implementing the mission of the company.