

Disrupt Yourself Podcast

EPISODE 302: WHITNEY JOHNSON

Well, hello there. I'm Whitney Johnson, CEO of Disruption Advisors. And welcome to this special episode of the Disrupt Yourself podcast, where we are going to do a 2022 year-end recap so that as you take time to reflect on this past year, think about this next year, and are wondering what to listen to, this will give you some ideas. So, here's what's up in this very short episode. Number one, I'm going to share with you some of the most memorable episodes for our newsletter subscribers, which I hope includes you. Number two, some of the episodes that captivated our Disruption Advisors team. And number three, I'll give you a quick preview of the most downloaded episodes this year. If, by the way, you want the most downloaded episodes of all time, those are on the website at thedisruptionadvisors.com. None of you will be surprised to learn that Brené Brown is in the lead by a wide margin. But it also includes episodes like Emma McAdam. She's a YouTube sensation, if you will, on mental well-being. That's what we're going to cover today. Let's start with those episodes that were memorable for you, our newsletter subscribers.

Whitney Johnson: So, the very first one comes from Anna Torralba. She talks about [Episode 260](#). She shared it a lot. It's Amanda Ripley, author of *High Conflict*, where she talks about conflict, why it's a good thing. It leads to innovation, compromise, and inclusion until it becomes high conflict in which it is about us versus them.

Amanda, in the episode, talks about signs or signals to know when it's spiraling from conflict to high conflict, a place where disagreements get out of hand. Ellen Crane shared that one of her favorites was Tom Peters. He's a management guru, [Episode 300](#). And Sherri Novitsky, says Brené Brown, [Episode 111](#). If it were a 45, that's a very old-time record; she would have worn it out, which, as I said, this is the most downloaded episode. Diana Wu David gave a shout-out to Jennifer Moss, [Episode 299](#), where Jennifer talks about how a lack of community is a factor in burnout. Hint: This is also one of the most downloaded episodes of all time. Now recommendations from the Disruption Advisors team. Becky Hofkes, she's one of our experts in strategies. She liked [Episode 266](#) with Patrick McGuinness, talking about FOMO and FOBO. She hadn't heard about FOBO before, fear of better options, but it was relatable. Whether it's the decision about what to eat for dinner, a big life choice. Sometimes she feels this analysis paralysis. None of these are bad options, but Becky says, I want the best option. And recently, she thought

of this episode in making the decision about where to go on her honeymoon. She says, When I realized I was stuck in FOBO, she just booked the flight, and the anxiety about the decision turned to excitement.

Recognizing FOMO or FOBO helps me improve my decision-making. Natalie Murray, our learning and development expert. She liked Alexi Robichaux, [Episode 259](#). He is the founder of Better Up. She liked it because he talked about the power of asking for help. His own journey as a product manager was very successful until he wasn't, and how he realized he needed help in the form of a coach, which led to the founding of the coaching platform Better Up. Kaitlin Johnson, one of our top-notch project managers, talked about [Episode 261](#) with Amy Webb, titled, *The Future Isn't So Scary When We Talk About It*. Three reasons why she liked it. Number one, Kaitlin loves the job title, Quantitative Futurist. Number two, she appreciates the way Amy encourages us to take the space to imagine the unimaginable. Kaitlin says, I live in the practical here and now so often that I found this advice to be particularly important. Number three, Amy Webb talks about agriculture and some of its potential futures, which, as the wife of a rancher, I found to be interesting. Whitney Jobe, our audio engineer for the podcast, says it is a tie between Richie Norton, [Episode 286](#), and Annie Duke, the poker player turned professional strategist, [Episode 293](#), because she helped him reframe how he thinks about quitting. And Richie Norton, author of *Anti-Time Management*, is very, very moving everything he's gone through; he was blown away by Richie's humility and the fact that there was no 'woe is me'.

Now, a quick editorial note. If I look at the ideas that have caused behavioral change in me, Richie's is definitely at the top of the list. It was, in part, my interaction with him, my reading of his book, and that conversation that propelled me to take tennis lessons this past summer. That I had over and over again; someday, I will do this, not today. Well, what was those conversations, these ideas, I did it today. Nicole Pellegrino, our fantastic EA and podcast production coordinator, said David Epstein, [Episode 292](#) was her favorite. As did our fantastic producer, Matt Silverman. Both Nicole and Matt are parents of young children. The 10,000-hour rule is pervasive and can feel daunting. It's not wrong per se, says Matt, but it doesn't necessarily prepare you for life in the way that a broad range of skills does. The sampling period that David called it. Knowing that people who are multifaceted are often the most successful. Nicole says it's helpful and encouraging. Matt also had a few runner-ups, including [Jason Feifer](#). He's the editor-in-chief of *Entrepreneur Magazine*. And I'm going to give Jason a shout-out as well because this was definitely an episode where I felt quite vulnerable and having this realization of, Oh, my governing question isn't the governing question I want it to be.

It was, well, I'm not going to tell you. Listen to the episode, and you'll find out. But that was a runner-up for Matt. All right, Matt also loved Susan Cain. She, as you know, wrote *Quiet*. She's more recently written *Bittersweet*. He loved [Episode 269](#), where Susan talks about, rather than minimizing sadness, embrace it. And yet another vote for Richie Norton. Didn't know what to expect, says Matt, blew me away. Stephanie Brummel, our production coordinator, mentioned Arthur C. Brooks, [Episode 294](#), and how we are addicted to success. Yes. I get it. Also, shout out to Jason Feifer, Richie Norton, and to [Marcus Buckingham](#), who we all know for his work on Strengths. Devanie Hopfenbeck, who is an expert in all things related to our client experience. Her vote goes to Jami and Jeff Downs, [Episode 264](#). She loved how they define habits, the concept of streaking, that some things will never become automatic, and maybe we don't want them to be. Her runner-up is Jonathan Johnson, [Episode 281](#), on the importance of challenging ideas, not people. Chelsea Smith, who runs Operations, loved [Episode 295](#); Jesse Iwuji says it's a great story. He was determined to become a race car driver, and through research and hard work, he did it. She also loved learning about how he obtained his first sponsor and his quote, "Slow is smooth, and smooth is fast."

And finally, from Amy Humble, my co-founder and the president of Disruption Advisors. Her favorites were Alexi Robichaux, again the founder of Better Up, as well as [Ann Chow](#), former CEO of AT&T Business, for her tremendous grit and pluck. And another vote for Amanda Ripley on conflict. So, those are our team recommendations.

Now, for another bucket of ideas, if you will. Our most downloaded episodes for this year. And you'll notice that these are ones that were recorded earlier in this year. Not surprisingly, they include, I'll give you, about eight. Number one *Smart Growth* chapter one. That's where I take the audiobook, and we turn this into a podcast episode. So, if you want to get a taste for what the book is like, you can listen to that episode. It's [Episode 252](#). Second one is [Episode 253](#), with Fran Katsoudas. She's the CHRO of Cisco and talks about her view on people, a

number of her learning curves, and also how she wants to take people to Disneyland, both figuratively and literally. It's a delightful episode. Number three is Scott Barry Kaufman, who is the host of the Psychology Podcast. Really compelling ideas, really interesting ideas, who, by the way, early in his life and career, he auditioned for American Idol and then figured out how to gamify the process. Number four is Angela Ruggiero. She has an amazing story. She's a four-time Olympic gold medalist in hockey. And now the founder of the Sports Innovation Lab.

Number five, Adam B. Levine, not the singer, but the expert on crypto. It was a primer for me and probably a primer for you. I definitely want to learn more about this, this year, so look for more episodes on crypto and blockchain, etc., in 2023. Number six, Why You Should Hire People That Aren't Yet Qualified For A Job. This is slightly different. This is Steve Ludwig, where he's one of our lead facilitators and coaches at Disruption Advisors, and he's actually interviewing me about our intellectual property. About S Curves and the portfolio of S Curves. So, if you want an introduction to these ideas, this is a good episode for that. Episode 257, Unexpected S Curves. This is where one of our listeners, Matt Swaney, volunteered to be interviewed and coached. So, he was a commercial pilot for 35 years, laid off during COVID, came on, and we did a live coaching session. It was a lot of fun, and he was, as he described himself, the Huckleberry, the volunteer to be coached on air. And then, finally, Johnny C Taylor. He's the CEO of the Society for Human Resource Management, oftentimes referred to as SHRM, talking about how he thinks about people management as well as a life-changing experience early in his career. So, that's the rundown of what our newsletter subscribers enjoyed.

If you want to sign up for our newsletter, you can go to our website, thedisruptionadvisors.com. I think of it as vitamin D, a dose of disruption each week to help you grow. And, of course, if you're in growth, the people around you and the organizations you're a part of can be in growth also because companies and organizations don't disrupt; people do. We also reviewed what resonated with our team. You'll notice that those are some of the more recent episodes. And then, finally, we talked about the most downloaded episodes for the year. So, as you, I hope, have a little bit of downtime and are looking for inspiration for the new year. You've got something to listen to because in order to take a break because we want you to take a break. We're going to take a break. No podcast next week, but then we'll be back the first week of January with Seth Godin. Thank you, as always, for listening. If you're inspired, I would love to hear from you. Which episodes resonated and changed you at wj@thedisruptionadvisors.com? I, of course, would be hugely grateful if you leave a review or rating on Apple Podcasts. And finally, thank you to our team Whitney Jobe, Audio Engineer, and Stephanie Brummel, Production Assistant.

I'm Whitney Johnson.

And this is Disrupt Yourself.

Happy holidays!