Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hello everyone and welcome to another episode of Motivational Mondays. And today we are thrilled to have a truly inspirational guest on the show. Rohit Bhargava. I think I tried to not butcher his name there, but <laugh>, uh, he is a bestselling author and dynamic speaker and the visionary founder of the Non-Obvious Company and Idea Press Publishing. His mission is to ignite non-obvious thinking in a world that often thrives on the conventional thought. His upcoming book, Non-Obvious Thinking: How to See What Others Miss, promises to be a game changer on how we all approach innovation and creativity. I've got the book right here and I'm so happy to have you here. Rohit, thank you for joining me today on Motivational Mondays.

Rohit Bhargava ([00:41](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Oh, thank you. I'm, uh, happy to be here and ready to motivate. So, uh, let's go <laugh>.

Corey Andrew Powell ([00:46](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Excellent. Let's do it. Let's do it. So, um, to start with, you know, I really would love to know what is it that actually sparked this, this book for you? The, the book Non-Obvious Thinking, uh, to see what others miss. Uh, what inspired you to write it and what do you hope people gain from reading it?

Rohit Bhargava ([01:04](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

So I spent most of my early career working in the world of advertising and marketing, and it's a creative industry. And I was amazed at how often I was surrounded by, uh, reading ideas that I just thought were not creative, that were totally obvious. And I started using this lingo to describe something that was new that I actually hadn't seen, like a new way of thinking. I said, oh, that's non-obvious. And the more I used it, people just understood what it meant and more importantly, they understood like why it mattered to be non-obvious. And that kind of became my thing. I started writing about it and then I published some books around it. I did a trend report and ultimately, uh, I collaborated with my co-author, Ben, and we wrote this book. And, and I think what we hope happens from it is that people not only get the idea that we need more non-obvious thinking in the world, and that your life would be better if you could see more non-obvious ideas. Like you'd be more creative, you'd be able to, uh, have your big ideas succeed, but that the book gives you some real actionable ways to make it happen. So it's not like an academic theory book, it's like a get something done book.

Corey Andrew Powell ([02:11](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah, I love that too. 'cause there are some great examples that I noted to, that I thought were really interesting. Um, one of the ones that resonated with me as I get a little older and complacent in some ways is the one area you talk about embracing danger.

Rohit Bhargava ([02:27](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([02:27](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And it's sort of like, I mean, you know, we don't really mean well and maybe but not danger in <laugh> the sense that something's dangerous and harmful. But it seems like you're saying just being unafraid to take chances or risks and not get stuck in what is complacency. So share a little bit about that part of it.

Rohit Bhargava ([02:46](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah, I mean, there's, there's big danger and small danger, right? So embrace big danger could be anything from like, go skydiving or like do something really adventurous that you might not ordinarily do just to kind of challenge yourself, right? But small danger would be, uh, trying to go somewhere by not looking at the map, like putting the map away or like trying to build a piece of IKEA furniture without looking at the instructions.

Corey Andrew Powell ([03:10](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Oh my gosh.

Rohit Bhargava ([03:11](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Which, you know, maybe not a good idea, right? <laugh>. But what it teaches you by doing that is it teaches you to apply some creative thinking to the task at hand instead of just blindly following the directions. And I think we've all had that moment where maybe you're following the GPS in the car and you're just blindly kind of taking this turn or that turn, and then all of a sudden you're like, wait, where, where am I? What am I doing? Because we just switch off our brains when we start mindlessly following instructions. And so part of this idea of embracing danger is like break yourself out of that.

Corey Andrew Powell ([03:43](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm. It's funny you bring up the driving thing because as I was preparing for this conversation, and I read that area, that chapter of the book, I thought about how living in New York City for so many years, you know, over two decades basically. I'm so used to public transportation.

Rohit Bhargava ([03:56](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([03:57](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

As a young teenager, early twenties, man, I would be in my car. My mom was like, where are you? I'm like, Florida, you know, I had <laugh> had driven across the country after 20 years of public transportation. I get in a car and I'm like, white knuckled and I rely heavily on GPS. And one day I was driving somewhere and um, a neighborhood I was in all the streets had been updated in recent years. So the GPS was not giving me the actual streets. I had to turn down <laugh>, although they were the actual streets, but of different names. But I had to use my, I, you know, I had to kind of trust myself. I'm going, you know what? It seems like this is the left turn I'm gonna make. I'm gonna go down that street <laugh> and yeah. Um, you know, for a person who's kind of afraid to take risks, even making a left turn when you know Siri tells you not to can be challenging. And it was like, and freak out. I felt good about <laugh>,

Rohit Bhargava ([04:47](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Right? Like Siri doesn't like that she freaks out and, uh, and tells you, but like, I mean, you're talking about that definitely like even walking directions, right? I mean, it's amazing. Like, I was with someone where, like we were on seventh Avenue and we had to go and we were in seventh and 42nd and we had to go to eighth and 44th.

Corey Andrew Powell ([05:04](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm.

Rohit Bhargava ([05:04](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And they're looking in a map when it's literally one block over and like two blocks up and all the streets are numbered and you know, eighth comes after seventh and you know, 41st comes out, you know, after 40th. Right. Because we're just, we are just used to turning our brains off even when we don't need, need the instructions.

Corey Andrew Powell ([05:21](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Yeah. And that's another interesting point I another guest made recently when we talked about the age of information in a digital time, you know, or the, or information in the digital age. And we talked about how we no longer remember phone numbers, for example, like we used to or we don't remember things that we just always remembered because now things are programmed into a phone and, and you just hit a button. And so there is this part of society as well that I think starts to kind of get reductive, if you will, because we are relying very heavily on a lot of technology and, and AI. But you also in the book have a balance where you do talk about embracing AI in the creative sense, but I think the way you frame it is you almost look at it as an assistant versus this thing that's going to take over our lives.

Rohit Bhargava ([06:10](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. It's a, it's a creative partner, um, in a lot of ways. So I'll give you an example of what we did when, uh, Ben and I were writing the book. And, and yes, anytime you're writing anything, and I know everyone who's watching and listening to this will identify with this, like anytime you're writing anything, the temptation is, well, let me get AI to help me with it. Right? It'll do it faster. Maybe it can't even do it for me if I don't get caught. Right. Um, and I'm telling you as an author, like you have that temptation also, right? 'cause you have deadlines and everything. And so we gave it a shot, we tried it, uh, and, and it failed. Uh, because what it spit out was cliches totally obvious the flow wasn't quite right. But then we did something really interesting, uh, which is that we took a chapter of the book that we had written and we put it into AI and we said, give us a one star negative review critique of this chapter.

Rohit Bhargava ([07:01](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And what AI then did is it went and tried to find flaws in our writing or in our argument. And what it ended up coming back with was actually kind of useful because now we got this instant feedback about whether the way we were writing these ideas was actually landing, whether it was understandable or whether it was maybe too complicated or the point wasn't getting across to AI, and then we could improve it and fix it.

Corey Andrew Powell ([07:25](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm.

Rohit Bhargava ([07:25](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

So in that case, like we used it as a collaboration partner, sort of like a critical editor. We didn't use it to write the book, but we did use it to make the book better.

Corey Andrew Powell ([07:33](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm. Yeah, I love that distinction because of course, in the academic space, which is where we are located at the NSLS, we're in the academic, um, industry, if you will. And AI is a big thorn in the side of a lot of college administrators, because initially a lot of students were using it just to write their work or, you know, do the work for them. And there were plagiarism concerns of course. So there's a balance of other people saying, well, no, we have to make sure that we don't just completely demonize AI. But I love the way you just discussed how you can utilize it, because as a writer, I use it the same way. I don't want it to speak for me because I want my particular voice and my tone and personality to shine, but I could use help with some grammatical syntax every now and <laugh>.

Rohit Bhargava ([08:19](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. I mean, it's that, or it's even like idea generation, right? Like let's say you have to write a open-ended essay about something, right? If you give it some parameters and say, we just read this book, it's about, uh, the journey from, you know, youth to adulthood and, uh, give me 85 potential themes for an essay, it'll spit those out immediately.

Corey Andrew Powell ([08:41](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Rohit Bhargava ([08:41](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And as you go through them, maybe one of those themes sparks an idea for what direction you might go with your essay.

Corey Andrew Powell ([08:48](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([08:48](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

So again, you're using it as a way to help you achieve the thing that you're trying to achieve, but not in a way that is allowing you to switch your brain off and learn nothing and just have technology do it for you.

Corey Andrew Powell ([09:00](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. No, I love that. So don't be afraid of technology kids, but just make sure you use it wisely as anything, any sort of, you know, not just AI, but in general, you know, we should make sure we're not like losing that part of our brain that uses critical thinking, which is, I I think I love that part most about your book. What I get from it consistently is like, you're really saying be a critical thinker. Don't just accept everything on the surface, do a little bit more work. It's more rewarding in the end for many reasons, but just for the main reason of that, you know, you've challenge yourself and you've come to a better understanding of a topic or of an of a person communication, um, is a big part of that. Right.

Rohit Bhargava ([09:44](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

About that just, I'll just dig into one thing you said, which is you mentioned, you know, just do a little more work. Actually, I would say if you do this well, you are actually doing less work because you're not wasting your time. You're not doing something where you have to then go back and redo it. Uh, and you're actually not doing that thing that oftentimes we do when we have an assignment looming, which is we're staring at that blank screen trying to figure out how to start or what to do next, which is a waste of time also.

Corey Andrew Powell ([10:11](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Rohit Bhargava ([10:11](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Uh, and it's demoralizing because now this thing that you thought would take you two hours, all of a sudden you're pulling an all-nighter to try and get it done.

Corey Andrew Powell ([10:17](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([10:18](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And so part of it is like you can optimize your time so that you're actually not wasting your time because you're working in a better way. And by the way, that's a great life skill to have when you get outta school too.

Corey Andrew Powell ([10:31](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

You know, as you were, I I was thumbing through a chapter as you were saying that, because I know specifically that there were another points. There were another point in the book where you do stress that. And one of my favorite areas where you stress that is when you talk about asking questions that elicit stories rather than answers to be more observant and to have more interesting observations. And so that drives the point home there. It's like almost if you, if you use the, this guide if you will, that you've laid out for us with sort of really actionable steps to better communication, if you approach it with, you know what, I'm going to approach this conversation with intent, and I know I'm going to ask questions. And I love one other spot too, where you talk about, pick up on a detail that someone maybe shared and it seemed like they shared it in passing, bring them back to that detail and say, well, why did you mention this specific thing? Because that little nugget could spark an entirely new trend in the conversation and a new, new tone and new discovery. So I love that part.

Rohit Bhargava ([11:31](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Yeah. And it is, I mean, I use it oftentimes because I mean, like you, I'm hosting my own show. I'm asking people questions. I wanna have a great conversation that people can listen to and get something out of. But it also is about this art of conversation about meeting somebody new, of having a new relationship, dating even. Right? This idea that you can be a more interesting person to talk to and you can make yourself a more interesting person to talk to through the way that you have these conversations. And this technique of asking story questions is really about asking a question. And based on what someone tells you, you ask the next question. So you don't have a list of questions, which is often the way we're taught to do an interview. You have your list of 10 questions, you go through your 10 questions, they give you your 10 answers. And that's it. And this is not that. This is, ask that first question based on the response, oh, that's interesting when you said this. Tell me more about that. Dig a little bit more into it. That leads to a much more interesting conversation. And at the end of it, even if you say very little and only ask a couple of questions, the person who you are talking to comes outta that conversation saying, oh my God, you're the best conversationalist ever. <laugh>. You're the best person I talk to. I love talking to you. Why? Because you were interested in them.

Corey Andrew Powell ([12:47](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm. Terrific point. And it's so relevant too, to this podcast. As a host or podcast in general, very often I will get asked by a guest or their publicist, can you send over, um, a list of questions that you're going to ask? And it's just not, it's a practice that I actually avoid on purpose, but I always very graciously explain, you know, I like to have organic conversations. I don't wanna be locked into this checklist. 'cause very often you could feel that in an interview as well, same with conversation. You know, people just kind of going through this checklist, not responding critically to one of your answers that could take you on a whole other, uh, conversation. Very informative conversation. So, um, that's, I just love that you mentioned that because that's the format here too. 'cause I'd rather have moments like this where we can expand on things you, you share versus me trying to get through the 10 questions.

Rohit Bhargava ([13:38](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah, exactly. And it's, uh, I mean, not only is it better for that conversation, but it, it addresses the thing that people are worried about. Like when someone says, gimme the list of questions, part of it is they're worried they won't have the answers unless you give 'em the questions, which I get. Uh, but the other part is that they're worried that you won't be prepared for the conversation. And so it's a little bit of an hack to say, Hey, make sure that you are ready. Uh, and instead of just trusting that, look, you have the book, you know what you're doing, and we're gonna have a great conversation. And I think that both of those things lead to this situation where it's like, gimme the list of questions.

Corey Andrew Powell ([14:12](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. Yeah. I hadn't even thought about that because that's an an, that's another life lesson too. Just preparation. It seems like a simple hack, but nine times out of 10, a lot of the angst, a lot of the <laugh>, all the things that go wrong and things we should have done better. I mean, usually it's because a person just wasn't prepared for a situation before they went into it.

Rohit Bhargava ([14:33](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. I mean, I will give you the, the magic thing that you can do before any job interview, before any, uh, internship interview that will immediately blow away the person who's interviewing you, which is you go to the website of the organization that you're interviewing for like literally an hour before your meeting. And then you mention something from the website during the interview that will blow people away. It seems like such a simple thing to do, but it will blow people away because what it demonstrates is that not only did you do your homework, but you are up to date with your homework.

Corey Andrew Powell ([15:07](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([15:07](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

You literally looked at their website or their social media an hour ago.

Corey Andrew Powell ([15:11](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. Yeah.

Rohit Bhargava ([15:12](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And it demonstrates to them that you're not afraid to keep current and be up to date, and that you stand apart from all the other people who sent out a hundred different resumes and landed whatever interviews they did, and then just showed up and figured they'd talk about themselves.

Corey Andrew Powell ([15:25](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. Yeah. I mean, I know my first time being a manager in copywriting, I had gotten to that point where I was able to get my own team and they said, well, you can hire two junior writers. And I was like, oh my gosh, how do I do that? And the first thing I remember was I interviewed like four candidates and I asked them all at the end, you know, do you have any questions for me? Very basic stuff.

Rohit Bhargava ([15:44](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([15:44](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And three of 'em were like, no. I was like, Hmm. <laugh>. I was, I was okay. I mean, I was like, almost like kind of, I was taken aback. I'm like, you don't have any, I mean, you know, we're a billion dollar brand that's like, you know, nothing. And then one girl I one the fourth candidate, I was like, do you have any questions for me? She's like, well, yes I do actually. She <laugh>.

Rohit Bhargava ([16:04](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([16:04](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Like a scroll, you know? And I said, I found my girl. I got it.

Rohit Bhargava ([16:07](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. Guess who got the job, right? Yeah.

Corey Andrew Powell ([16:10](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

She, I hired her. It made all the difference in the world.

Rohit Bhargava ([16:12](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([16:12](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Preparation, she was prepared with questions. This is really good stuff because we have a lot of young people who are exiting college about to go into the job market. So career is a, a career preparation is, is a, a big deal for us. And it's a great transition as well to one of my questions I did have prepared for you, <laugh>, which is your career of course spans a lot of roles and marketing and big marketing brands of course. And so it's with your diverse experiences in general, you know, how have all those experiences shaped your approach to non-obvious thinking? Was it something that you just continuously saw people not think outside the box and said, you said you know, they're doing it wrong, or that it shaped you in some other way?

Rohit Bhargava ([17:00](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

I think that my background working in agencies, specifically advertising agencies, really did shape the way that I think about ideas across industries. Because I was lucky enough for most of my career to be in the sort of role where I worked on very different projects and very different clients every single day. So I would wake up in the morning and I would be working on a B2B strategy for a new, uh, microprocessor for Intel. And then that same afternoon I'd be working on a strategy to get a new toothpaste out into the market. And when you work in an atmosphere like that where you have so many diverse industries and sales processes, and, you know, selling a new microprocessor to an entire enterprise team is a long lead sale. It takes months and months and months. Selling a toothpaste is you're walking through the grocery store, it looks pretty good, and you buy it almost.

Corey Andrew Powell ([17:47](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([17:48](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And so they're very different in the sales process too. It forces you to get your mind around business in general and how business works. And I think that was a really good education for what I ended up doing later, which was identifying these stories and talking about non-obvious things and finding trends, and then getting on stage and teaching people how to curate trends and understand the future. And it all kind of started from that basis of not so much doing the marketing and the advertising, but this idea that I had to be able to switch really fast my brain between working on this thing versus working on that thing.

Corey Andrew Powell ([18:24](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>, Um, I can definitely attest to everything you're saying because I am a copywriter who comes from having been an assistant first at Young & Rubicam <laugh>.

Rohit Bhargava ([18:34](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Yeah.

Corey Andrew Powell ([18:35](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

You know, and I had not even, I didn't even really know what that was When I got the job, I was looking for a job in New York City and <laugh>, you know, I, and I got this job at Young & Rubicam as an assistant, no interest in copywriting at all. I didn't even know what they, what that was. And I went home and I asked a friend, I said, have you ever heard of Young & Rubicam <laugh>? And this friend said, have you ever heard of God? And I was like, oh yeah.

Rohit Bhargava ([18:57](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

<laugh>,

Corey Andrew Powell ([18:58](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Where did I land?

Rohit Bhargava ([18:59](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Why? I mean, they're huge. They're huge.

Corey Andrew Powell ([19:01](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. And it changed my trajectory in life really. 'cause I got interested in what they did, but I, I, I identify with the, the range of projects that you just mentioned, you have to shift your thinking to a lot of different projects at that level of advertising. I mean, they're doing Super Bowl commercials for so many, right. But then they're also doing everything from, you know, pharmaceuticals and, and you have to be able to shift between all that creative and then work with diff different deadlines. And so it's, um, it does, it does prepare you for sort of having that. So I totally can see how, how that shaped you in that regard. And now, when you apply that knowledge though to other industries or to other people, do you see that it transitions easily as like a universal sort of messaging that you've learned in that, in that advertising environment that translates in other areas of life?

Rohit Bhargava ([19:53](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

I think so. I mean, I think that the other thing that you're always paying attention to when you're doing marketing or advertising is the nature of persuasion. So how does someone make decisions? What would persuade them? What sort of messages or stories tend to insight action, uh, and why do people make the choices that they make? I mean, it really is a crash course in understanding human behavior.

Corey Andrew Powell ([20:16](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([20:16](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And that's something that I use all the time.

Corey Andrew Powell ([20:19](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. Yeah. Advertising does, has a whole, uh, psychological aspect to it when it comes to trying to understand your audience and maybe even segmented audiences. And that correlates to a lot of things I talk about when I do talks to young people or college age students regarding personal branding. Because very often people don't realize that they themselves are going out in the world as an actual brand. And people who are interacting with you, they're interacting with you as a brand, just as you and I do when we go into a department store or, and what kind of experience are they having with you? What are you giving them as an experience based on, you know, who you are and what you are. And I think the authentic part of you have to be aware of who you are first before you can successfully be a personal brand.

Rohit Bhargava ([21:10](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. I think a lot of people, they hear this idea of personal branding and it feels very intimidating. It's like, oh man, I need a logo. I need a website. I gotta like, you know, have t-shirts, <laugh>, like Right. I gotta like do the things that I think are branding. But if you think about it through a different lens, if you think about your personal brand as your reputation, what are you known for? You know, that feels like a more approachable thing because now it's like, well, what am I known for and what do I want to be known for? And what sort of work am I putting out there? And how am I representing myself either, how am I representing myself through social media, whether it's your personal social media or your professional social media profile or maybe both. And what story am I telling about myself, uh, that I want out there? And I think that's a really valuable thing to think of, especially as you're graduating, leaving college, getting out into the workforce and thinking about someone who might potentially hire you or work with you or collaborate with you. What are they seeing when they, uh, look at you? What are they seeing when they search through your social media profiles? And is that the story you want to tell about yourself? I'm not saying that you should kind of delete everything or try and pretend to be someone who you're not.

Corey Andrew Powell ([22:23](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Right.

Rohit Bhargava ([22:23](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

But you should try and put yourself into the shoes of someone who doesn't know you and see what they're actually seeing, and ask yourself if, if that's what you want them to see.

Corey Andrew Powell ([22:34](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm. So important because people make drastic mistakes in social media without realizing it.

Rohit Bhargava ([22:40](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([22:41](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Um, you know, I had to learn years ago when it was all kind of new that, you know, we didn't really realize that once you say something, it's out there forever. <laugh>, you know, it was.

Rohit Bhargava ([22:48](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([22:49](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

We didn't know what this social media thing was. And so I had to, you know, early on, thank goodness, be like, yeah, maybe I can say that a little bit more constructively when I have a response. Because.

Rohit Bhargava ([22:58](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Well, I think people, I mean, I think they, they know that. Um, and so they go sometimes too far in the opposite direction.

Corey Andrew Powell ([23:06](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm.

Rohit Bhargava ([23:06](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And so what I sometimes see is, is, uh, someone who's a young person, they're getting out of college, they're looking for a job, and they're thinking, well, I need to remove all aspects of my personality. Um, anything that indicates that I might be a real person who loves something, uh, I need to get rid of. So that it's just professional.

Corey Andrew Powell ([23:22](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([23:23](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And I think that's also a mistake. And part of the challenge is that what we're teaching kids now, in terms of how they have to write resumes is a very specific format. Because what the writing it for is the AI not for a human.

Corey Andrew Powell ([23:35](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Right.

Rohit Bhargava ([23:36](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

You're trying to get it through the AI filter. Right. So there's a very specific way that colleges teach you. Like, your resume has to have these things, it has to be in this order. You can't have this, you have to have that. You can't do anything visual. You, you can't do any of that stuff. And that is, to some degree true if you're applying to a role where AI is going through the first round of thousands of applications to try and narrow it down. But I would argue that the roles that you really want, the challenges that you really want to take on, are not gonna be hired through that process. They're gonna be hired through someone who's a middle or senior manager who is maybe looking for help, maybe not quite realizing that they need help. And you're trying to get your foot in the door. And the best way to do that is to actually show up with all of you as a human to say, not only do I have these skills and I can do these things, and these are what I'm passionate about, but I also love the Olympics and I hate cauliflower. And uh, you know, in my case, like those both are true and I'm a dad of two boys, and like these are part of my personality and I'm not looking for an entry level job. So I understand my situation is different, but the point is, the more of that personal aspect you can bring into it, the more you actually give people dimension around who you are, that might actually give you a shot at getting the interview. Where if you just sanitize your entire resume, you're no different than anybody else.

Corey Andrew Powell ([24:55](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. And you're kind of almost sterile at that point. You know, there's nothing exciting that makes you stand out.

Rohit Bhargava ([25:01](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. Which is Great for AI, but as soon as that gets in front of an actual human manager, they don't know what to do with that. Like, it doesn't give them any detail about you.

Corey Andrew Powell ([25:12](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

But that's a big challenge you propose though, because I mean, and I know we can't solve that here, but that's a challenge because if you have like thousands of jobs in which the hiring manager has implemented an AI filter before they even get you through, now you gotta be more innovative on like, well, how do I get beyond that? How do I get past that? It's like a, a music artist trying to get their demo to a record company, <laugh>, you know, it's that. It's, it's

Rohit Bhargava ([25:35](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Exactly like that. And, and I would say, uh, part of the solution is to, you know, one of the things I talk about in the book is find option C, you know, find the thing that nobody else is doing. If you have to apply for a role through that sort of process, you've kind of already lost because it's so hard to stand out.

Corey Andrew Powell ([25:52](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Rohit Bhargava ([25:53](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And you know, some, something might get you to stand out, but it's really hard to figure out. It's much better to try and go at it from the other aspect, which is who are the companies that I would really love to work for? I mean, the way I'll, I'll tell you the way I got my job at Ogilvy, um, was kind of an example of that. I mean, this was before the time of AI obviously, but I had just moved back to DC from Australia. I didn't have any professional connections. All my connections were in Australia. And when I moved back to DC I basically went and found what were the agencies that were big in DC and then I called up their phone number and their front desk and I asked them who was in charge of their digital team. And they told me. And then I basically looked at their conventions, their email conventions, and I saw that, okay, for Ogilvy, for example, like their email conventions was first name dot last name@ogilvy.com. So I'm like, okay, I know the person's name, I know what their email address is 'cause I just figured it out. <laugh>, I'll just email them and say, Hey, I'm so and so. This is my background, this is what I've been doing. I just moved to DC from Amer from Australia. If you ever have a role, an opening, I'd love to come in and interview for it. No job. Nobody posted anything. There was no kind of filter. I was applying for a job that didn't exist.

Corey Andrew Powell ([27:05](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm.

Rohit Bhargava ([27:05](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And, um, it was a couple weeks later that I got an email back from the person who I'd emailed saying, actually, we just landed a couple of big clients. We are about to go and start for searching for somebody new. You might have be a good fit. Come on in for an interview.

Corey Andrew Powell ([27:19](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Wow. That is amazing.

Rohit Bhargava ([27:20](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Um, so I mean, that sort of, it's not a dated strategy that I think would work today also, uh, perhaps even more so because now you're circumventing that whole AI process.

Corey Andrew Powell ([27:33](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Well, you know, I love that. I never thought about that because we try to get the Gen Z generation a lot to make their presence known on LinkedIn, for example, because to them, they don't think that's a platform where they really bel it still feels like it's old people <laugh>, you know, like a.

Rohit Bhargava ([27:51](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([27:51](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

But that's, if you're, if you're a young person entering the job market after college, like LinkedIn is where you need to be. But to your point earlier about making sure your personality shines through and you're making some maybe vi viable connections, there's a woman at LinkedIn who I love one like the best awesome, you know, people who's there in that space named Mandy McEwen, and she talks to young people about, have a presence there. Um, people want to, companies want to know they're investing in a person today with a personality and with interests and passion about things not just as robotic as you mentioned, like, you know, filtered resume that's gonna get through AI where you look like you're just one, a one out of, you know, a dime a dozen. So there's a great balance there. But I love that you're saying also take chances think outside the box and go around that parameter to try to find how to connect with the, the key players in an organization where you may want to work. It's a whole strategy unto itself.

Rohit Bhargava ([28:48](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. And I, and the one thing we haven't talked about is someone who's graduating who says, I don't wanna work for anyone. I wanna start my own thing. Uh, and so they go and maybe live in their parents' basement, which is by the way, the founding story of half of the billionaires out there.

Corey Andrew Powell ([29:02](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Right, right, right.

Rohit Bhargava ([29:03](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Um, and they launch their own thing. And maybe it works, maybe it doesn't, but you learn something really valuable and then six months later, or three months later, or two years later or whatever it is, when you do say, okay, maybe now I want the stability of going and working for someone, now all of a sudden you're much more compelling of a candidate.

Corey Andrew Powell ([29:21](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Right.

Rohit Bhargava ([29:21](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Because you're not coming straight outta school. You actually went and did something and you tried something and you learned something from that. And maybe you made some connections along the way and now you have a personal brand of sorts because you tried something and that's part of your story when you're now going into the role.

Corey Andrew Powell ([29:37](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm.

Rohit Bhargava ([29:37](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And so I think that there are a lot of ways to think about this when you are a young person starting your career. And one is, how do I get the job? Which is what everybody steers you towards, go and get a job. The other is, how am I going to get to where I want to go and what do I need to do in the short term with the opportunity that's in front of me? I mean, my first job when I finished college, when I graduated from college, was one of my best jobs in terms of what I learned most from. And it was waiting tables.

Corey Andrew Powell ([30:05](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm.

Rohit Bhargava ([30:05](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Uh, and I went and I waited tables for, uh, almost a year because I knew I wanted to move to Australia. And I also knew I had no money. And so waiting tables was great because I was making, you know, pretty decent money and it was cash and you know, it was just kind of saving money. And I applied for a working visa and after a year I'd made enough money and, um, I moved to Australia and, and what I shared before, which is, you know, we kind of forget those things, right? When somebody looks back on my career, they're like, oh, you were at this agency and this agency, then you became an entrepreneur and then you became a bestselling author. And, and I said, well, I'm skipping a step. So it was a couple years ago that I went back to my LinkedIn and I added my waiting tables to my LinkedIn experience. And in the description I said, uh, I brought people food, learned how to be nice, uh, even if people were, <laugh>. And you know, that was great training like for life in general.

Corey Andrew Powell ([31:05](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([31:05](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And I think waiting tables is kind of that, right? But the idea that I could put that there now and own it and say, this is part of my story, that was my first job. Uh, and not be afraid, ashamed of it or not try and hide it or not accidentally, just kinda leave it off. 'cause it was such a long time ago that I sort of forgot. Um, I think that adds context, right? For anybody who's listening, because they can look at me now with the things and say, okay, your path was do this, do this, do this, do this. Or they can look back on LinkedIn and be like, okay, you waited tables for a while and then you worked for somebody and then you lost that job and then you moved to somewhere else and you know, it, it's more real that way.

Corey Andrew Powell ([31:41](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. Much more adept as a person. Well-rounded, you know, because you have experienced at that point of the most direct communications like hospitality service industry, direct one-on-one, and then of course going through the other aspect of your life in marketing, huge consumer audience base, and sort of having to really know how to read people in between that whole spectrum. So that is definitely something that makes perfect sense when someone would see it for you. It's an asset that's not something to be, uh, ashamed of. I probably would imagine some people would be like reluctant to put that on their resume. They think they may be looked down upon, but everyone's had to pay, pay rent <laugh>. That's not, you know.

Rohit Bhargava ([32:24](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. And then somebody who kind of understands a young person's experience will see through what you're saying to what you actually had to do. Right? If somebody says to me or if they put it on their resume that when they were in high school or when they were in college, they were, uh, teaching kids tennis. Right. I'm probably not hiring them for that. But what it teaches me is that they probably have some patience because I've taught kids tennis and that is very difficult 'cause you gotta hit the ball in exactly the right spot, otherwise they miss it.

Corey Andrew Powell ([32:52](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Right.

Rohit Bhargava ([32:52](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

You gotta have good aim and then they get frustrated when they're first starting. And so you gotta have the patience to deal with that. And so the skillset that I see someone who shares that on their resume as having is patience.

Corey Andrew Powell ([33:07](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Rohit Bhargava ([33:07](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Now, not everybody reads it that way, right. Some people might be like, well, that's not relevant to your job that you're trying to get as a programmer. Um, but you'd be surprised at how many experienced managers who look at a lot of resumes, especially resumes for people just entering the job force, would take from an experience that you share where you don't really think about that yourself.

Corey Andrew Powell ([33:31](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. It's why it's important for you, because your book, you're talking to not just the person who's sort of pursuing the work you're looking at also to the point you just made, the hiring managers, the organizations, if they can also think non obviously look on the surface, well, tennis is not really relevant to it. I don't know how this sense, but then someone's like, well, you know, you gotta have a lot of patience with it because your clients don't really get technology. You gotta make sure you talk 'em through it. And so it would take someone in that hiring position to also utilize the non-obvious thinking as well. So this is a, a book that makes sense for everybody, seemingly every aspect of life to just do better by thinking beyond the obvious.

Rohit Bhargava ([34:17](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah. I mean, that's the goal. And I think that the, the way that we tried to put it together, uh, Ben and I was also a big part of how we wanted it to be out in the world. So as you saw, it's very short. It's got a bunch of illustrations, it's super easy to digest. I mean, you could literally just pick it up, start a chapter, uh, read it in a minute.

Corey Andrew Powell ([34:35](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Rohit Bhargava ([34:36](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

And hopefully take something useful out of it and then close the book.

Corey Andrew Powell ([34:39](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Yeah.

Rohit Bhargava ([34:39](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Uh, so it's very easy to dip in and out of a book that's written in this way.

Corey Andrew Powell ([37:22](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Hmm. Wonderful words of wisdom. Break out of those old habits and try something new. It's been a great conversation, Mr. Rohit Bhargava. Uh, I just think people are all going to, uh, really get a lot out of this book. And again, it's just to make us all be a lot more thoughtful in our process, our day-to-Day. And hopefully it brings us to a much more creative and inventive, perhaps society. So the book is called Non-Obvious Thinking, How to See What Others Miss. And that comes out September 1st, I believe. And, uh, we definitely enjoyed having you here today on Motivational Mondays. Thanks for being here.

Rohit Bhargava ([37:58](https://www.temi.com/editor/t/U9conwhbXpn9gpwPrPamIMf26ULG3ItWBXSwrZWX5NmRqotIsHbe7TOviytkYzB9V_vpXQqpRkqj38lmmmPE8_VuJ0g?loadFrom=DocumentDeeplink)):

Thank you. Thanks for having me.