



# Rocketfuel for successful lives and careers

## Industry Pro Videos

**Exploring Your Potential™ includes 30 videos featuring industry experts, bringing a wide range of voices and perspectives.**

Exploring Your Potential is jam-packed with practical and actionable insights that students can put to work immediately. Everything is relatable and engaging, with a personal touch. To drive home each of the major lessons, every module includes one-on-one interviews with top executives, entrepreneurs, and leaders from dozens of industries and some of the biggest brands in the world. In these intimate but brief discussions, these profiles reveal how people from a wide variety of backgrounds, cultures, majors, and situations carved out pathways that led them to the successful lives they now lead—but not without many challenges and moments of uncertainty, even fear and doubt. Here the passion to persevere and succeed is what prevails. Listening to these stories ignites ambition and confidence in students and instantly illuminates new pathways.

These are some of the most interesting people we've ever met at YSN, and now their stories come to life throughout every section of EYP.



**Jennifer Kushell**  
**CEO of EYP Ventures,**  
**Creator of**  
**Exploring Your Potential™**  
**Boston University**

As creator and host of EYP, Jennifer shares over 20 years of experience in training students, young leaders, and entrepreneurs on how to thrive in the new world of work and global opportunity.

## Course 1: Discovering Your Options

Get a clear sense of who you are, what you want to achieve, what skills and experience you have to leverage, and what will truly make you happy. Then you can make it happen.

- **Who Are You?** • **Dream Big** • **Overcoming Obstacles** • **The Opportunity Spectrum**
- **The Power of Information** • **Take a Taste**



**Nely Galán**

**Galán Entertainment, Telemundo, NBC, Coca-Cola Board**

Former President of Entertainment for Telemundo shares her earliest challenges as a Cuban immigrant, including business failures, life lessons, and how important it is to take control of your own destiny.

**Tom Hamilton**  
**SpaceX, Kernel**  
**UC Berkeley**

Former recruiter of talent for SpaceX, Tom talks about working for Elon Musk (founder of Tesla, SolarCity, and SpaceX), who proves that dreaming big has never made crazy ideas more possible.





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### Cuttino Mobley

NBA

University of Rhode Island

Former NBA star from one of the biggest sports franchises shares how he dealt with game-changing obstacles at the peak of his career and how sometimes you just have to reinvent yourself.

### Sam Pietsch

YSN Correspondent

University of Texas - Dallas

Sam covers what you need to know to create an introduction video and share what you have to offer with employers, partners, or others presenting opportunities.

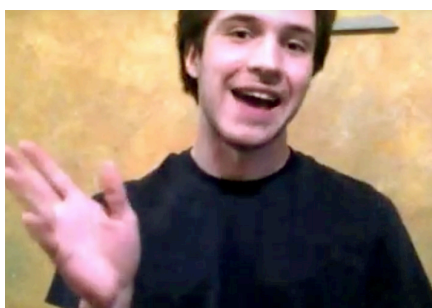


### Josh Kaston

Financial Alliance

University of Delaware

Working in a family business is especially challenging when you must earn every dollar you take home. Here Josh shows how hard work, tenacity, and dreaming big have enabled not just business success but opportunities to see the world like most only dream of.



### Brian Hinman

International Artist

Pitzer College

Here Brian shares how he had a passion for art since he was a child. Only through his relentless ambition and intellectual curiosity did he devise a plan to consistently sample different avenues to pursue work he loves.



Be the type of person who will “wow” those who hire you, and cause them to have trust in you, so they will give you a chance over someone else.

### John Katzman

Princeton Review, 2U,  
Noodle Companies

Princeton University

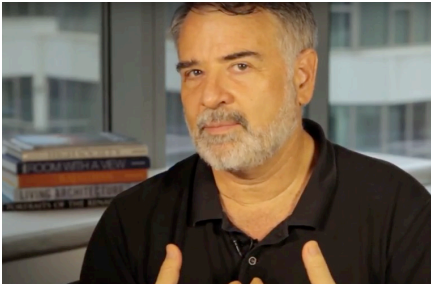
Having guided millions in the pursuit of higher education, John reveals how asking the right questions and gathering the best information can dramatically improve career prospects and happiness.





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**Ami Dar**  
Idealist

#### High School Dropout (turned Superstar)

Founder and executive director of Idealist, the largest online aggregator of nonprofit jobs, talks about opportunities to earn a living and do good in the world by working for foundations, family offices and organizations from local to global in scope.

#### Rishi Roongta

Bain & Co., Pritzker Group VC,  
GE, Siemens

University of Illinois  
at Urbana-Champaign

Rishi talks about how he tried many routes from jobs, internships, and volunteering, and has been part of multiple entrepreneurial startups.



When you know  
your strengths  
and weaknesses,  
you can learn  
to truly leverage  
your talents.

## Course 2: Sculpting Your Value Proposition

You can have all the potential and talent in the world, but packaging what you have to offer strategically maximizes your opportunities. Give yourself the best shot.

- What Do You Have to Offer? • Earning Credibility and Respect • Master Your Universe • Core Competencies
- Real World University • Build Your Network



#### Bryce Murray

Red Bull

UC San Diego

Vice President of Talent Acquisition at Red Bull reminds us how little most know about major brands. And that means their full range of opportunities, too. While known as the leading energy drink, Red Bull also owns soccer teams, ice hockey teams, a publishing company, a coffee company, a bottled water company, and a resort and island in Fiji, and produces hundreds of live events a year. Bryce illustrates how understanding a company's culture is vital to evaluating opportunities and best presenting yourself and your value as you look for work.

Your options are only as limited as your imagination...  
and your exposure to what's out there.





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#### Ellen Pollock

*Bloomberg Businessweek, Wall Street Journal*

**Brandeis University**

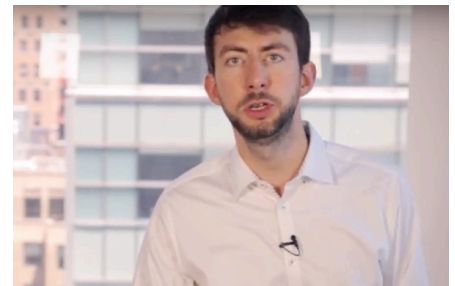
Former editor-in-chief of *Bloomberg Businessweek* and Deputy Page One Editor of the *Wall Street Journal* shares her own story about how building credibility and respect helped her become the first woman to ascend to the top of the world's leading business magazine. Humility, practicality, respect for leadership, being objective about what you have to offer, and being willing to address your own competencies (or lack thereof) are essential in climbing the corporate ladder, advises Ellen.

#### Brad Hargreaves

**General Assembly, Common, Maveron**

**Yale University**

This entrepreneur has raised over \$100 million to build two highly disruptive businesses in the co-living and training industries. Having educated thousands in emerging technologies to "close the global skills gap," Brad talks about the critical tech skills needed in today's workplace. What is most important to know today? How can you stay competitive? And which technology jobs are available to anyone? Brad explains here.



#### Scott Kaston

**Macy's**

**Emory University**

The youngest analyst on the Strategy and Innovation team at Macy's talks about his own value proposition and how much he has to offer the workforce. He also discusses how he survived rounds of interviews to get the job.

#### James Cascone

**Deloitte Advisory, Scripps Health**

**Harvard Business School,  
UC San Diego,  
Concordia University**

As Partner and Global Restaurant & Foodservice Leader at Deloitte, one of the world's largest, most reputable advisory firms, James illuminates alternative career paths like his that most do not realize exist in big accounting companies. He also talks about how to build fluency and mastery of any industry, a critical skill for any consultant or specialist.



Once you learn about the different ways  
to sample opportunities that spark your  
interests, you'll never feel like  
your options are limited.



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#### Sonia Simon

**Rainmaker Digital**  
**UC Berkeley**

Beyond school, there are now countless ways to learn anything you want, in just about any media format. Sonia is a chief content officer (CCO) for a boutique digital marketing agency in which she is also a partner. She explains that today “all companies are media companies,” meaning they all have to express themselves online, and that means opportunity everywhere for writers, designers, illustrators, and producers. It also means that learning has never been more interesting or accessible to everyone.

When you are being resourceful, you will always find your way to exciting new opportunities.



#### Lloyd Princeton

**Design Management Company**  
**University of Phoenix**

Building and maintaining relationships is an art form, and this concept comes to life beautifully when you see how someone like Lloyd has cultivated his own network in the architecture and design industry. Being respectful, tactful, gregarious, warm, gracious, and yes, strategic, is his approach. What is yours? How can you make the best possible contacts and cultivate them into substantive relationships? Lloyd offers invaluable practical tips that anyone can use.

## Course 3: Marketing Yourself

We're all in sales. We all have to sell ourselves every day. Especially when you're looking for internships, jobs, consulting projects or even launching a startup.

- Tell Your Story • Recognize Opportunity • Create Leverage and Negotiate • Build Your Brand
- Manage Your Social Network • Cultivate Professional Relationships



#### Paul Eskenazi

**Beats by Dr. Dre, Jim Henson & Co., Boston Consulting Group**  
**University of Pennsylvania, Northwestern University**

Chief financial officer of Beats by Dr. Dre shares his expertise in strategic and financial planning and shows how to leverage and negotiate important deals.



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**Lilly Kam**  
**i.am.angel Foundation**  
**MIT**

Lilly never dreamed she'd work for international celebrity will.i.am of the Black Eyed Peas, let alone run his STEM foundation. Here she talks about stepping out of your comfort zone, presenting yourself as talent, and cultivating extraordinary opportunities.

**Kat Eller Murray**  
**ROAM Communications,**  
**Google**  
**Emory University**

Public relations expert and owner of ROAM Communications talks about the importance of building strong relationships. She also discusses the advantages of telling a strong story about yourself in order to stand out above the rest.



**Paula Fellbaum**  
**Warner Bros. Games, Nexon America, Los Angeles Children's Bureau**  
**Royal Roads University**

After leading human resources, recruiting, and administration for a few major entertainment and gaming companies, Paula knows a lot about recognizing opportunities. She has worked around the globe, in North America, Europe, and Asia, supporting and coaching thousands through their careers. Working with engineers and coders and creatives, she has an appreciation for diversity and what makes individuals unique. She talks about how to structure the platform on which your whole career stands—your ethics, competencies, technical skills, and leadership ability—and how to leverage all of that to find the best possible opportunities at any stage of your professional development.



When it comes to your life and your work, leadership can unlock countless opportunities to lead a bigger life with more engagement, influence, power, and autonomy.

You have leverage when you have something people want, or you are someone people want. Then you have options to work, to stay, to play, or walk away.





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**Nishen Radia**  
**FocalPoint Partners**  
**UCLA**

Co-founder and managing partner of the investment banking firm FocalPoint Partners shares his knowledge regarding mergers and acquisitions, corporate finance, valuation, and strategic advising for high-growth entrepreneurial firms.



**Nancy Mamann**  
**Ugg Australia, Guess,**  
**Mamann Marketing Group**  
**UCLA**

Nancy, an international marketing and branding expert, shares how she has helped big-brand clients all over the world become as recognizable as they are today. She provides invaluable insights on branding yourself, the art of storytelling, crafting your message, establishing your social media presence, and maximizing your value proposition.

**Whether you're looking to launch a new business, build your reputation, earn a promotion, attract a great new client, or be considered for a special opportunity, standing out—in a positive way—is essential.**

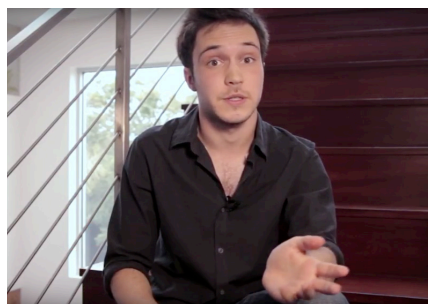


**Lauren Berger**  
**InternQueen.com, Creative Artists Agency (CAA)**  
**University of Central Florida**

After landing and successfully completing 15 different internships, the "Intern Queen" was born, and Lauren, capitalizing on her unusual experience, became a brand herself. Now founder of the leading information resource for internship seekers, Lauren explains the benefits of getting a wide range of experience to see what you like and what fits before setting off on any career path.

**Sam Pietsch**  
**YSN Correspondent**  
**University of Texas - Dallas**

YSN college correspondent Sam talks about how important it is to share your story with new people you meet. It may be uncomfortable or awkward, especially if you're new to work or more introverted, but to capture opportunities you have to put yourself out there.



**Your ability to create value with your talents is the sweetest kind of leverage to have.**



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#### Jennifer Kushell

CEO of YSN, Creator of Exploring Your Potential™  
Boston University

Having built a substantial network of relationships with embassies, organization leaders, entrepreneurs and educators around the world, Jennifer has great experience to share on how to cultivate a variety of dynamic relationships. Here she explains how to dramatically expand your circle of influence while making your life so much more interesting. Having a more strategic and comprehensive approach to building your network, as Jennifer illustrates, can pay off throughout your lifetime.



#### Ben Casnocha

LinkedIn, Techstars, Comcate, Allied Talent  
Rutgers University

Author of three books, investor in several startups, and former chief of staff to co-founder and chairman of LinkedIn, Reid Hoffman, discusses the art of establishing and maintaining connections online. Who is most likely to help you find a job? Close friends or light acquaintances? Ben shares all here.

**Studying entrepreneurship not only improves your business and financial knowledge, but also makes you a better employee and leader.**

### Course 4: Activating Your Plan

Elevating your strategy will make you aim higher, expect more from yourself, and achieve more in return. Take your big new plans and put them into action. Results await!

- Major Life Decisions • Think Like an Entrepreneur • Earn, Manage & Raise Money • Your Grand Plan
- Be a Leader • Surround Yourself with Success



#### Steve McAndrew

International Red Cross/Red Crescent Society  
Apprentice in Construction and Masonry

Being Global Head of Emergency Operations Relief means cultivating real leadership skills. Steve is often first on site to major catastrophes where he assesses needs, services, and resources from global partners and leads thousands in delivering lifesaving care to millions.





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#### **Brittney Castro**

**Financially Wise Women,  
Chase Bank**

**UCLA**

Founder and CEO of Financially Wise Women talks about the importance of financial planning. She helps people gain financial independence by explaining the value of making a budget, creating leverage, and taking control of their finances.

#### **Michael Teoh**

**Thriving Talents  
Auckland University  
of Technology**



Co-founder and director of Thriving Talents in Malaysia talks about training emerging talent and leaders at some of the biggest organizations in the world.

What skills and tactics will get you most focused and even recognized? Michael explains how to add fuel to your ambition while strategically positioning yourself for greater and greater success.

**The influences you're exposed to play an incredibly significant role in how successful you are. Manage your influences carefully. It's one of the most important things you can do for yourself.**



#### **Curtis Estes**

**Northwestern Mutual**

**University of Kansas**

Wealth management advisor, master relationship builder, respected community leader, and father of three, Curtis shares his expertise on creating a solid plan for establishing and achieving virtually any goals you want to achieve...whatever you aim to accomplish in life. Curtis is masterful in his planning, articulation and documentation of what really matters to him and his family, and that has made all the difference in his achievements and impact.

#### **Kalika Yap**

**Luxe Link, Citrus Studios,  
The Waxing Co.**

**New York University**

Inventor and patent design owner of Luxe Link and The Waxing Company shares about how earning, managing, and raising money helped her to succeed in her various endeavors.



**The one thing that you can plan on is that plans often change. Be smart and be prepared.**



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#### **Zohra Zori**

**Foundation Center, Global Business School Network,  
Global Management Challenge, NBA, Enactus/SIFE**

**Cornell University**

Vice President of Social Sector Outreach for Foundation Center, Zohra shares her experience and insight on making an impact worldwide working in philanthropy. She also speaks to the significance of having mentors and champions in your professional life.



#### **Elvina Beck**

**PodShare**

**Pepperdine University**

Founder of PodShare, a dormitory-style co-living space company, this entrepreneur embodies the energy, heart, and soul of the entrepreneurial spirit. Here she urges everyone serious

about getting ahead or doing big things to pay attention to trends. Trend watching helped her business immensely and her passion leaves a powerful impression everywhere she goes.



#### **Sergio Fernández de Córdoba**

**UN Sustainable Development  
Fund, Public Foundation  
MIT, Rutgers University**

This global leader has mobilized more young people to play a role in sculpting countries, industries, and major institutions than anyone we've met. Sergio explains how leadership is more about education, listening, and the desire for innovation than about "power."



#### **Arrey Obenson**

**Junior Chamber International (JCI)**

**Washington University  
in St. Louis, University of Yaoundé  
Law School**

Secretary-general of Junior Chamber International talks about the largest organization of young leaders and entrepreneurs in the world. He also discusses the importance of belonging to a network of people with diverse backgrounds.

**Introduce Exploring Your Potential™ to Your Organization Today!**

**Visit [www.ExploringYourPotential.com](http://www.ExploringYourPotential.com)**

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