

A photograph of five children sitting at a desk in a classroom. From left to right: a boy with a grumpy expression, a girl with a sad look, a boy with a wide-eyed, surprised or nervous expression, a girl with glasses looking serious, and a boy resting his head on his hand, appearing tired or bored. They are all wearing school uniforms. A semi-transparent white banner with rounded corners is overlaid across the middle of the image, containing the text 'What Do You Want to Be When You Grow Up? Wrong Answer' in brown and white fonts.

**What Do You Want to Be
When You Grow Up?**

Wrong Answer

“The biggest problem with humanity is that we have a Paleolithic emotions, medieval institutions, but God like technology.”

-Edward O Wilson



Our Agenda Today

- *Asking The Right Career Questions*
- *Passion Sometimes Isn't Enough*
- *Unconventional Career Toolkit*
- *Building Careers in the age of AI*
- *Tools That Give You Superpowers*
- *Landing The Plane (Hopefully)*



A group of five children in school uniforms sitting at a desk, looking bored or disinterested. The children are of various ethnicities and are wearing light-colored shirts and dark ties. The background is a blurred classroom setting.

**What Do You Want to Be
When You Grow Up?**

Wrong Question

- *The average person will have 12 different jobs by age 38.*
- *Almost half of college grads will work in a field unrelated to their major.*
- *Only 32% of workers under 35 feel engaged at work.*

- *(Sources: BLS, Strada, Gallup)*



Rank	Career field students <i>aspire to</i>	% of students naming it	Survey details
1	Medicine / health-related (doctors, nurses, allied health, public-health roles)	46 %	National Society of High School Scholars (NSHSS) <i>2024 Career Interest Survey</i> ; 10,000 Gen Z respondents, Jan-Mar 2024 nshss.org
2	Engineering (all branches)	18 %	Same NSHSS 2024 survey nshss.org
3	Science (research & lab sciences)	15 %	NSHSS 2024 nshss.org
4	Technology / computer science	10 %	NSHSS 2024 nshss.org
5	Digital influencer / content-creator	18 % list it explicitly; 40 % say they're <i>considering it</i>	Junior Achievement x Citizens <i>Teens & Personal Finance Survey</i> , 1,000 U.S. teens (13-18 yrs), Mar 2023 jausa.ja.org
—	“Would become an influencer if given the chance”	57 % of Gen Z (13-27 yrs)	Morning Consult <i>Influencer Report</i> , 2,202 U.S. adults incl. 1,002 Gen Z jausa.ja.org pro.morningconsult.com <small>New Research Shows Teens are Re-Thinking the Future of Work Junior Achievement USA</small>
6	Trade / vocational careers (electrician, mechanic, etc.)	10 %	JA x Citizens 2023 pro.morningconsult.com <small>Influencers Are Becoming a Go-To Authority for Most Gen Zers</small>
7	Government / public service	9 %	JA x Citizens 2023 Nshss <small>NSHSS 2024 Gen Z Career Interest Survey</small>
			Nshss <small>[PDF] NSHSS Career Interest Survey 2024 May 27, 2024</small>

SUCCESS



WHAT PEOPLE THINK
IT LOOKS LIKE

SUCCESS

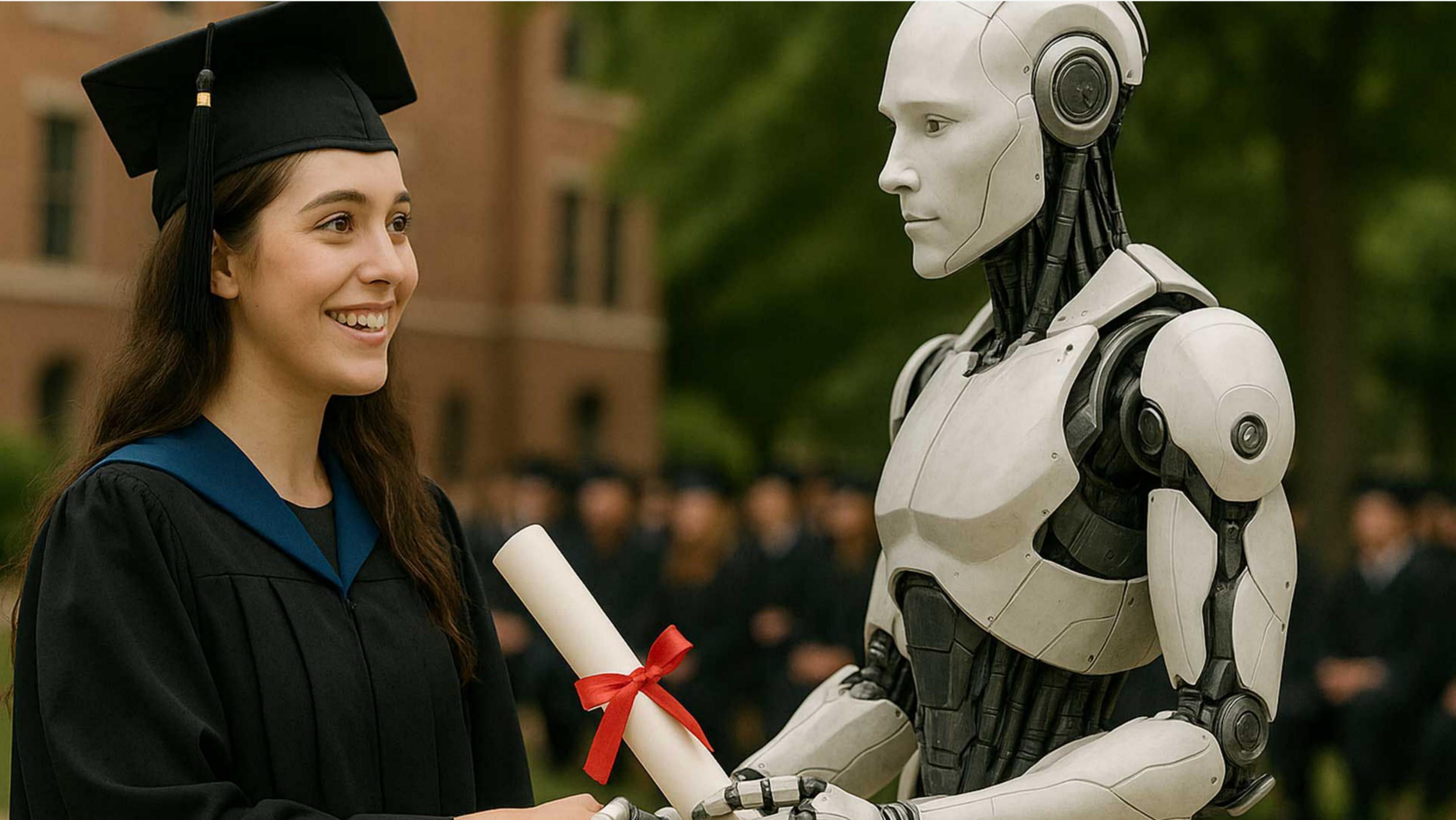


WHAT IT REALLY
LOOKS LIKE

Let's Ask Different Questions

- *What do I want to learn more about?*
- *What problems do I want to solve?*
- *What kinds of life do I want to build?*

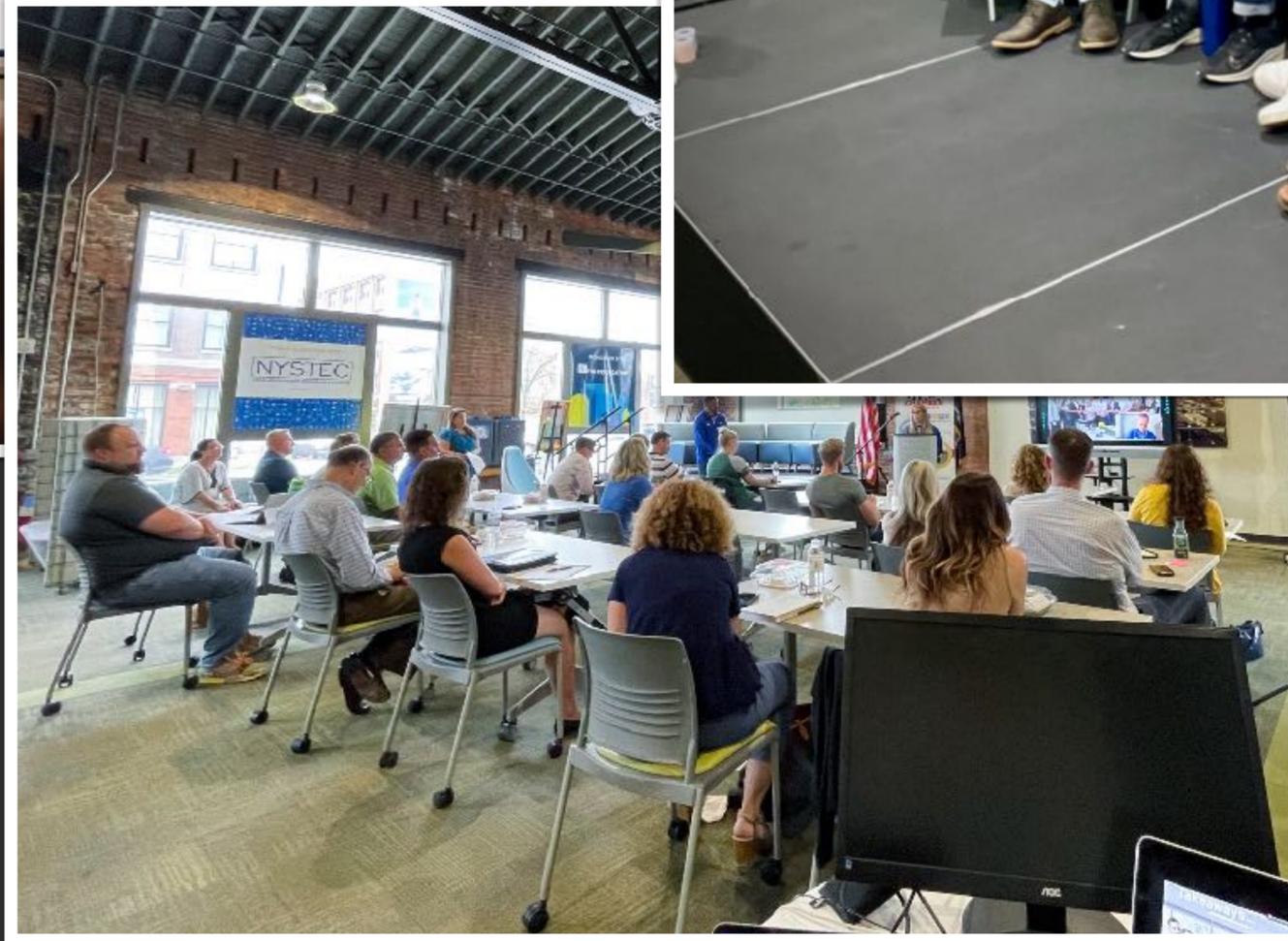
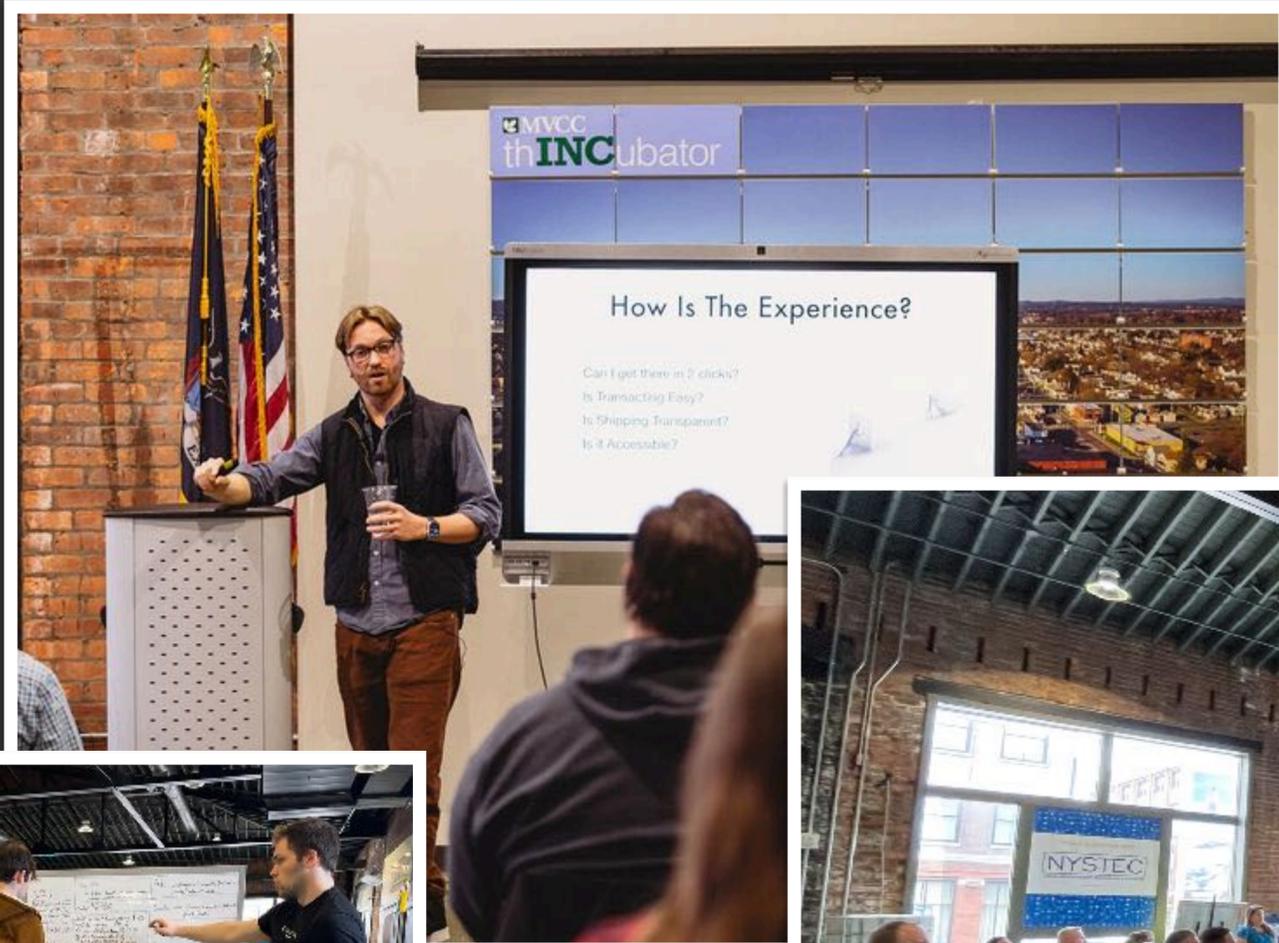


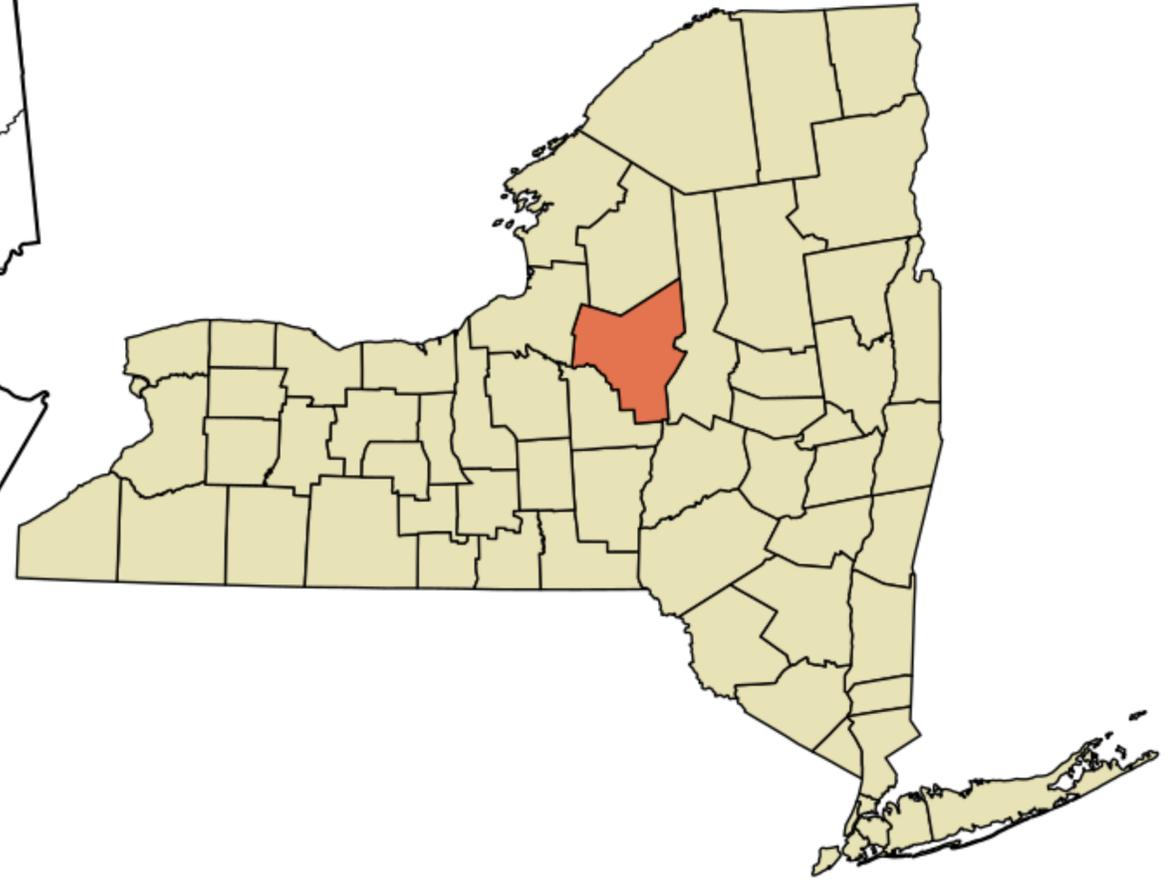
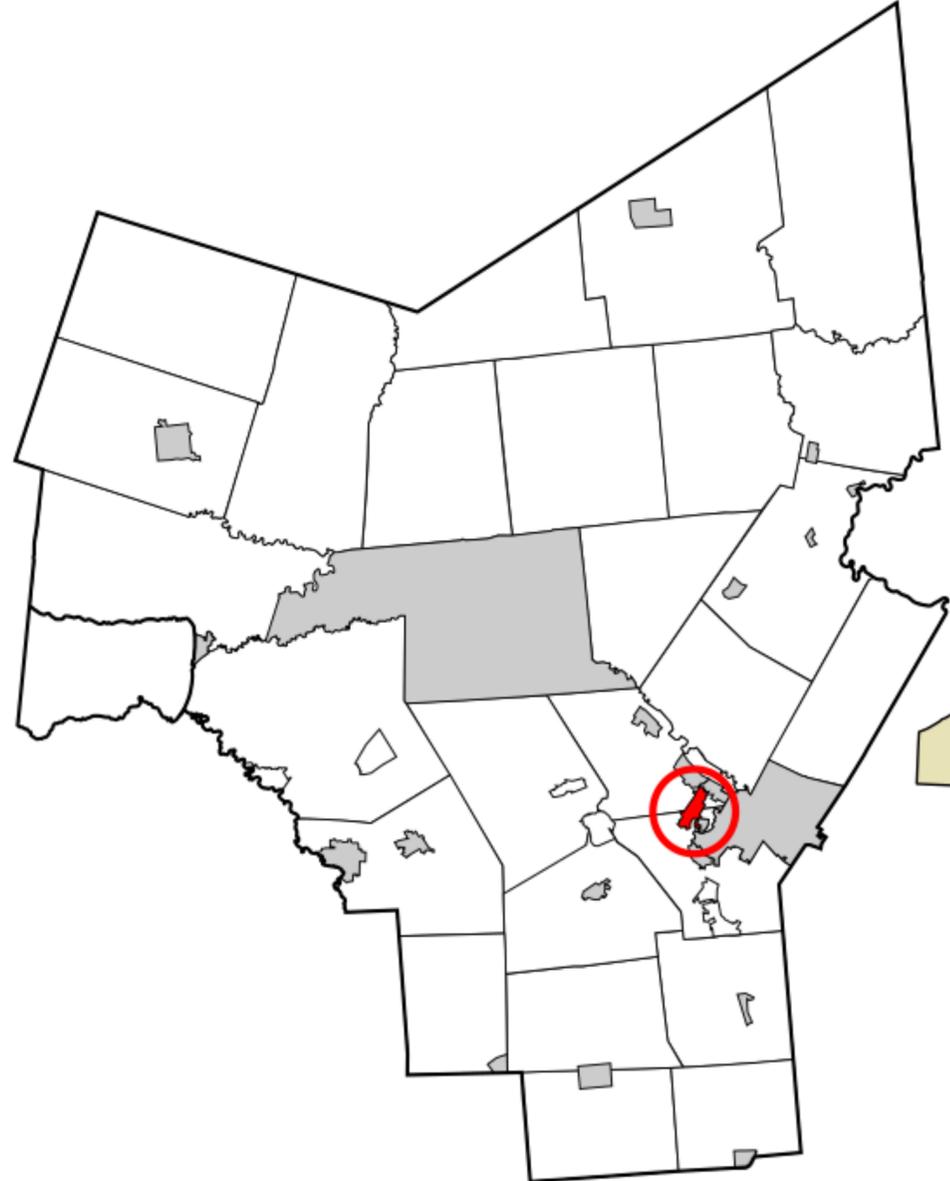


RYAN MILLER

Director | MVCC's ThINCubator
Founder | Rust Belt Startup



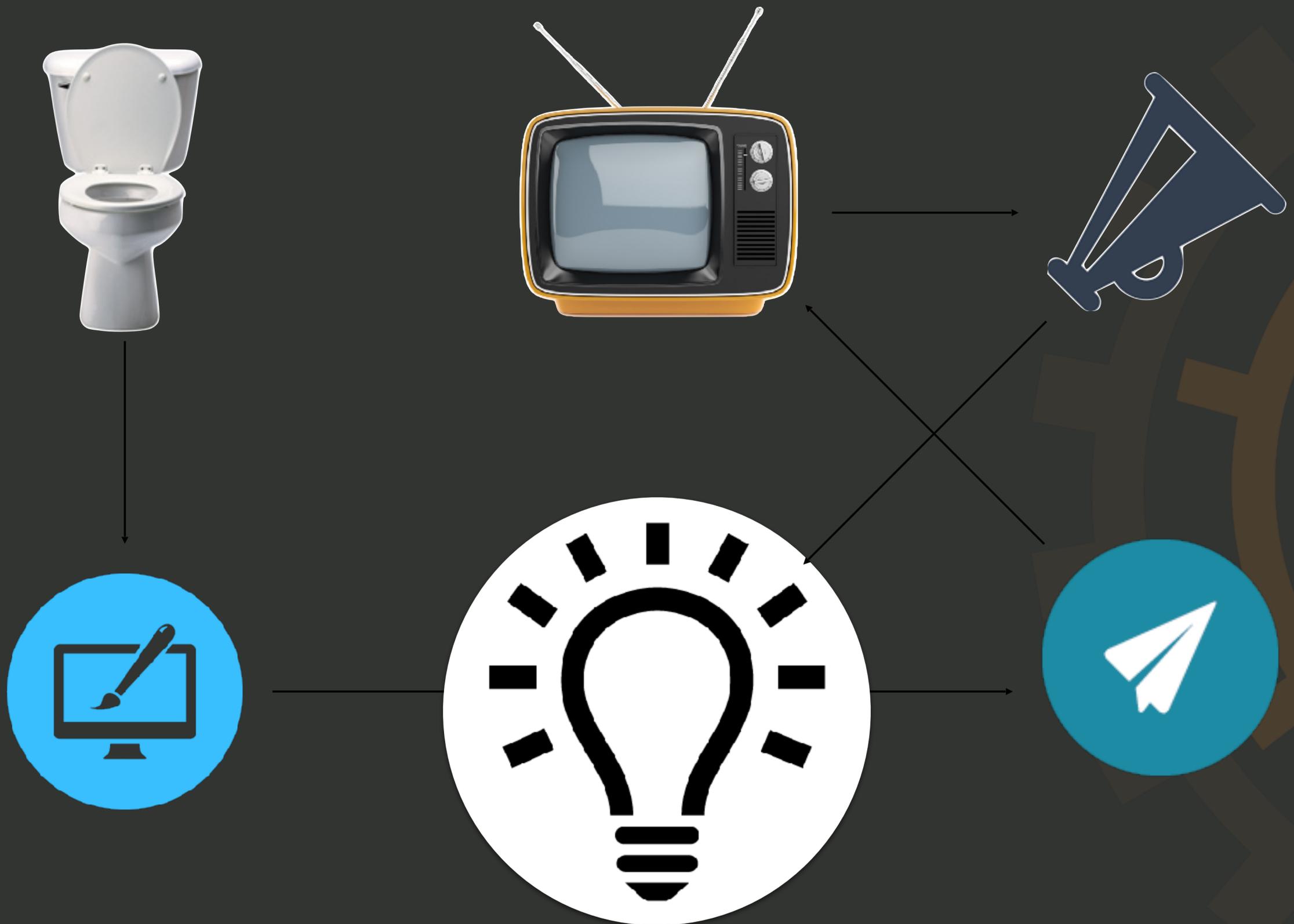




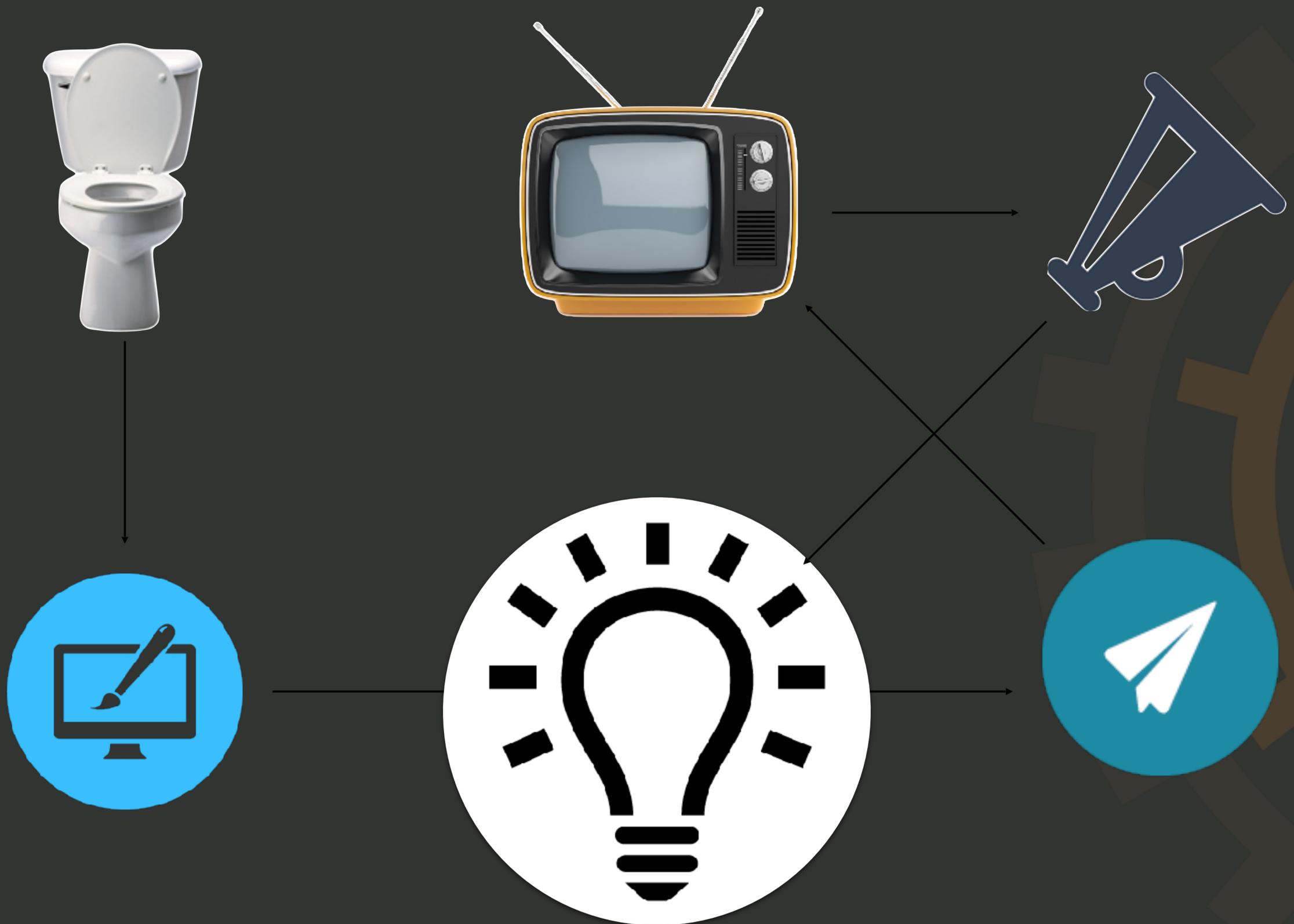


ITHACA
COLLEGE











Follow Your
Passion





**Follow Your
Curiosity**



**Follow Your
Talent**



Follow Your
OPPORTUNITY

Follow Your

Skills





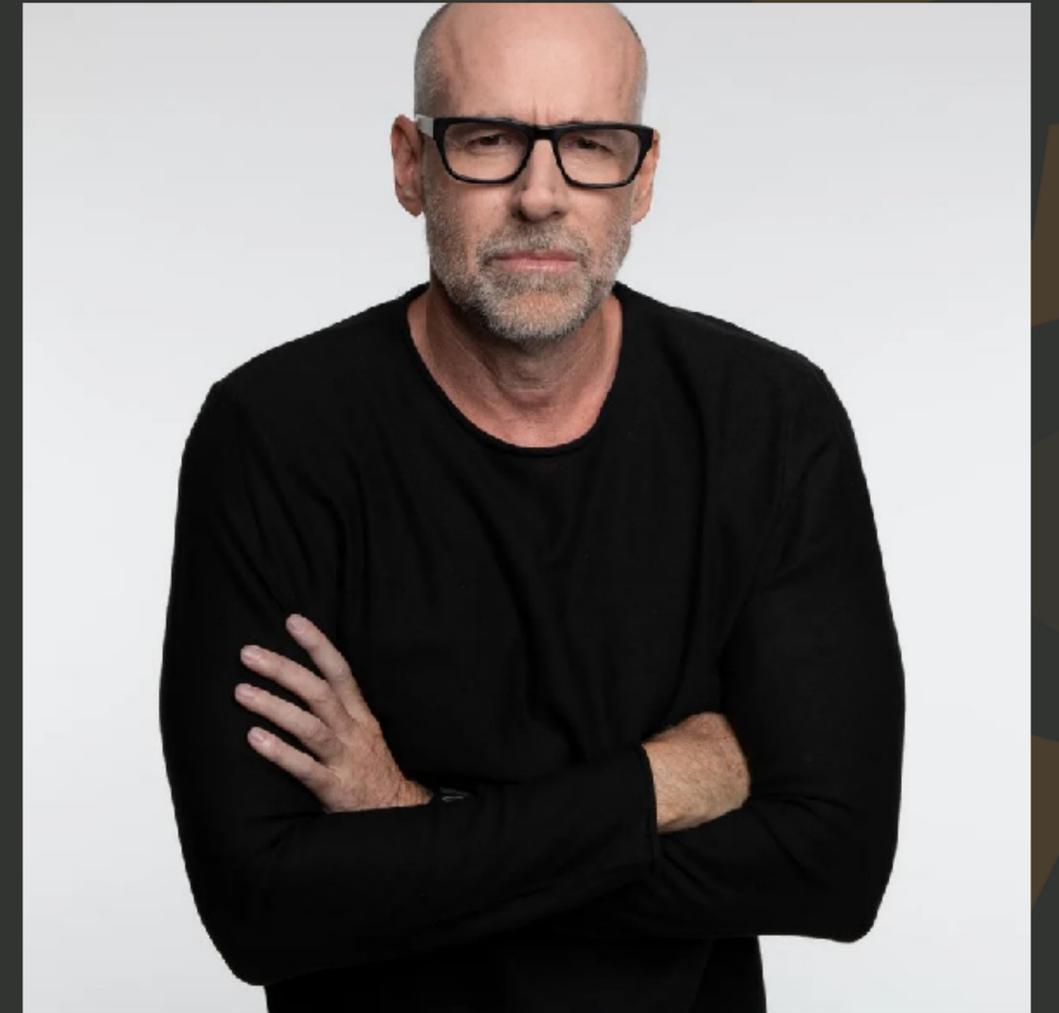
It May Become Your

Passion



“If you pursue something where the rewards are outsized, the competition is outsized — and you need to be in the top 1% to make a good living.”

*— Scott Galloway, *The Algebra of Happiness**





SAG·AFTRA.

**86% of members do not earn enough to qualify for health insurance*
(\$26,470 threshold)**



High-profile careers (acting, pro sports, tech founder)

- Highly competitive, low odds, lottery-style outcomes

Low-ego careers (accounting, dentistry, logistics, sales)

- Higher probability of success and long-term happiness

Don't Shame The Dream.

**But Quantify
The Risk/Rewards.
Understand the Game.**



**Wrote True
Romance &
Natural Born
Killers**

Built a Reputation



Are you standing
near, next to or adjacent
to the dream?



A man with a beard and glasses, wearing a green ribbed sweater and a black quilted vest, is sitting on the floor. He has his hands behind his head and is looking off to the side with a thoughtful expression. The background is a brick wall with a desk and books.

**The Thing About
Sit-ups...**

**“If you want
to be the noun,
you gotta do
the verb.”**

- Chase Jarvis





**CAREER SUCCESS
TOOLKIT**

NETWORKING

COMMUNICATION

ADAPTABILITY

startupking
.com

FOR
SALE

buildboldly.net

FOR
SALE

rusticthens.com

FOR
SALE

Get a Domain Name
www.yourname.com





Digital Real Estate

Everything Else is a Rental





Knowledge, Mileage & Music

Based in Utica, NY



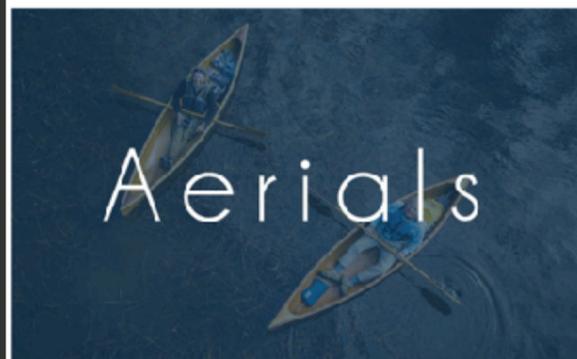
Music



Postcards,
Poetry & Prose



Mileage



Aerials



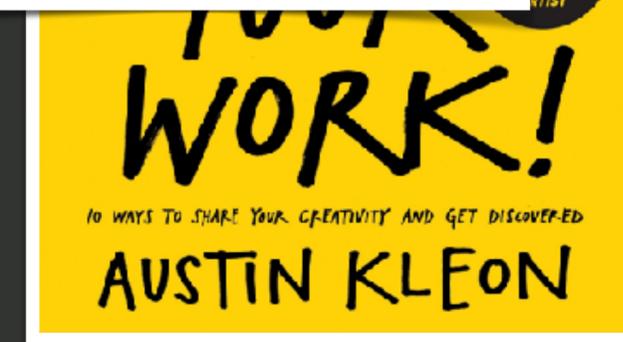
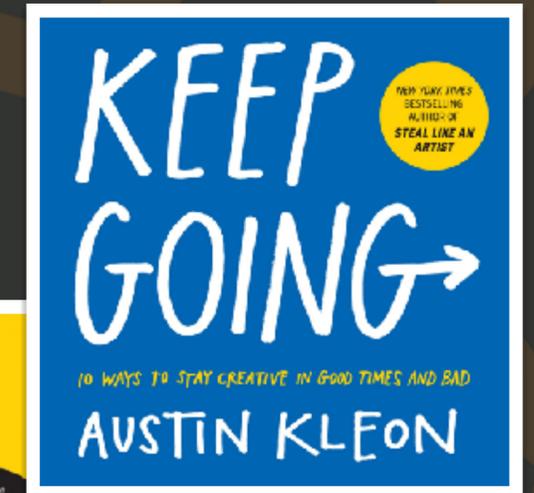
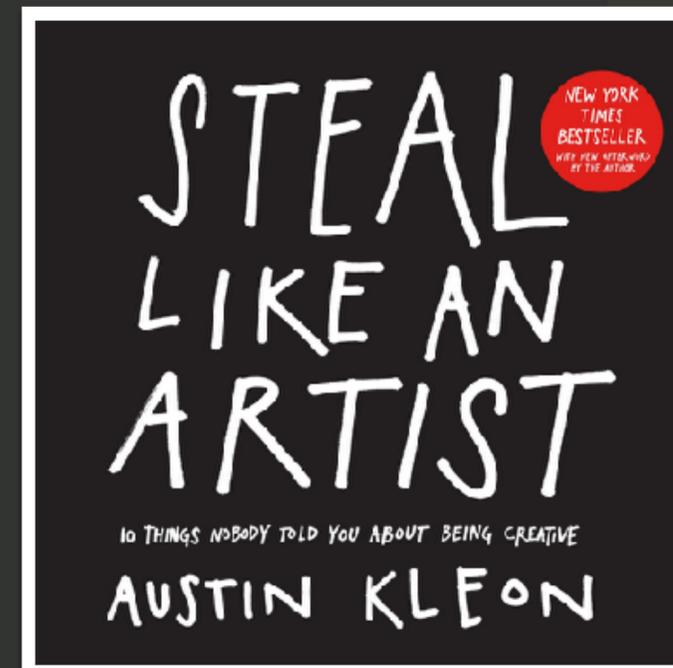
Films



Detour



Steal Like An Artist



Play in Different Mediums

RUSTBELT startup by Ryan Miller

Home Podcast Online Courses Website Development Speaking Blog About Contact

HOBBIES, JOBS, CAREERS & VOCATIONS – WHAT ARE YOU BUILDING?

I'm taking an online course with Seth Godin called "The Bootstrapper's Workshop" and this was a video for one of the modules I saw that really spoke to me. So many of us want to build or find a job, let's us make money while being totally fulfilled...but as we're navigating the entrepreneurial space it's important to know WHAT we're building: is it a hobby, job, career, or vocation? There's a difference.

Elizabeth Gilbert on Distinguishing Between Hobbies, Jobs, Careers, & Vocation | ACUMEN ACADEMY

Watch on YouTube

Here's how Liz breaks it down:

Hobby – something you do purely for pleasure – to prove you're not a robot. The stakes don't matter. They are zero. No money, no fame. It brings you pleasure.

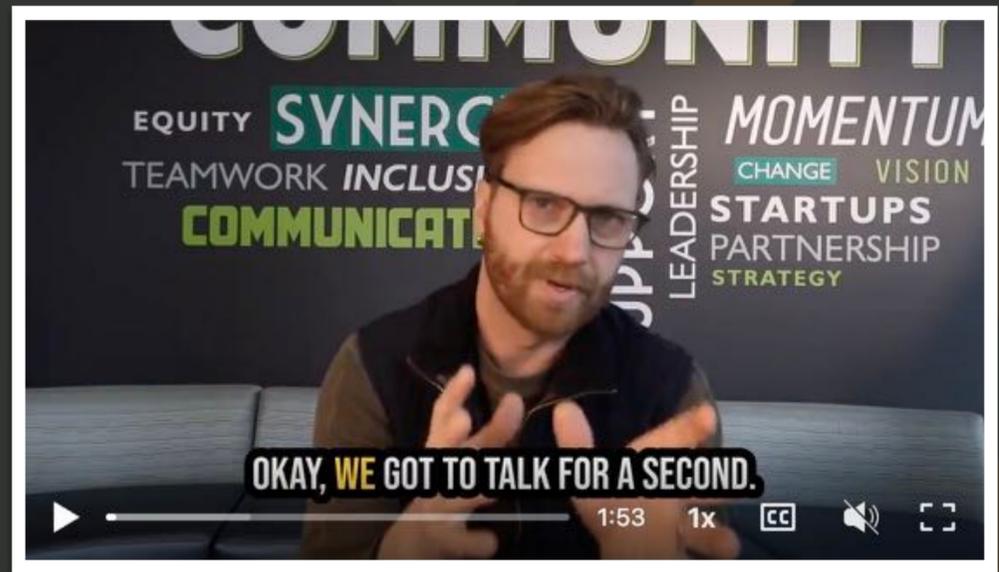
Job – You have to have a job. The material world and spiritual world don't have to intersect. Not waiting for someone to save you. It doesn't have to be successful. It just has to pay your expenses. That's it.

RECENT POSTS

- Public Meetings to Podcasts
- Innovating Civic Health: CivicLex's Guide for Small Cities with Richard Young
- Growing Hope: Gardens, Prisons, Non-Profits and Life Abroad with Casey Massimino
- Professionalizing Is Hard – Let's Make It (A Little) Easier | Kristin Fahy
- How to Build Leaders, Unleash Talent, and Change Culture with David Casullo

ARCHIVES

- October 2024
- September 2024
- August 2024
- May 2024
- April 2024





**Choose Your Tools -
Then Rig The Game so You Can Win It**



Gate Crashing



Where can you cut the line
or be the only choice

**Increase The Surface Area
For Serendipity**

tain (a person) with a
enade. [17c: from Itali

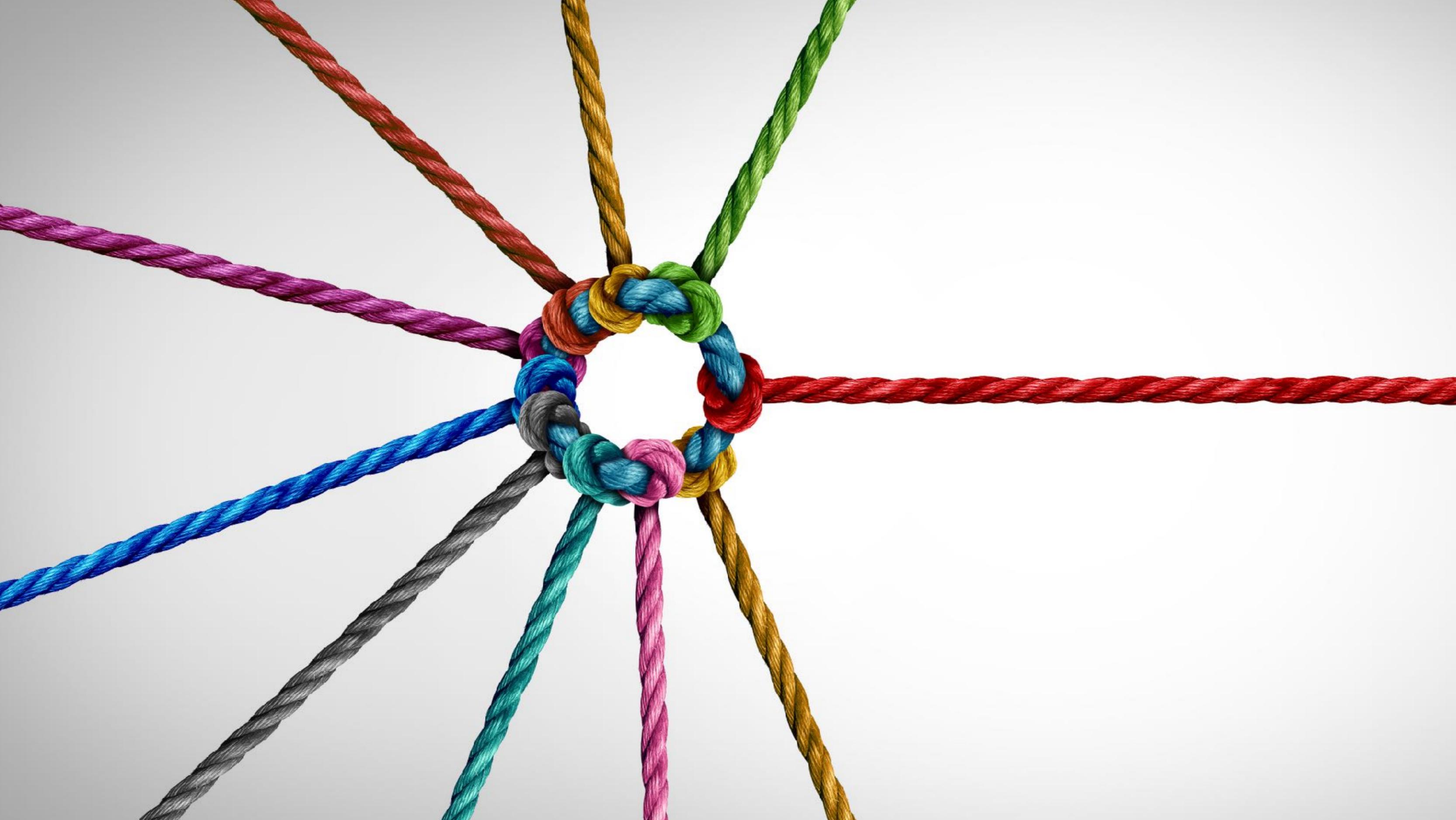
serendipity noun the

or beneficial finds. ■

former name for Sri







3.57



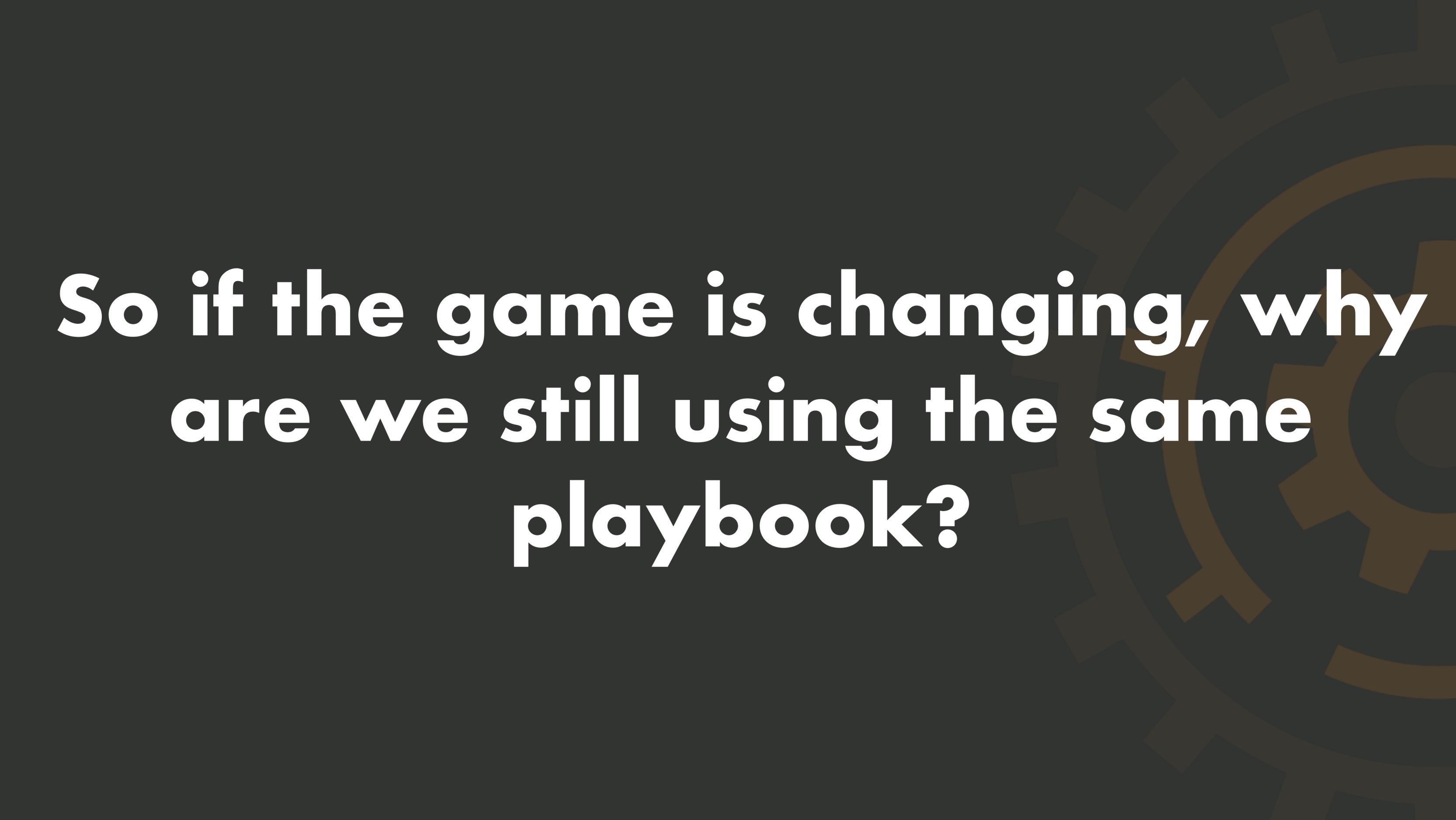
Thank You!







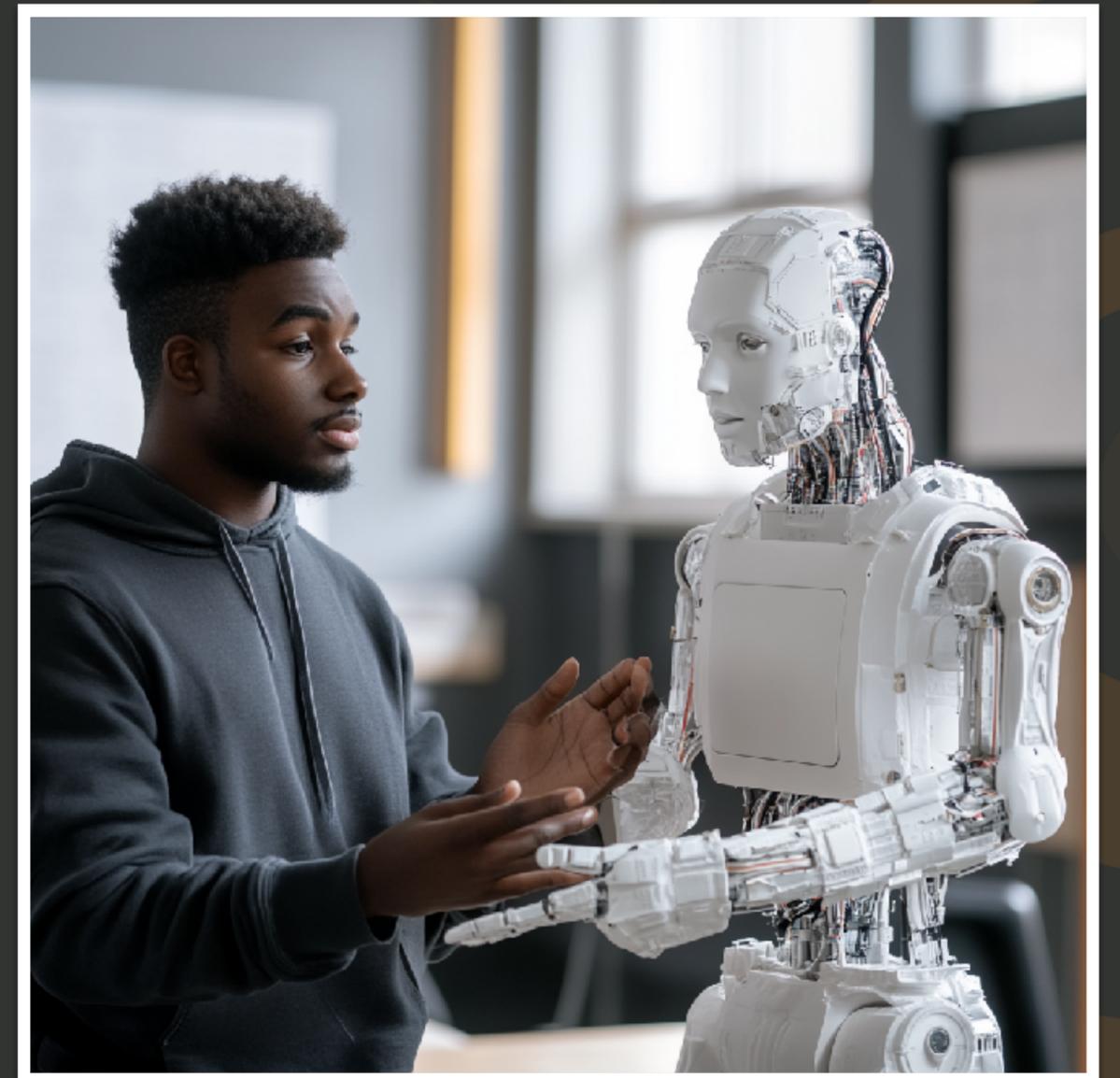
**Build A Networking
Practice - Get in the Reps**

The background features a dark grey color with several interlocking gears of varying sizes and shades of brown and grey, creating a mechanical or industrial aesthetic.

**So if the game is changing, why
are we still using the same
playbook?**

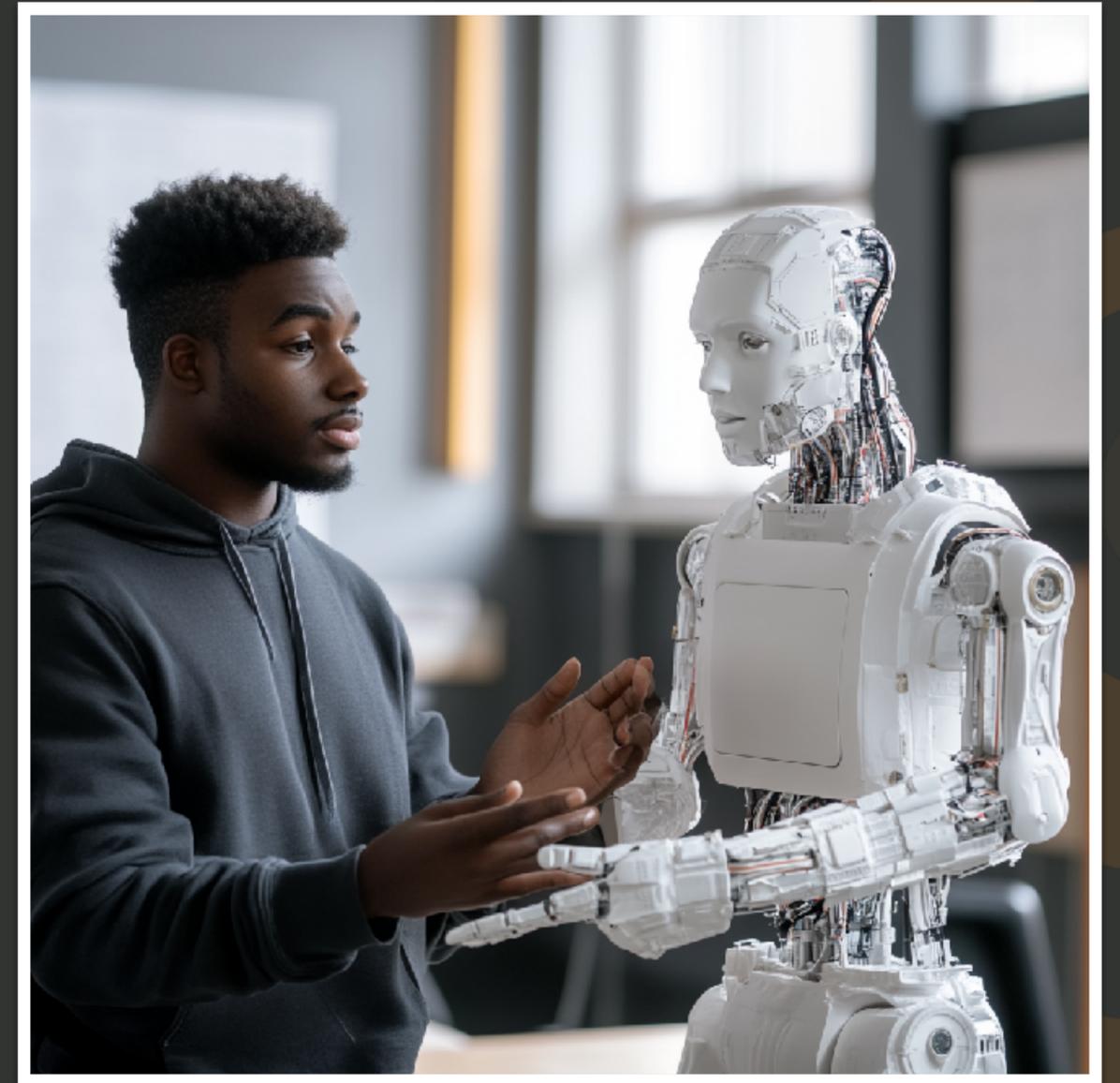


What happens when the value of raw knowledge, our ability to just memorize data, drops to zero?



Most Valuable Skills Reflect the Times...

- Storytelling
- Curiosity
- Collaboration
- Breaking Down Complexity
- Prompting
- Writing
- Speaking



We're Biologically Moved By Storytelling

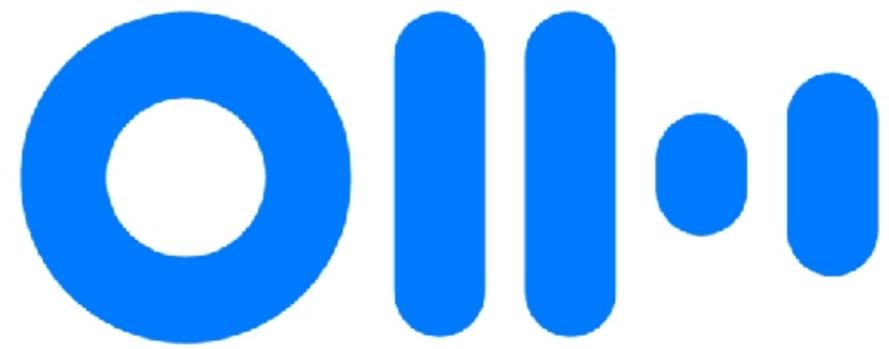


Stories...

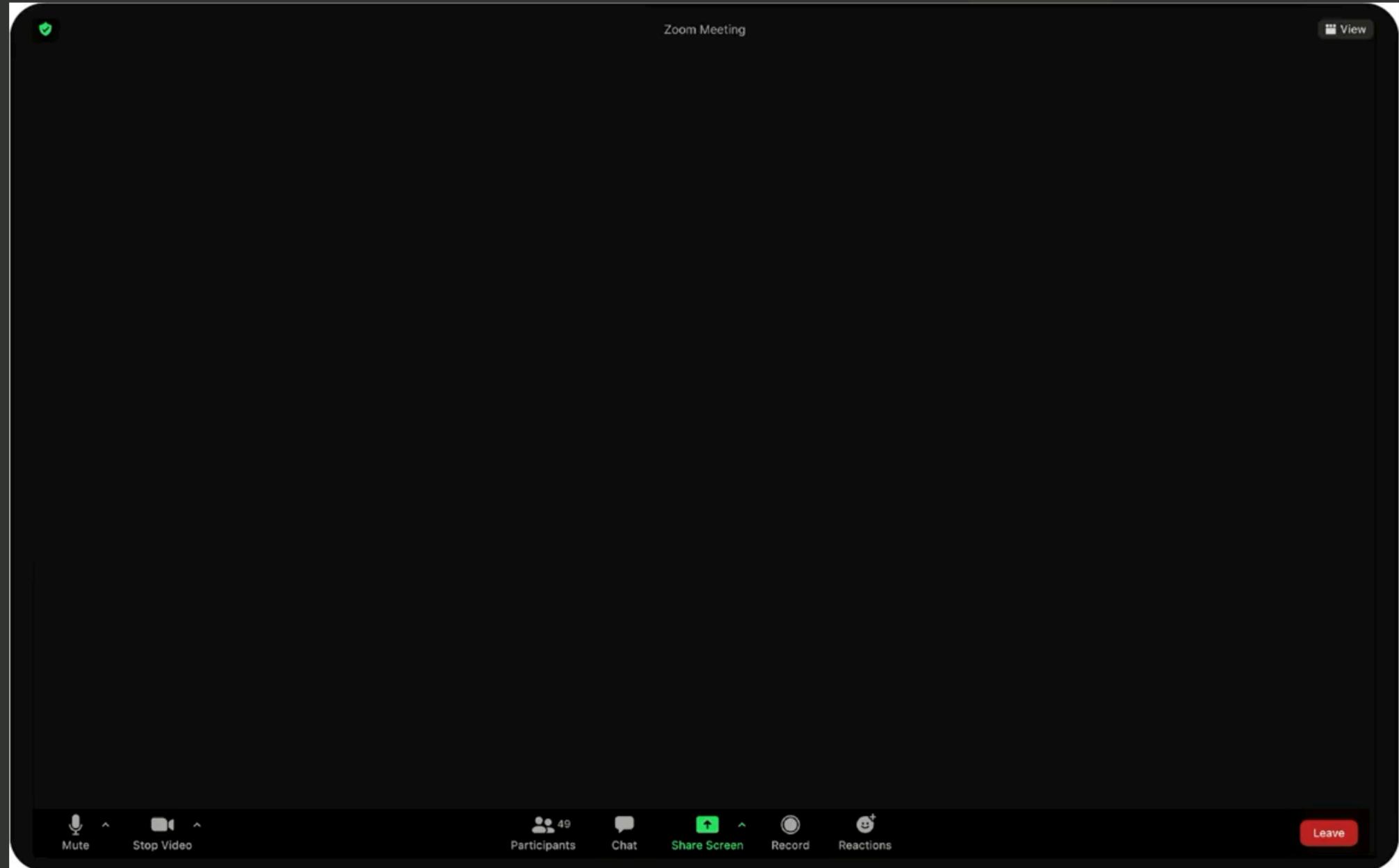
- Prompting
- Selling
- Starting a *Movement*
- Advocating
- Creating Change

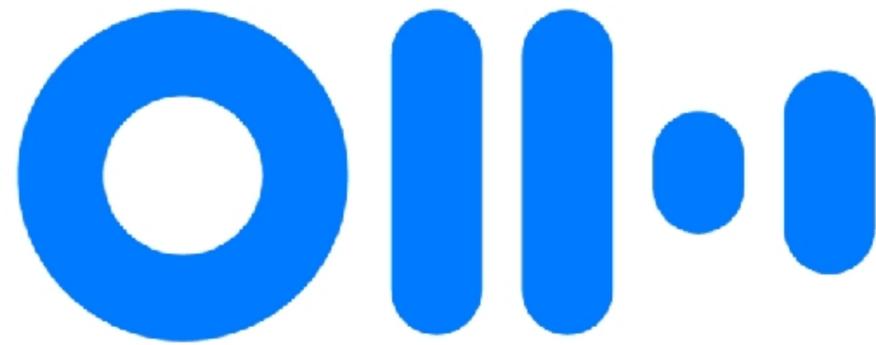






Otter.ai





Otter.ai

Otter.ai

Ryan Miller
alerts@ryanmiller.c...
Invite Teammates

Home
Otter AI Chat
Search
Apps

CHANNELS

Educational Entrepren...
Entrepreneurial Educa...
General
Hot Spot Catch-up

DIRECT MESSAGES

FOLDERS

1-on-1 Meetings
2024 Spring Artist Refi...
Artist Refinery
Content Ideas

Ecosystem Work - Hilda & Ryan

Ryan Miller May 22 at 9:33 am 53 min 12 Screenshots Copy Summary

Shared with: Hilda M. Jordan

Summary Transcript Template: General

Overview

Ryan Miller and Hilda M. Jordan discussed strategies for managing overwhelming opportunities and delegating tasks, including hiring a virtual assistant. They outlined plans for an ecosystem project, focusing on creating a user-friendly directory with profiles for ecosystem partners and a Black Business Directory. Ryan proposed using AI tools like GPT and Canva for efficiency. They emphasized the importance of clear, actionable steps, such as setting up a DBA or filing for an LLC. Hilda suggested creating a virtual magazine for the Black Business Directory to enhance visibility. Both agreed on the need for a streamlined process to add businesses to the directory and planned to meet again to review progress.

Action Items

- Ryan to continue working on the Q&A section and start building out the profiles for the ecosystem partners.
- Hilda to clean up the Black Business Directory data and create the magazine-style format for the Black Business Directory.
- Hilda to explore the costs and options for creating the Black Business Directory magazine, potentially using a platform like Canva or Issue.
- Ryan and Hilda to meet again next Thursday to review progress and discuss next steps.

+ Add action item



Otter.ai logo and navigation sidebar. The sidebar includes a user profile for Ryan Miller (alerts@ryanmiller.c...), an 'Invite Teammates' button, and a list of channels and folders. At the bottom, it shows a 'Business (Monthly)' subscription status with a progress bar indicating 548 of 6000 monthly minutes used, which resets in 2 days.

Entrepreneurship Journey Presentation

Summary Transcript

Template: General

Overview

Ryan Miller, director of MVCC Incubator and founder of Rust Belt Startup, shared his career journey, emphasizing the importance of leveraging relationships and technology. He has worked with over 500 entrepreneurs and runs an 8,000 sq. ft. co-working facility. Ryan highlighted the need for students to explore their interests and understand what they don't want in a career. He advocated for following curiosity, talent, and skills, and using tools like Otter.ai and Notion to enhance productivity. Ryan also stressed the significance of building a digital presence and fostering human skills like empathy and storytelling in the age of AI.

Action Items

- Investigate using transcription tools like Otter.ai to streamline meeting notes and capture institutional knowledge.
- Explore productivity tools like Calendly to optimize scheduling and reduce time spent on administrative tasks.
- Develop a framework to help students and clients distinguish between hobbies, jobs, careers, and vocations.
- Cultivate the mindset of being a "Chief Belief Officer" to support students and entrepreneurs in pursuing unconventional ideas.

Outline

Career Trajectory and Introduction to MVCC Incubator

- Ryan Miller introduces himself as the director of MVCC Incubator and founder of Rust Belt Startup, explaining his role in helping startups and small businesses.
- Ryan describes the MVCC Incubator as a business incubator and accelerator in Utica, New York, where he has worked with over 500 entrepreneurs and wannapreneurs.



Ryan Miller
alerts@ryanmiller.c...
Invite Teammates

Home

Otter AI Chat

Search

Apps

CHANNELS

Educational Entrepren...

Entrepreneurial Educa...

General

Hot Spot Catch-up

DIRECT MESSAGES

FOLDERS

1-on-1 Meetings

2024 Spring Artist Refi...

Artist Refinery

Content Ideas

Otter Beta ⓘ

Search

show me the conversation with Swasi about her website

Otter 3 months ago

Certainly, Ryan. You had two conversations with Swasi about her website, both in January and February of 2025. In the first conversation ([Swasi and Ryan Miller](#)), you discussed Swasi's Squarespace website. You emphasized the importance of clear calls-to-action, suggesting that every block should have an action item directing users to the same place. You also mentioned that you could go through some web-related changes with her. In the second conversation ([Swasiann and Ryan Miller](#)), you provided more specific feedback on Swasi's website:

1. You suggested featuring a larger headshot of Swasi, emphasizing her as a professional.
2. You recommended moving the "I'm Swasi. Your go-to business manager, virtual assistant" paragraph higher up on the page.
3. You advised replacing some content with "email marketing and social media" as core competencies.
4. You noted that Swasi was offering a free consultation, which you thought was good.
5. You mentioned that the "Who we help" section might be a bit long but overall was good.

Throughout both conversations, you were supportive and encouraging, telling Swasi that she's doing great and that you believe she can be successful. You also offered continued support beyond the initial website refinement.

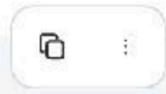
Ryan Miller 6 days ago

Out of all of the conversations you have, what are the top 3 to 5 areas the people are asking me for help with their business

Otter 6 days ago

Ryan, from your recorded conversations, here are the top areas people are asking for your business expertise:

1. **Business Strategy & Startup Support** - You're frequently consulted about helping entrepreneurs develop viable business models, identify revenue streams, and create minimum viable products (MVPs). This includes advising on business concepts like the house cleaning service directory ([Luciann's](#)) and providing feedback on business pitches ([Yue Business Pitch](#), [Yue Business Pitch](#)).
2. **Digital Marketing & Online Presence** - People seek your guidance on improving their digital footprint, including website design, user experience, and tracking metrics. You've advised on creating value exchanges for user data, implementing decision trees for website navigation, and tracking outbound links to measure effectiveness ([Hilda](#)).
3. **Financial Management & Operations** - You provide guidance on financial aspects of business, including QuickBooks setup and bookkeeping practices. You've led workshops on financial management and advised on categorizing transactions and setting up proper accounting systems ([DJI_30_20250416_200040](#)).
4. **Client Relationship Management** - You offer strategies for improving customer experience and follow-up systems. For example, you advised Emily on building better artist relationships in her tattoo business and suggested automating follow-up processes to reduce no-shows ([Emily Whalen and Ryan Miller](#)).
5. **Ecosystem Building & Resource Navigation** - You help connect entrepreneurs with appropriate resources and partners. You're working on organizing partner directories and





Ryan Miller

ThINC Tactical Session

50 min

Your chance to connect with Ryan for a 1-on-1 and discuss Refinery curriculum, business challenges and progress updates.

Be sure to be prepared (and share) what's on your mind when you book so we can make the most of our time together!

[Cookie settings](#)

[Report abuse](#)

Select a Date & Time



June 2025



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Time zone

Eastern Time - US & Canada (2:33pm) ▼

Understand

Anything

Your research and thinking partner, grounded in your sources, built with the latest AI

Try NotebookLM

NotebookLM

Add sources Discover sources

Sources let NotebookLM base its responses on the information that matters most to you.
(Examples: marketing plans, course reading, research notes, meeting transcripts, sales documents, etc.)

Upload sources

Drag & drop or [choose file](#) to upload

Supported file types: PDF, .txt, Markdown, Audio (e.g. mp3), .png, .jpg, .jpeg

Google Drive

[Google Docs](#) [Google Slides](#)

Link

[Website](#) [YouTube](#)

Paste text

[Copied text](#)

Source limit 0 / 50



Sources



+ Add

Discover

Select all sources



1.1 - Intro.txt



1.2 - What's the Problem.txt



1.3 - Start With Why.txt



1.4 - From Me To You.txt



1.5 - The 5 Ps.txt



2.1 - Are You Ready-.txt



2.2 - Pro Forma.txt



2.3 - Minimum Viable Product.txt



3.1 - Branding.txt



3.2 - If the Shoe Fits.txt



Chat



Designing Your Entrepreneurial Journey and Career Fulfillment

27 sources

This presentation by Ryan Miller, Director of the MVCC Incubator, provides **career guidance and insights gleaned from his own diverse professional journey**. He discusses the importance of building **relationships and leveraging technology** throughout one's career path, highlighting the value of a "living portfolio" on a **personal website** to showcase work and curiosity. Miller also emphasizes the need to **rethink traditional approaches to education and entry-level jobs** in the age of AI disruption, suggesting focusing on skills like **curiosity and storytelling** while utilizing productivity tools to enhance efficiency. Finally, he differentiates between **hobbies, jobs, careers, and vocations**, urging listeners to help students and clients navigate these distinctions to find fulfilling paths and recognize their potential to make a significant impact through small shifts in guidance.

Save to note



Add note

Audio Overview

Mind Map

Start typing...

4 sources



How can individuals navigate career changes and disruption in a rapidly evolving world?



Studio



Audio Overview



Create an Audio Overview in more languages! [Learn more](#)



Deep Dive conversation

Two hosts

Customize

Generate

Notes



+ Add note

Study guide

Briefing doc

FAQ

Timeline



Saved notes will appear here

Save a chat message to create a new note, or click Add note above.



(Saved responses are view only)

2. Main Themes and Key Ideas:

- **Dynamic Nature of Career Trajectories:** Miller's personal journey, with multiple seemingly unrelated career shifts, underscores the reality that careers are rarely linear. He emphasizes that "success" is often a messy, non-linear path, not a straight arrow. The average person will have 12 different jobs by age 38, and almost half of college grads work in fields unrelated to their major (Presentation.pdf). This challenges the traditional notion of finding one lifelong career.
- **Beyond "Follow Your Passion":** While passion is valuable, Miller argues that "follow your passion" isn't always the best initial advice, especially for young people. More effective strategies include:
 - **Following Your Curiosity:** Exploring what genuinely interests you and where you're willing to invest time learning and developing (09:51, Presentation.pdf).
 - **Following Your Talent:** Identifying and building upon natural aptitudes (11:37, Presentation.pdf).
 - **Following the White Space/Opportunity:** Finding problems where you can uniquely contribute (Presentation.pdf).
 - **Following Your Skills:** Developing proficiencies that potentially evolve into a passion (12:22, Presentation.pdf).
- **Understanding the "Game" of High-Profile Careers:** Miller cautions against solely pursuing highly competitive fields like sports, or tech founding, citing Scott Galloway: "If you're in a field where the rewards are outsized, the competition is outsized — and you need to be in the top 1% to make a good living." (Presentation.pdf). He highlights the statistic that 86% of Sag AFTRA members don't even

Guidance Study Guide

Quiz

1. What is Ryan Miller's current role and the name of the organization he directs? What is his pitch for this role?
2. According to Ryan Miller, what is the common thread connecting his seemingly unrelated career jumps?
3. Instead of solely advising people to "follow their passion," what alternative advice does Ryan Miller suggest? List at least three alternatives.
4. What does Ryan Miller mean by the "dream adjacent" approach, and what use to illustrate it?
5. How does Ryan Miller emphasize acquiring digital real estate, like a LinkedIn profile, over relying solely on social media profiles?
6. Explain the concept of "increasing the surface area for serendipity" as shared by Ryan Miller. How can one practically apply this?
7. What is the significance of the statistic that 86% of Sag AFTRA members don't even have health insurance to qualify for health insurance?
8. How does Ryan Miller suggest using AI tools like Otter.ai to increase productivity and gain insights from past interactions?
9. According to Liz Gilbert's distinction shared by Ryan Miller, what is the key difference between a career and a vocation?
10. What does Ryan Miller mean when he says his job as an incubator director is to either get the plane to fly or crash it quickly?

Designing Your Entrepren...



00:00 / 18:51 • English

Final Round AI

- Tools
 - Live Interview Popular
 - Mock Interview
 - Auto Apply Beta
 - Resume Builder
 - Interview Question Bank

- Materials
 - Preparation Hub
 - Document Center

- Education
 - Get Started

Live Interview
Choose from multiple AI models — or even run two interview bots at the same time. We're here to help you practice smarter and perform better in your real interviews.

Auto Apply
Apply to 1,000 jobs with one click. No worries — all positions are smart-matched to your resume. Trust us, we won't get it wrong.

Role	Address	Company	Workload	Action
Software Engineer	1234 Main St, San Francisco, CA	Google	High	Quick Apply
Product Designer	4567 Market St, San Francisco, CA	Apple	High	Quick Apply
Backend Developer	7890 Mission St, San Francisco, CA	Meta	Medium	Quick Apply
Data Scientist	10101 Divisadero St, San Francisco, CA	Amazon	Medium	Quick Apply
Service Engineer	11111 Serrano Ave, San Francisco, CA	Uber	Medium	Quick Apply
Product Manager	12122 Geary Blvd, San Francisco, CA	Spotify	Medium	Quick Apply
UX/UI Designer	13133 Golden Gate Ave, San Francisco, CA	Adobe	Low	Quick Apply
Digital Marketing Specialist	14144 Embarcadero St, San Francisco, CA	Facebook	Low	Quick Apply
Content Strategist	15155 Bay St, San Francisco, CA	Slack	Low	Quick Apply

Auto Apply
Want to apply to 1,000 jobs with one click? No worries — all positions are smart-matched to your resume. Trust us, we won't get it wrong.

Question Bank
Real interview questions from top companies, including behavioral, technical, and case questions. Practice anytime with self-guided Q&A.

Question Bank
Real interview questions from top companies, including behavioral, technical, and case questions. Practice anytime with self-guided Q&A.

Preparation Hub
Based on your resume and the job, we'll list questions you might get in the interview. You can review, edit, or add your own to help you get better prepared.

Preparation Hub
Based on your resume and the job, we'll list questions you might get in the interview. You can review, edit, or add your own to help you get better prepared.

interviewwarmup

interviewwarmup

A quick way to prepare for your next interview in **Project Management**

Practice key questions, get insights about your interview

Start practice

Interview Coach: Mock Job Interview Prep

By John Magos

Job interview prep with a pre-interview info phase.

★ 4.8 Ratings (100+) 5K+ Conversations

Conversation starters

- Please review this job description and my resume.
- What additional details do you need for the mock interview?
- Start the mock interview now.
- Can you give me feedback on my last answer?

Capabilities

- ✓ **Actions**
Retrieves or takes actions outside of ChatGPT

Start Chat

"FutureTools Collects & Organizes All The Best AI Tools So YOU Too Can Become Superhuman!"

Search - Try things like "YouTube" or "SEO" to find specific tools for your needs...

- AI Detection
- For Fun
- Image Scanning
- Productivity
- Text-To-Speech
- Free
- Aggregators
- Gaming
- Inspiration
- Prompt Guides
- Text-To-Video
- Freemium
- Avatar
- Generative Art
- Marketing
- Research
- Translation
- GitHub
- Chat
- Generative Code
- Motion Capture
- Self-Improvement
- Video Editing
- Google Colab
- Copywriting
- Generative Video
- Music
- Social Media
- Voice Modulation
- Open Source
- Finance
- Image Improvement
- Podcasting
- Speech-To-Text
- Paid

Matt's Picks Special Offer

Join The Free Newsletter



Showing 46 of 3471 Total Tools.

Sort (Default - Newest) ⌵

AI-Powered Digital Human Cloud

Host 100 Million AI Avatars in the Cloud. Join the Future Today!

Get Started For Free ▶



virton beta

A new look at your shopping experience with virtual AI fitting

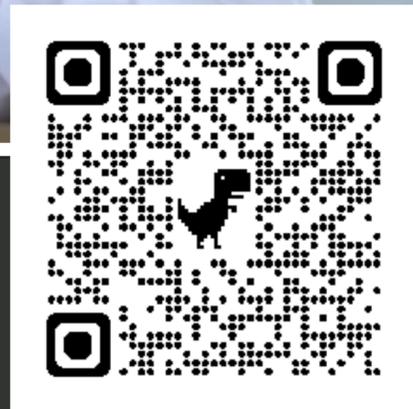


Your Easiest Go-To Avatar Tool

PRODUCT HUNT
#1 Product of the Day





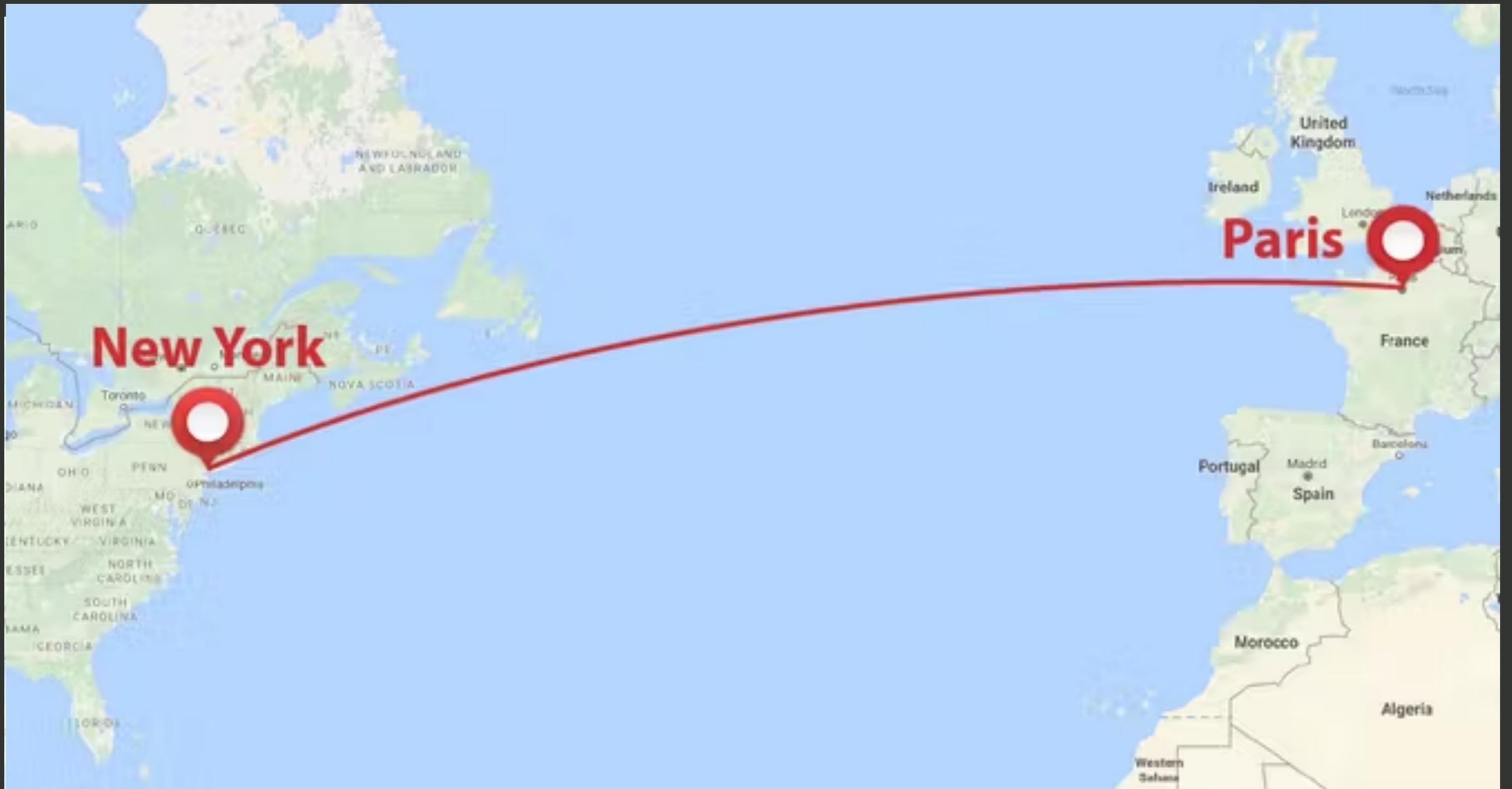


- Hobby
- Job
- Career
- Vocation







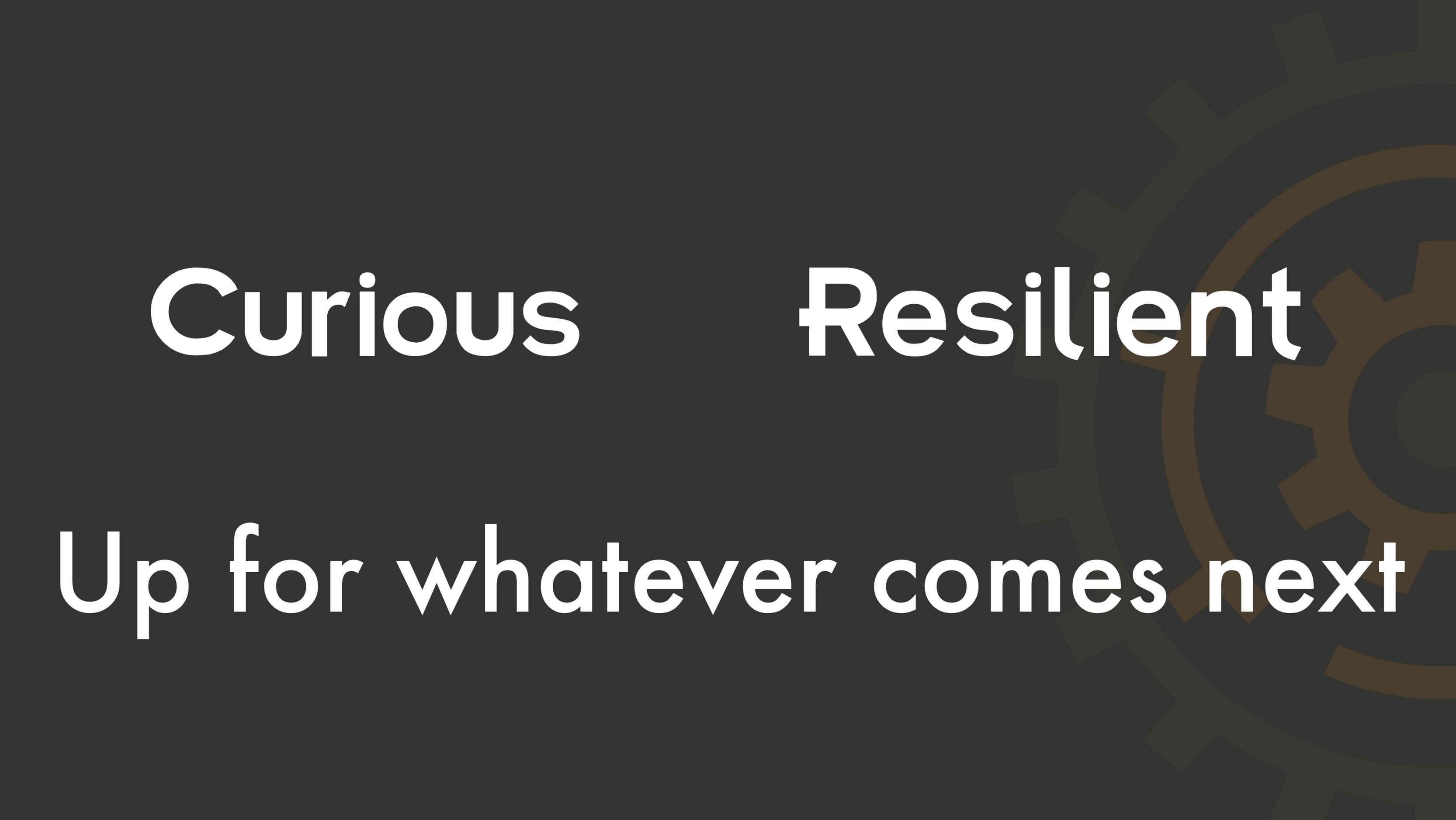


New York

Paris

A group of five children, three boys and two girls, are seated at a wooden table in what appears to be a classroom or office. They are all dressed in formal attire, including shirts, ties, and jackets. The children exhibit various expressions of concern and thoughtfulness. The boy on the far left has his arms crossed and a serious expression. The girl next to him looks down with a sad expression. The boy in the center has a wide-eyed, questioning look. The girl next to him wears glasses and looks directly at the camera with a serious expression. The boy on the far right has his head resting on his hand, looking down with a sad expression. The background shows a classroom setting with lockers and a bulletin board.

**What Do You Want to Be
When You Grow Up?**



Curious Resilient

Up for whatever comes next



RYAN MILLER

www.RustbeltStartup.com

**I Help Startups & Small Businesses
Start Up**