

A group of five children, three boys and two girls, are seated at a dark wooden table. They are all dressed in formal business attire, including shirts, ties, and jackets. From left to right: a boy with a serious expression, a girl looking downcast, a boy with a surprised or concerned expression, a girl with glasses looking sternly, and a boy resting his head on his hand, appearing tired or bored. The background is a blurred office setting with cubicles.

**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 photograph of five children sitting at a desk in a classroom. From left to right: a boy with brown hair and a light blue shirt, a girl with dark skin and braided hair in a light blue shirt, a boy with brown hair in a dark suit, a girl with blonde hair and glasses in a tan jacket, and a boy with brown hair in a dark suit who is resting his head on his hand. They all have serious or bored expressions. The image is dimmed to serve as a background for the text.

**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</i> to	% 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</i> it	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 Zers jausa.ja.org pro.morningconsult.com New Research Shows Teens are Re-Thinking the Future of Work Junior Achievement USA
6	Trade / vocational careers (electrician, mechanic, etc.)	10 %	JA x Citizens 2023 pro.morningconsult.com Influencers Are Becoming a Go-To Authority for Most Gen Zers More
7	Government / public service	9 %	JA x Citizens 2023 Nshss [PDF] NSHSS Career Interest Survey 2024 May 27, 2024

SUCCESS



WHAT PEOPLE THINK
IT LOOKS LIKE

SUCCESS

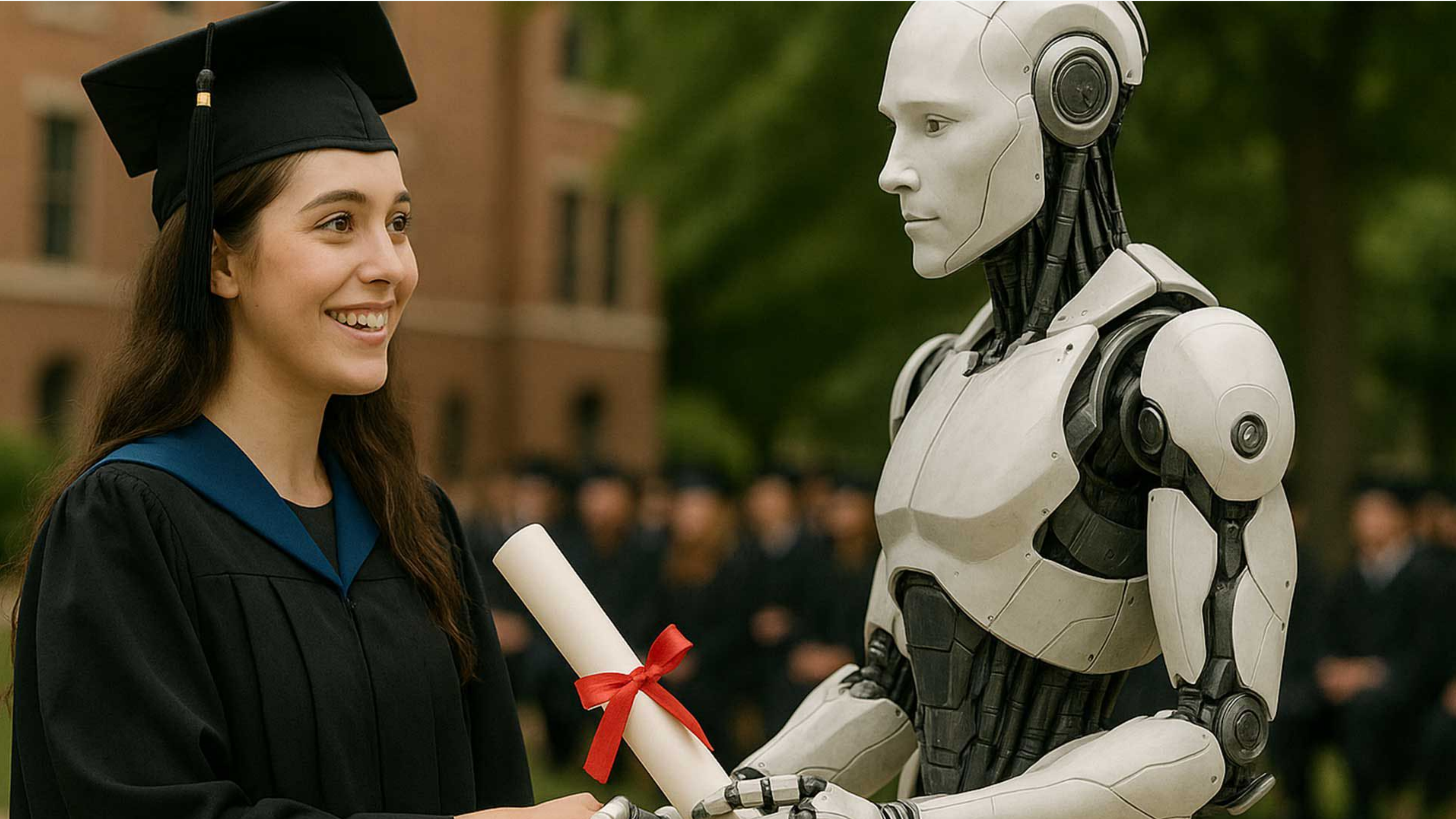


WHAT IT REALLY
LOOKS LIKE

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?*

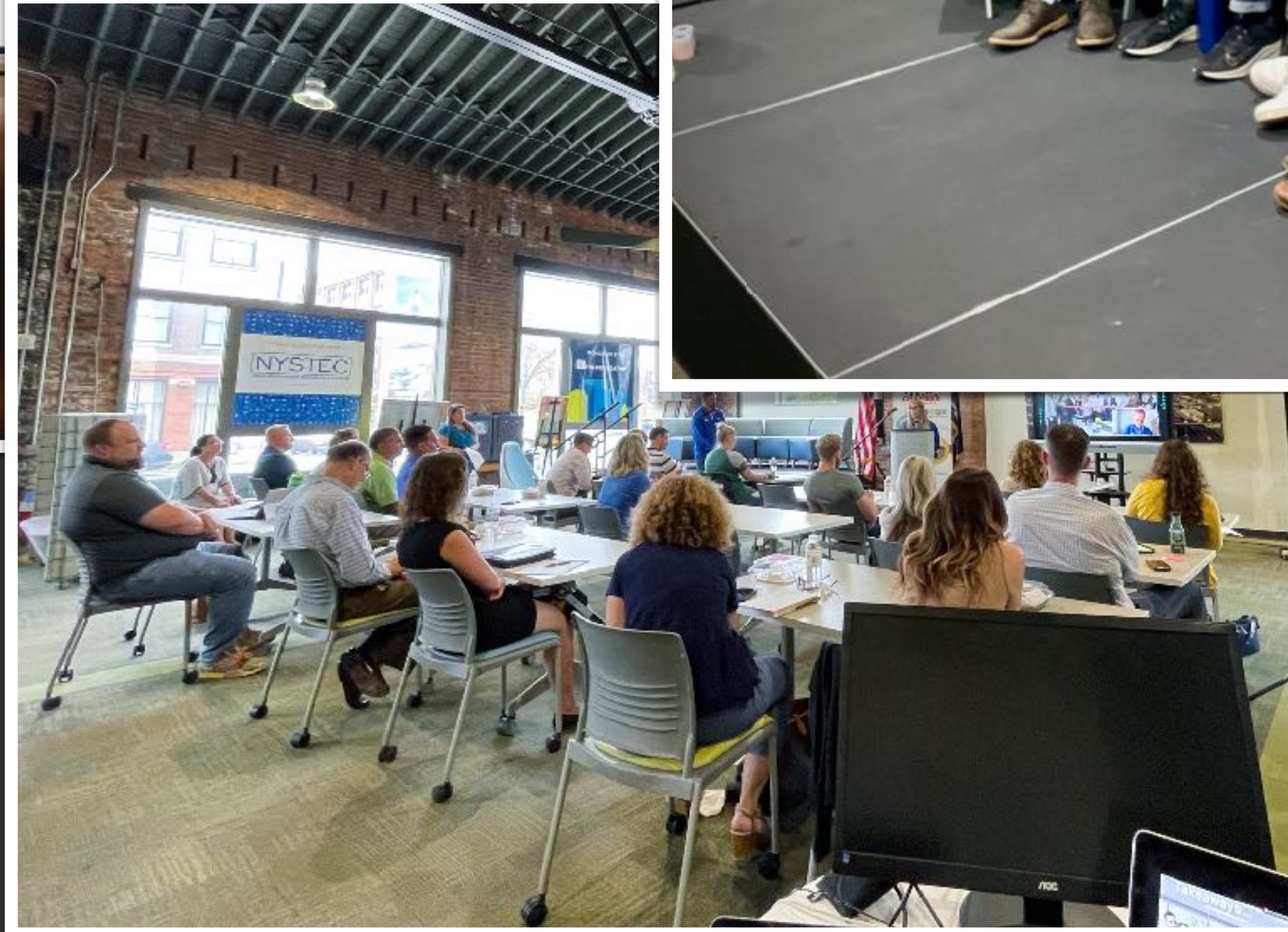


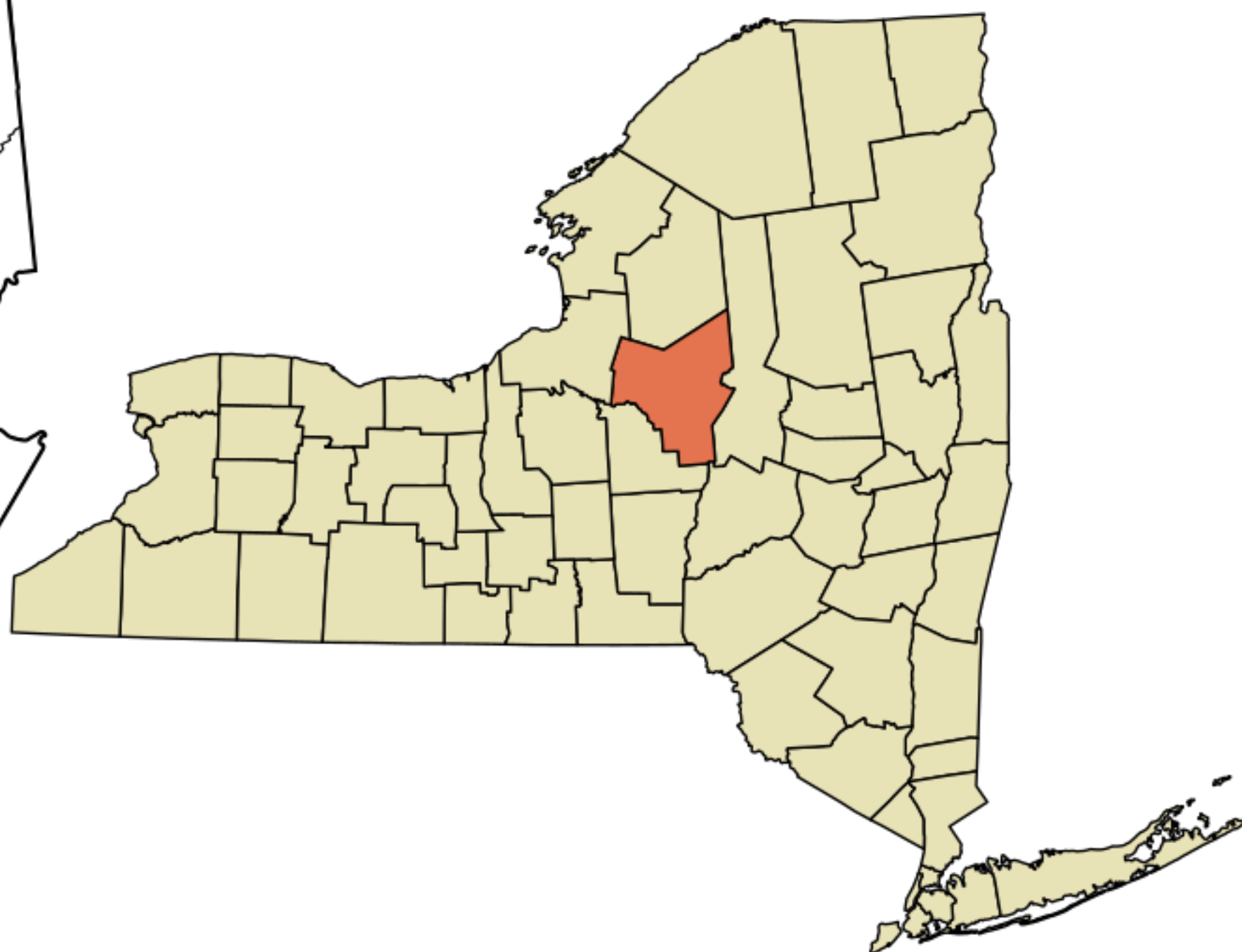
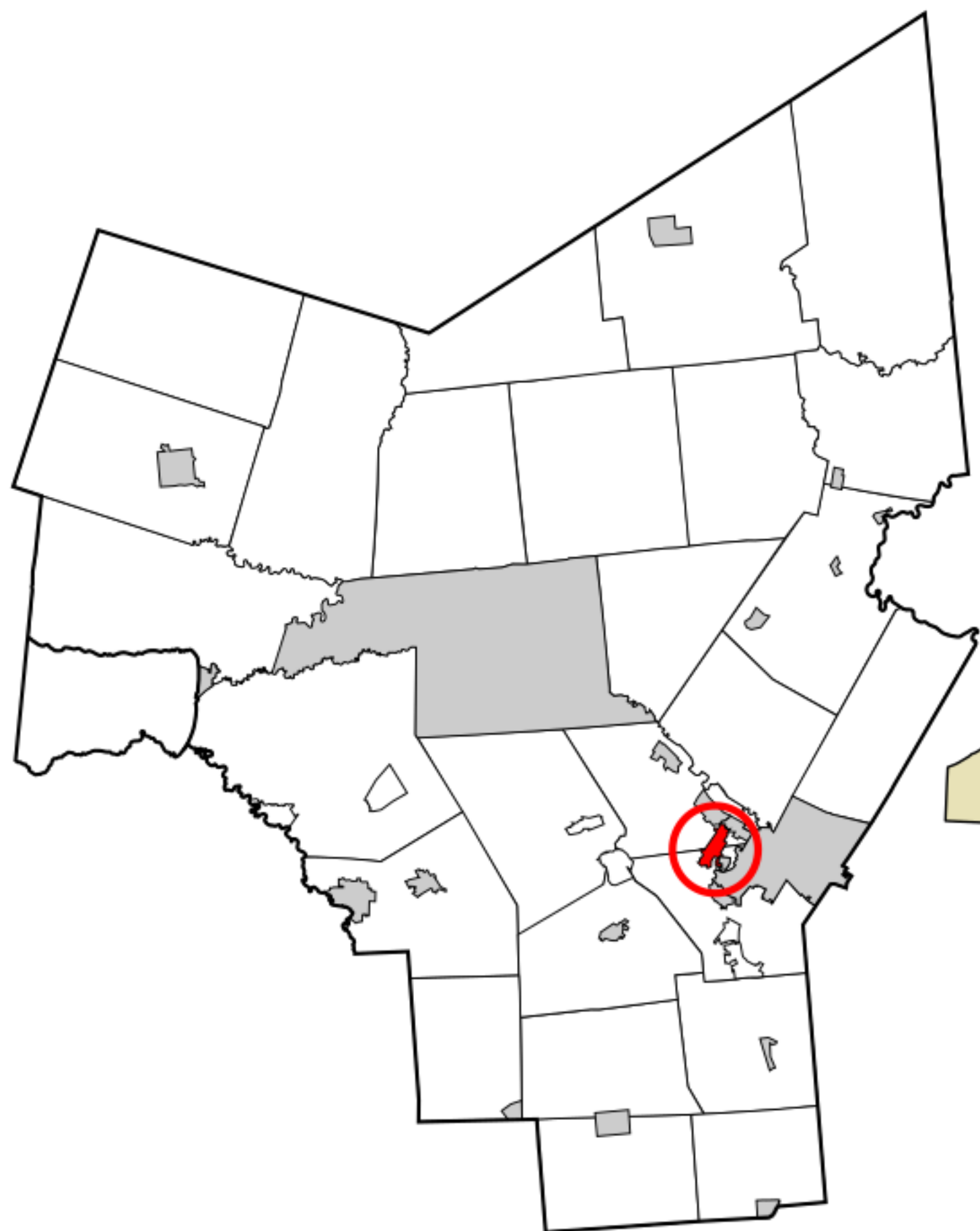


RYAN MILLER

Director | MVCC's ThINCubator
Founder | Rust Belt Startup



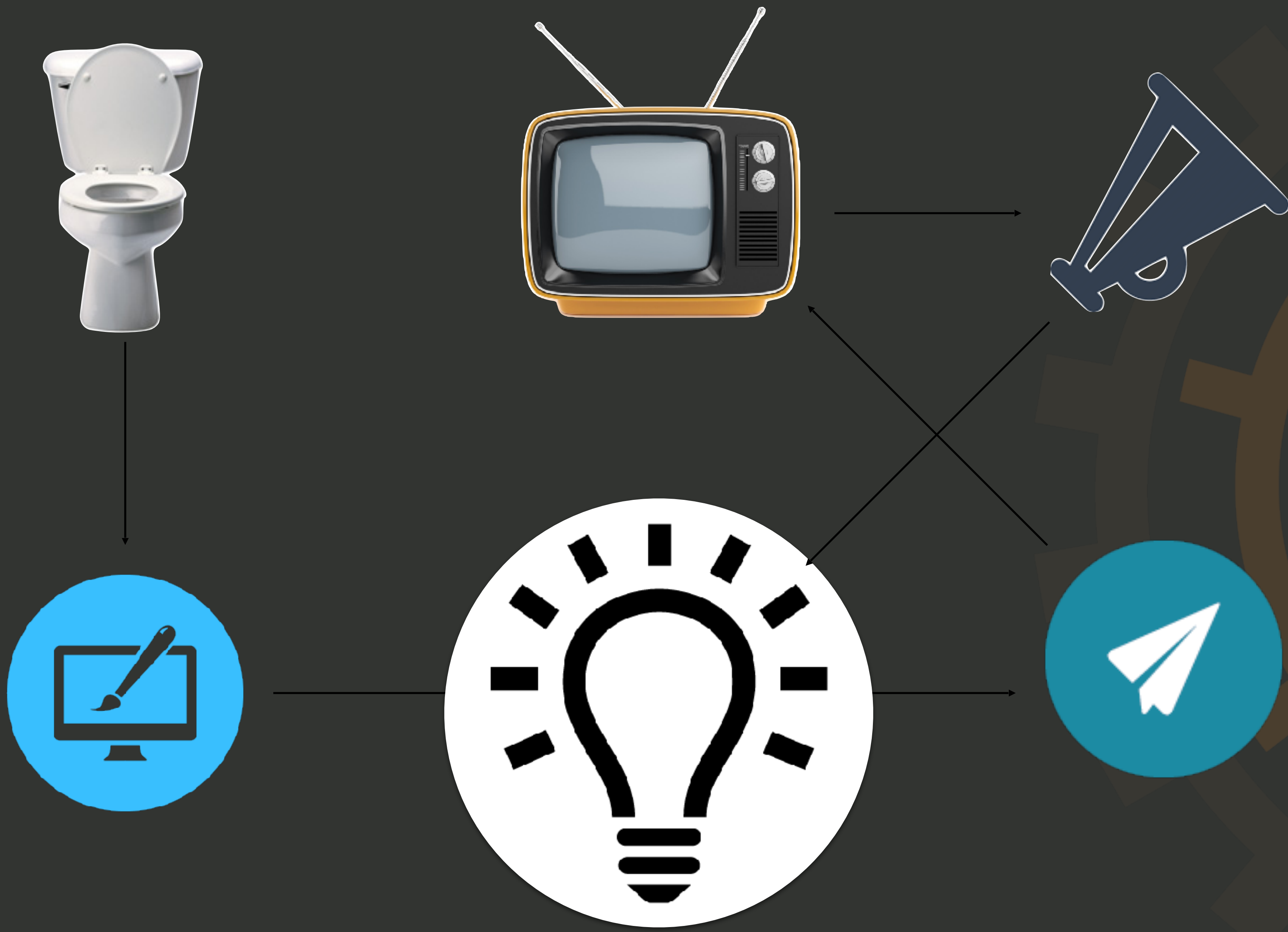




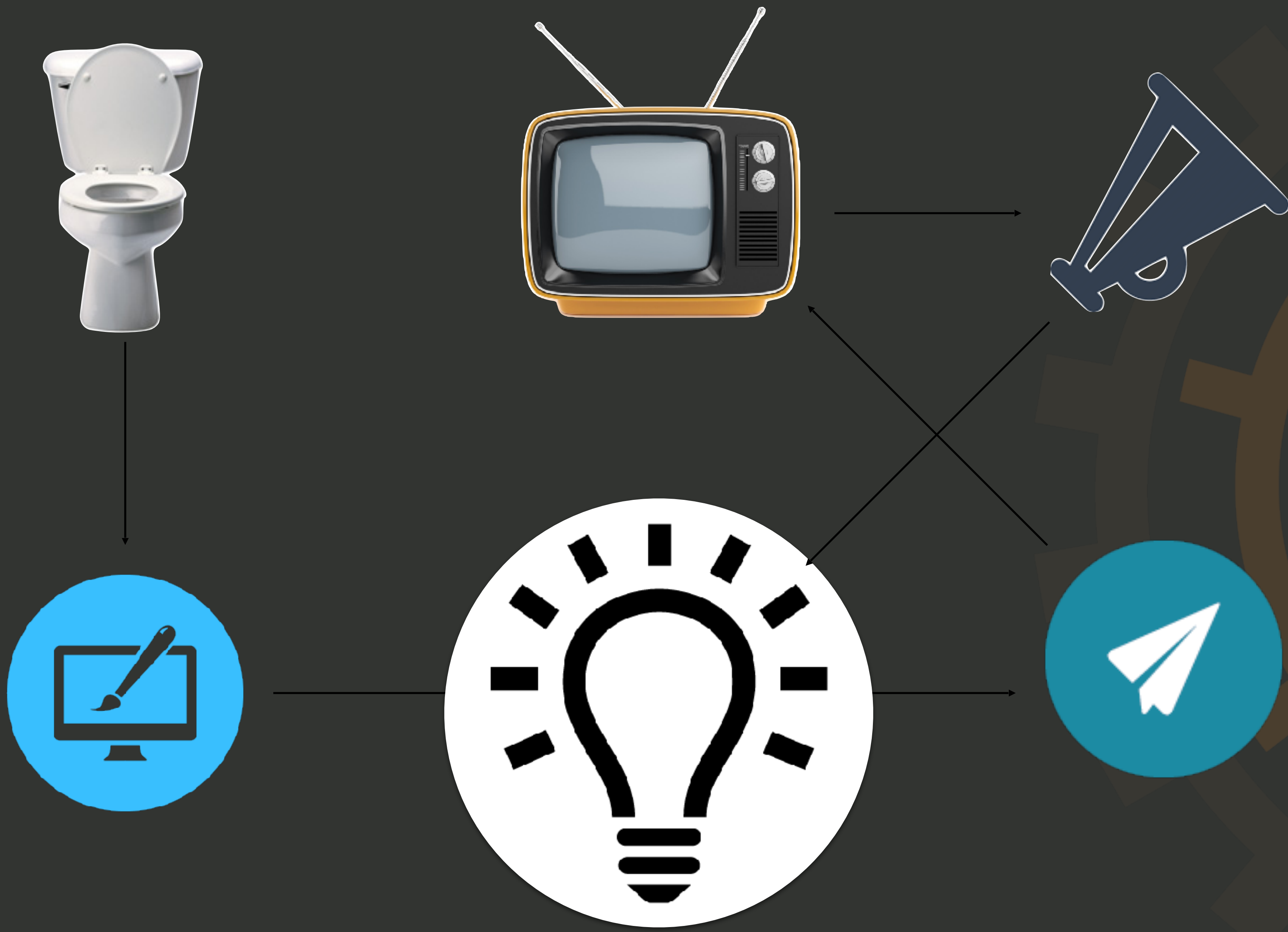


ITHACA
COLLEGE











Follow Your
Passion



Follow Your
Curiosity



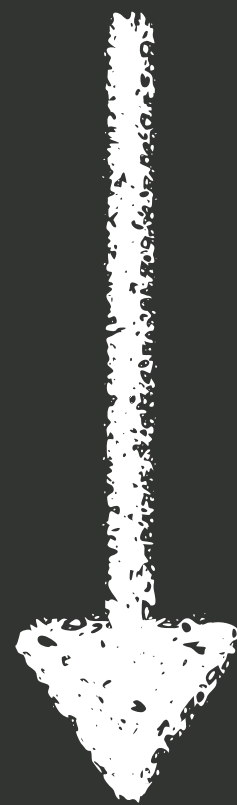
Follow Your Talent

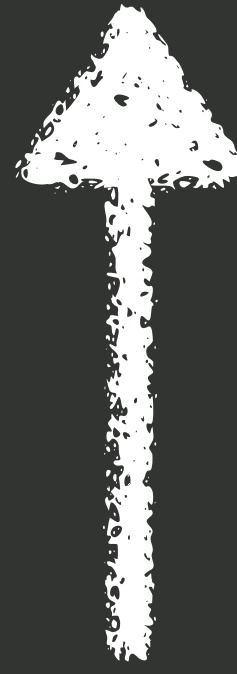




Follow Your
OPPORTUNITY

Follow Your
Skills

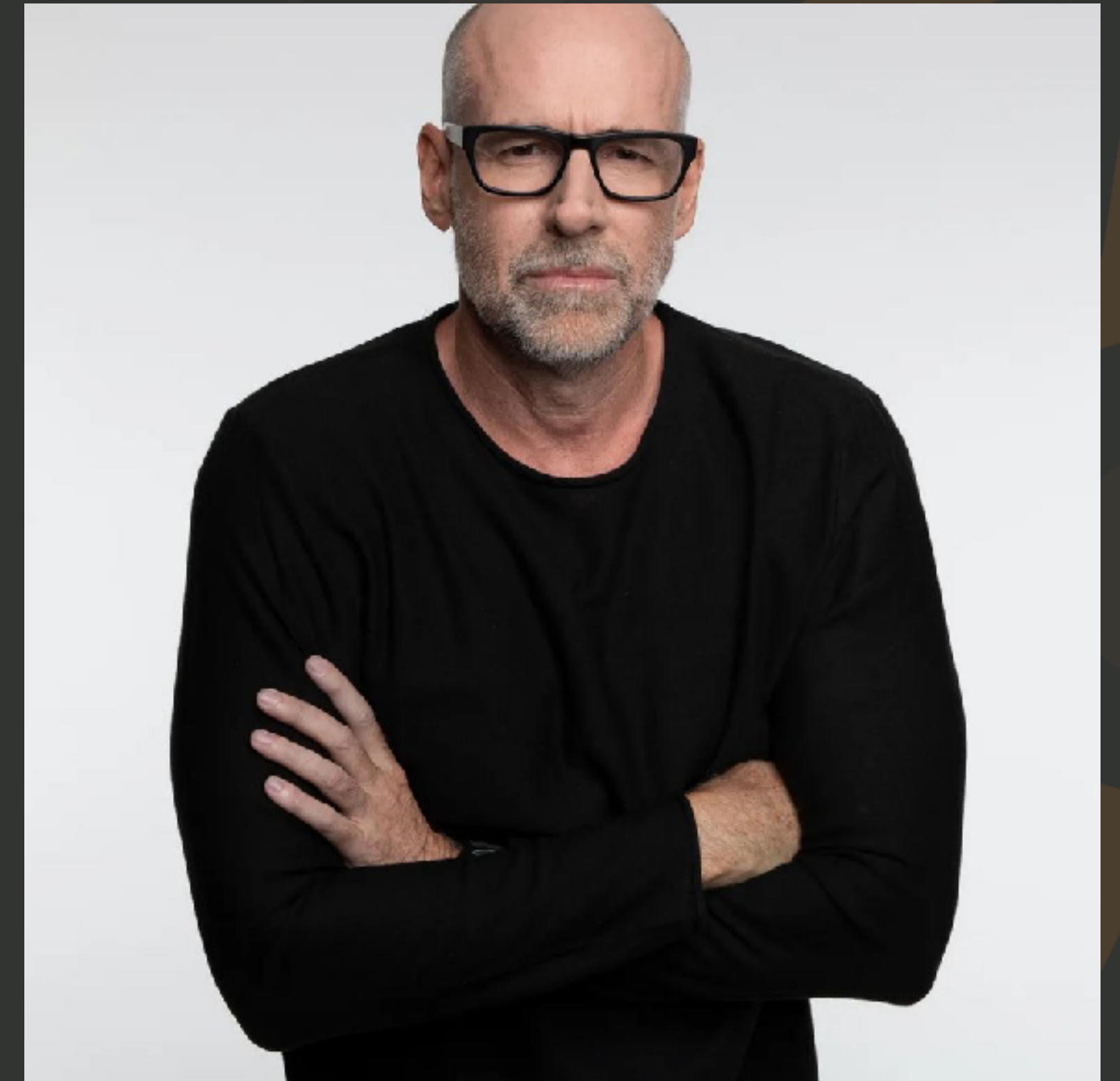




It May Become Your
Passion

“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





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?





The Thing About Sit-ups...

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

- Chase Jarvis





Get a Domain Name
www.yourname.com

startupking
.com

FOR
SALE

buildboldly.net

FOR
SALE

rusticthens.com

FOR
SALE





Digital Real Estate


Everything Else is a Rental





Knowledge, Mileage & Music

Based in Utica, NY



Music



Postcards,
Poetry & Prose



Mileage



Aerials

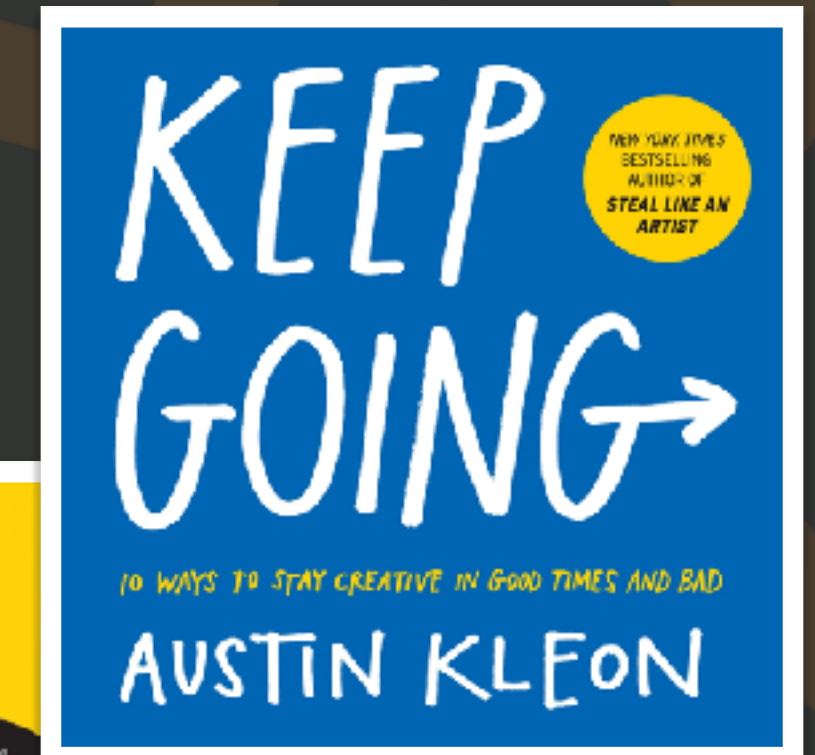
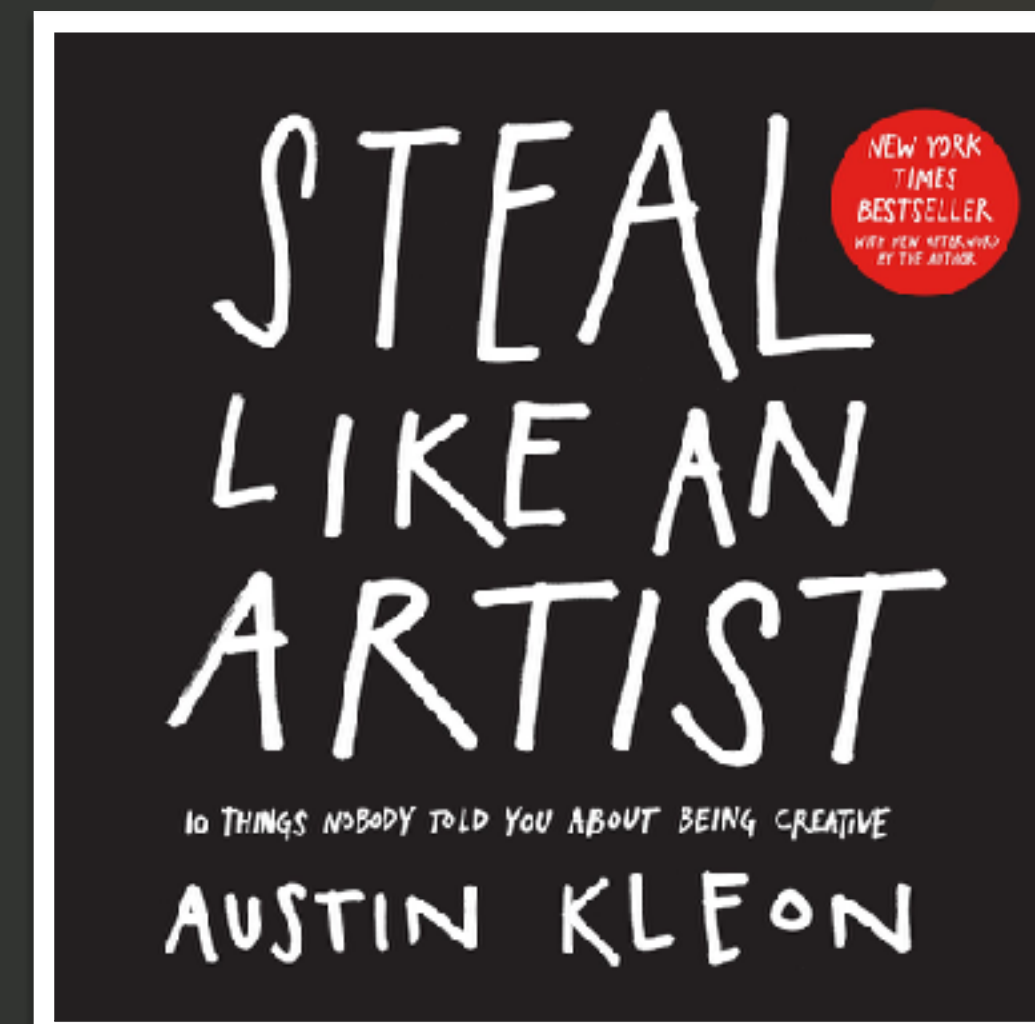


Films




Detour

Steal Like An Artist




Play in Different Mediums



HomePodcastOnline CoursesWebsite DevelopmentSpeakingBlogAboutContact

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, and Vocations

Watch on YouTube

ACUMEN ACADEMY

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 success... 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

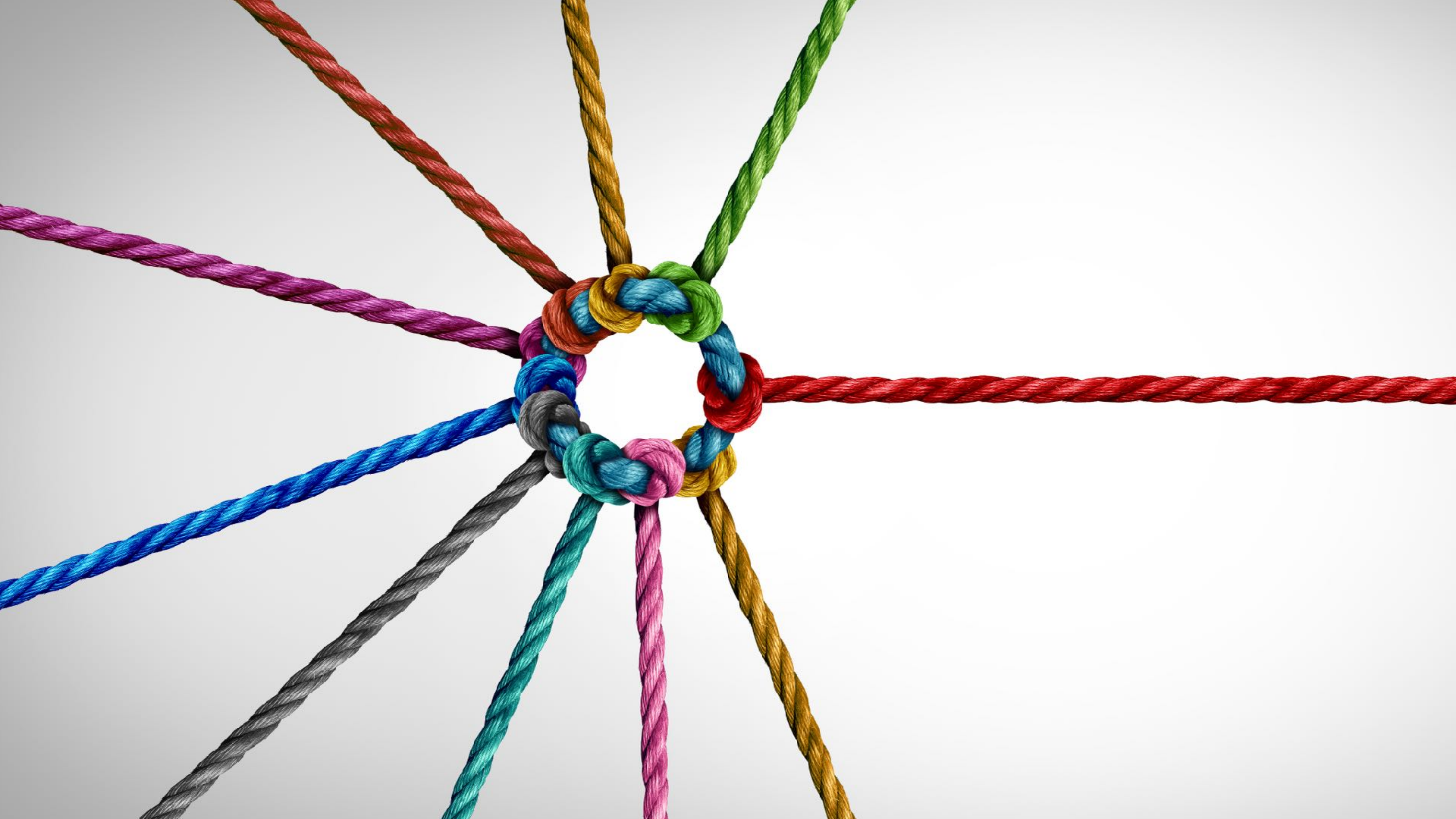
serendipity noun the

or beneficial finds. ■

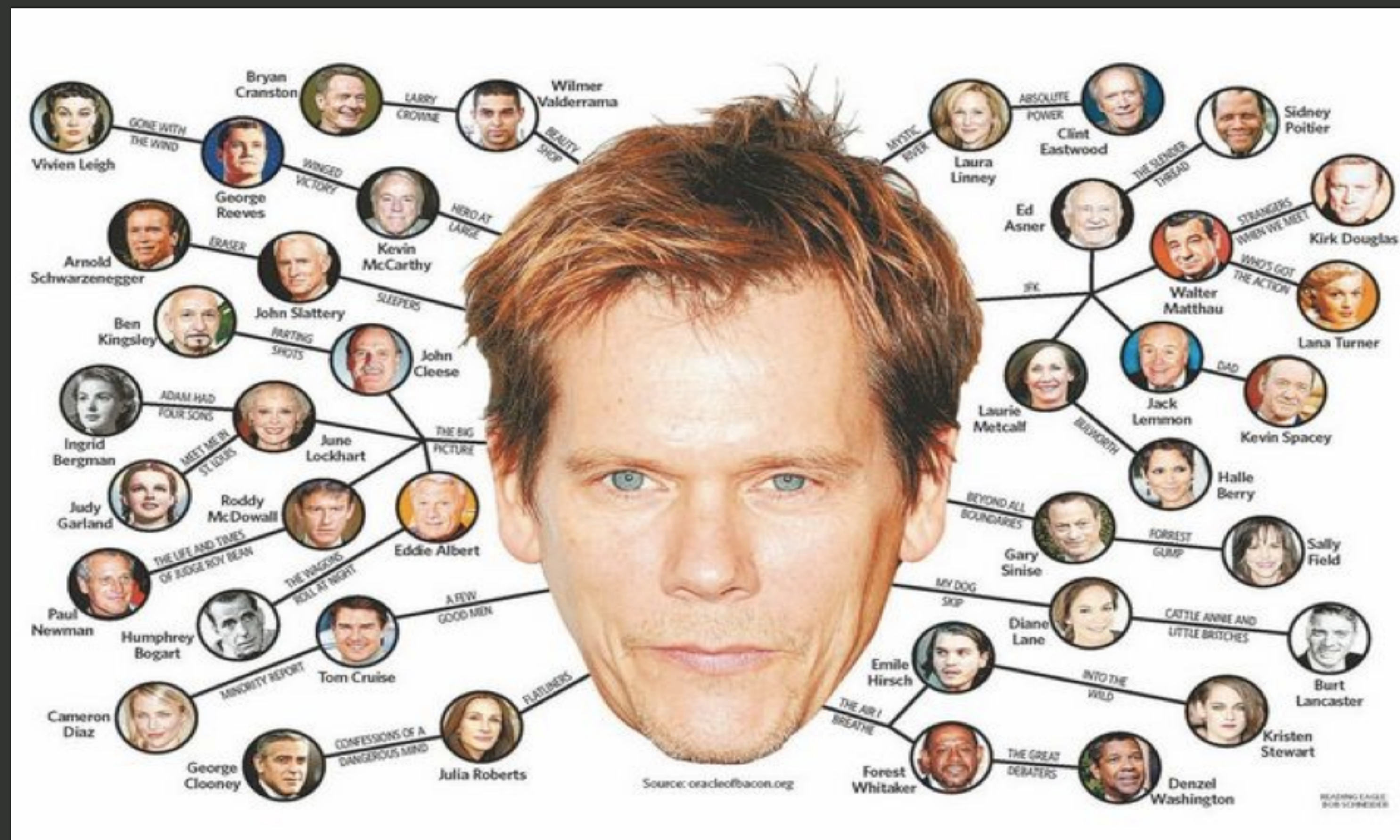
former name for Sri







6 Degrees.



3.57



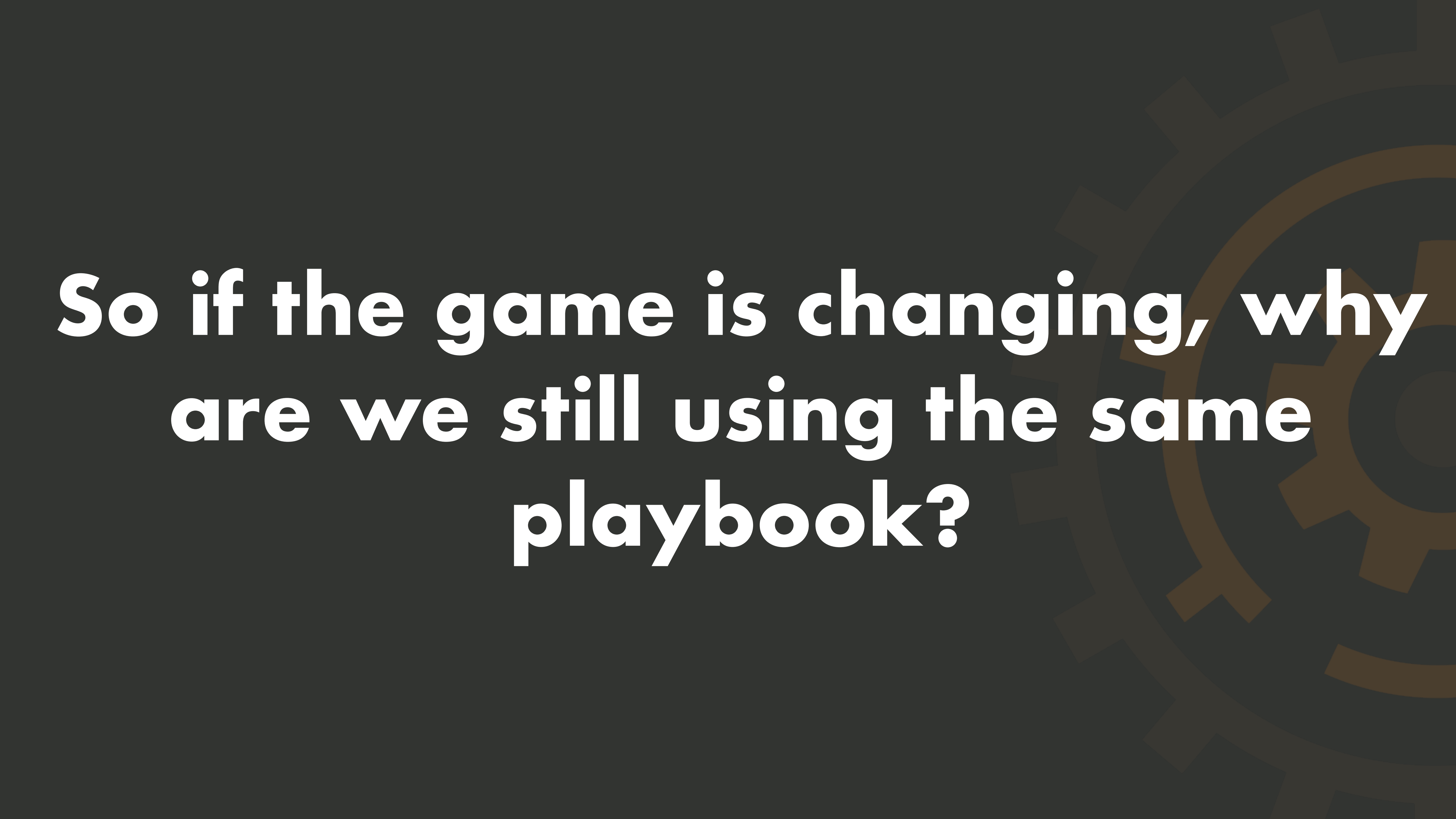
Thank You!







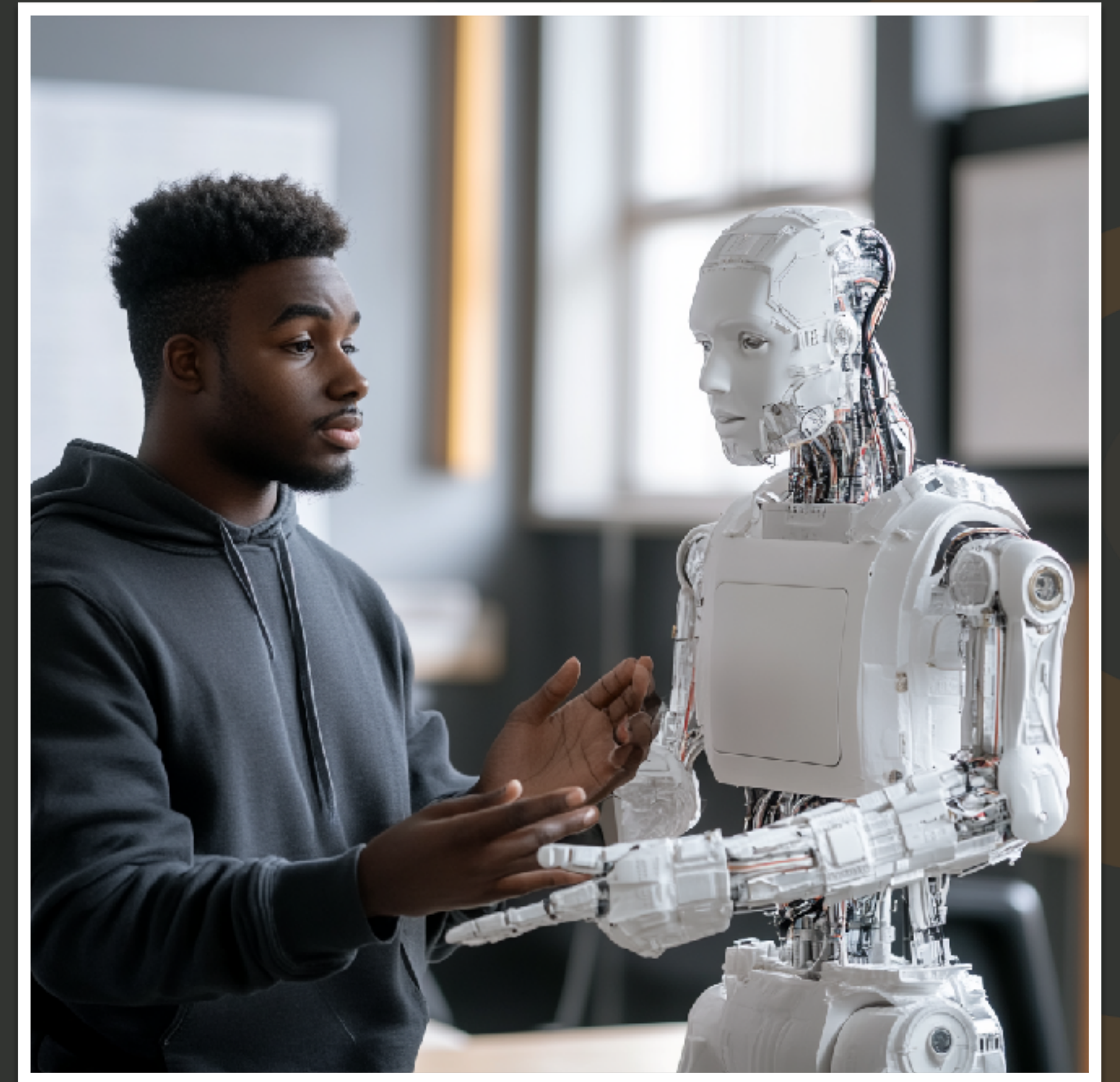
Build A Networking Practice - Get in the Reps



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

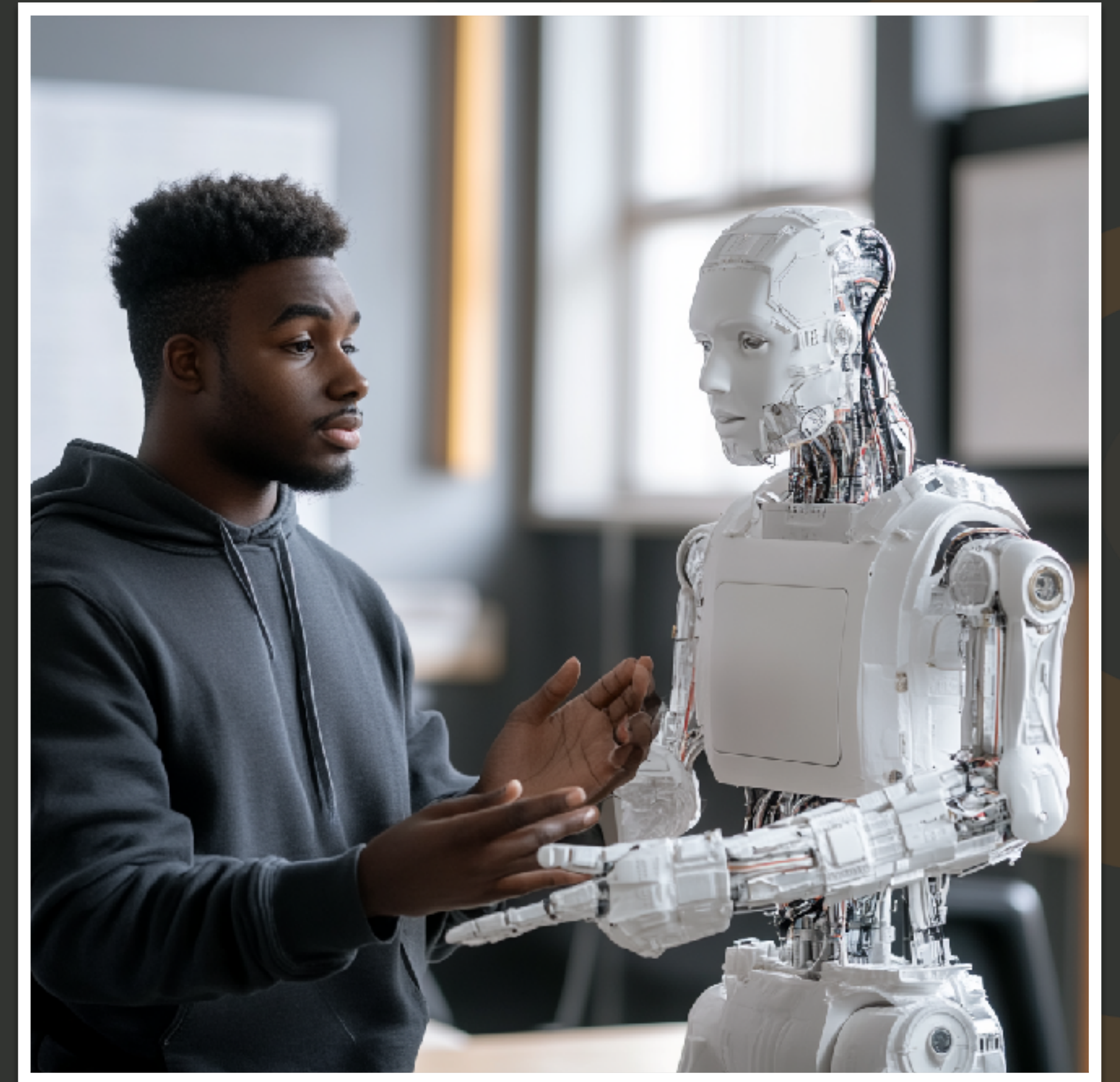


What happens when the value of raw knowledge, our ability to just memorize data, drops to zero?



Most Valuable Skills Reflect the Times...

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



We're Biologically Moved By Storytelling



Stories...

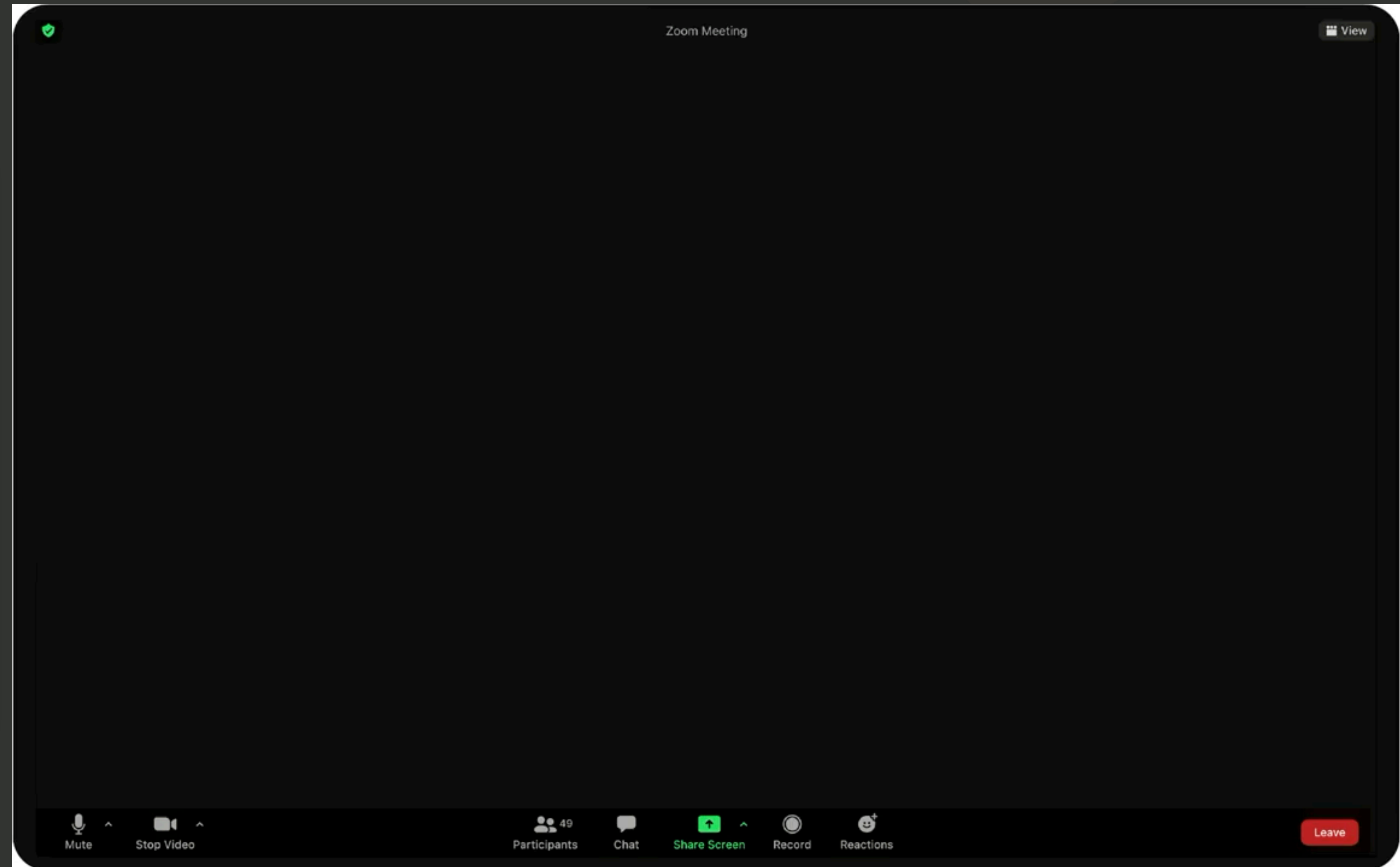
- Prompting
- Selling
- Starting a Movement
- Advocating
- Creating Change







Otter.ai





Ryan Miller

alerts@ryancmiller.c...

▼

+

Invite Teammates

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Otter AI Chat

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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

Business (Monthly)

548 of 6000 monthly minutes used. Minutes reset in 2 days

Entrepreneurship Journey Presentation

Summary Transcript

Template: General ▼

AI Ch...

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.

+ Add action item

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@ryancmiller.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 ⓘ

Q 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) ▼

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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 (13:05, Presentation.pdf).
 - **Following Your Skills:** Developing proficiency in skills that can potentially evolve into a passion (12:22, Presentation.pdf).
- **Understanding the "Game" of High-Profile Careers:** Miller argues 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 website, over relying solely on social media profiles?
6. What is the concept of "increasing the surface area for serendipity" as 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?
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

Upload your resume and cover letter, and AI will select key content and submit you during the interview to help streamline your process.

Matched jobs · Your Applications · Email · Profile

Role	Address	Company	Working role	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	3210 Divisadero St, San Francisco, CA	Amazon	Medium	Quick Apply
DevOps Engineer	6543 Geary Blvd, San Francisco, CA	Netflix	Medium	Quick Apply
Product Manager	9876 Sutter St, San Francisco, CA	Uber	Medium	Quick Apply
UX/UI Designer	2109 Valencia St, San Francisco, CA	Twitter	Low	Quick Apply
Digital Marketing Specialist	5432 Divisadero St, San Francisco, CA	LinkedIn	Low	Quick Apply
Content Strategist	8765 Divisadero St, San Francisco, CA	Spotify	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

Industry: Company: Difficulty:

Imagine you're a PM at Google. You can work on any product you want. Which one would you choose? Why?

Project Manager · Product at Google · Difficulty: High

If I were a PM at Google, I would choose to work on Google Workspace because it directly impacts the productivity of millions of users worldwide, making it a platform with both immediate reach and a high potential for innovation. I would be responsible for overseeing the development and launch of new features, ensuring seamless integration with existing products, and collaborating with cross-functional teams to deliver a superior user experience.

Why Google Workspace?

- Cross-Platform Ecosystem
- Scalability and Security
- Integration with Existing Products
- Global Reach and Impact

Google Workspace is at the heart of modern productivity. Its suite—Gmail, Docs, Drive, Sheets, Slides, and Meet—enables teams to collaborate seamlessly, offering endless possibilities for streamlining workflows. As PM, I would oversee the development of new features that enhance collaboration, security, and integration, ensuring that Google Workspace remains the most powerful and intuitive productivity platform in the world.

Tell me about a time you brought two teams together.

Scenario: Product at Google · Difficulty: Medium

In one of my past roles, I worked as a bridge between the product team and the engineering team, which was essential when I successfully brought them together.

Scenario: Product at Google · Difficulty: Medium

Our company was releasing a new feature of our platform to improve user registration rates. The product team had a vision, but the engineering team was concerned about the timeline. I facilitated a series of meetings, ensuring both teams were aligned on the priorities and the feasibility of meeting the tight deadline. Both teams were passionate about their respective roles, and through open communication and collaboration, we successfully launched the feature on time, leading to a significant increase in user registration.

Question Bank

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

interview warmup

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

Practice key questions, get insights about you

interview warmup

Start practice

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.

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

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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

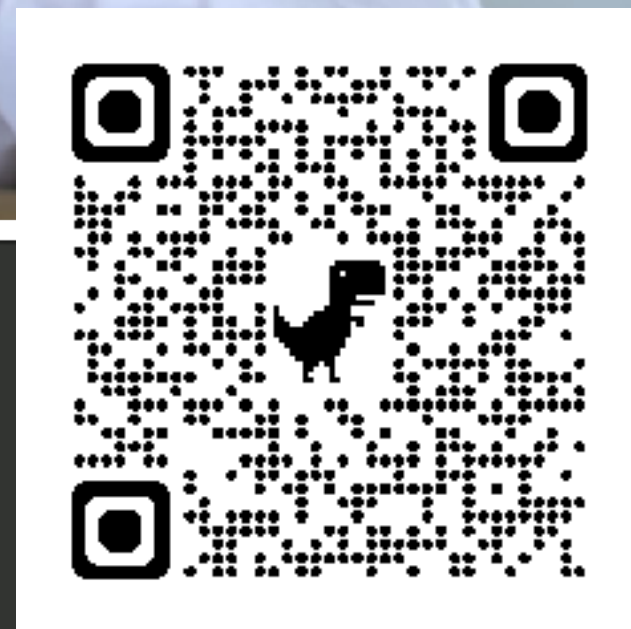


Your Easiest Go-To Avatar Tool

PRODUCT HUNT
#1 Product of the Day





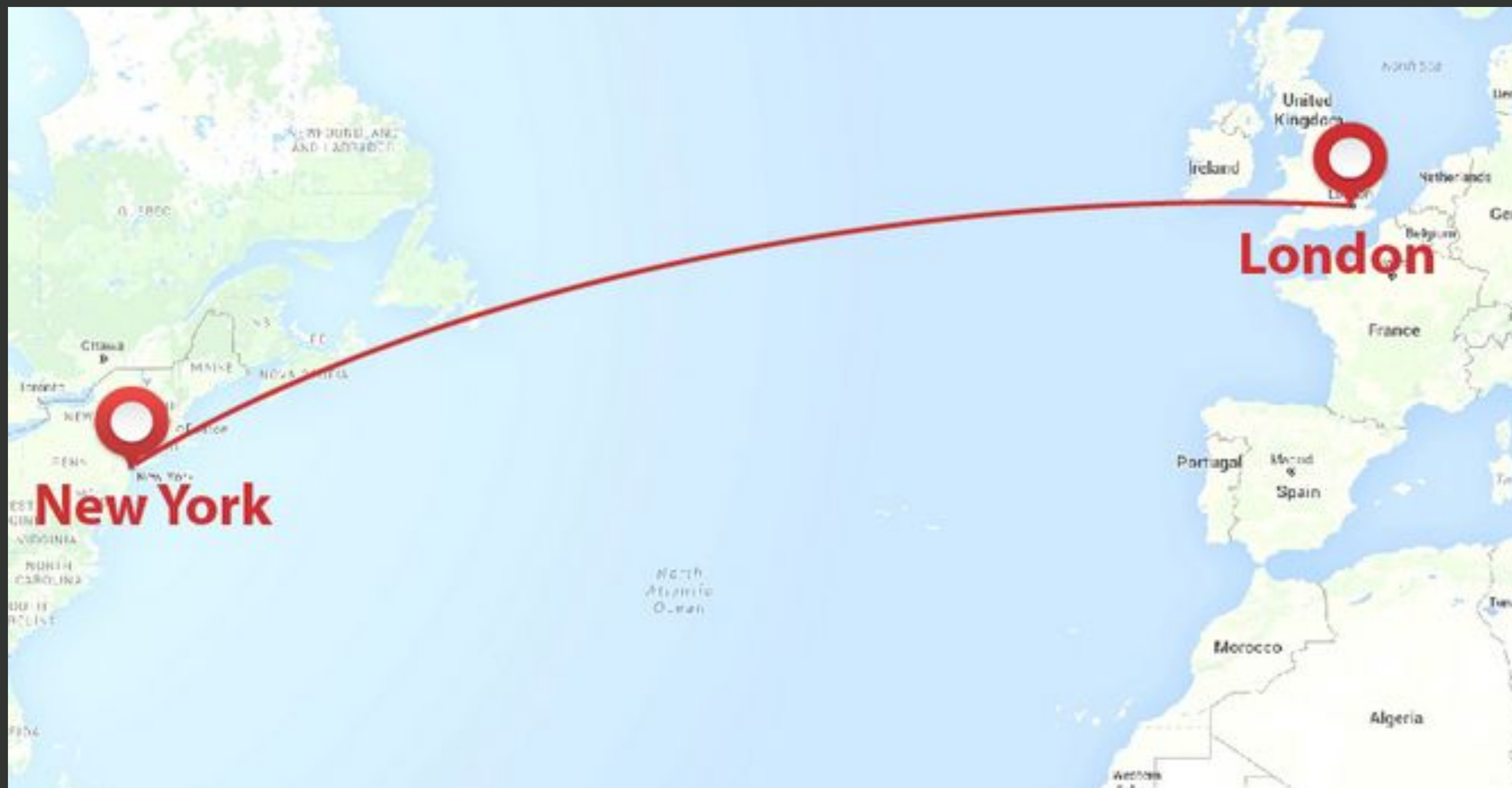


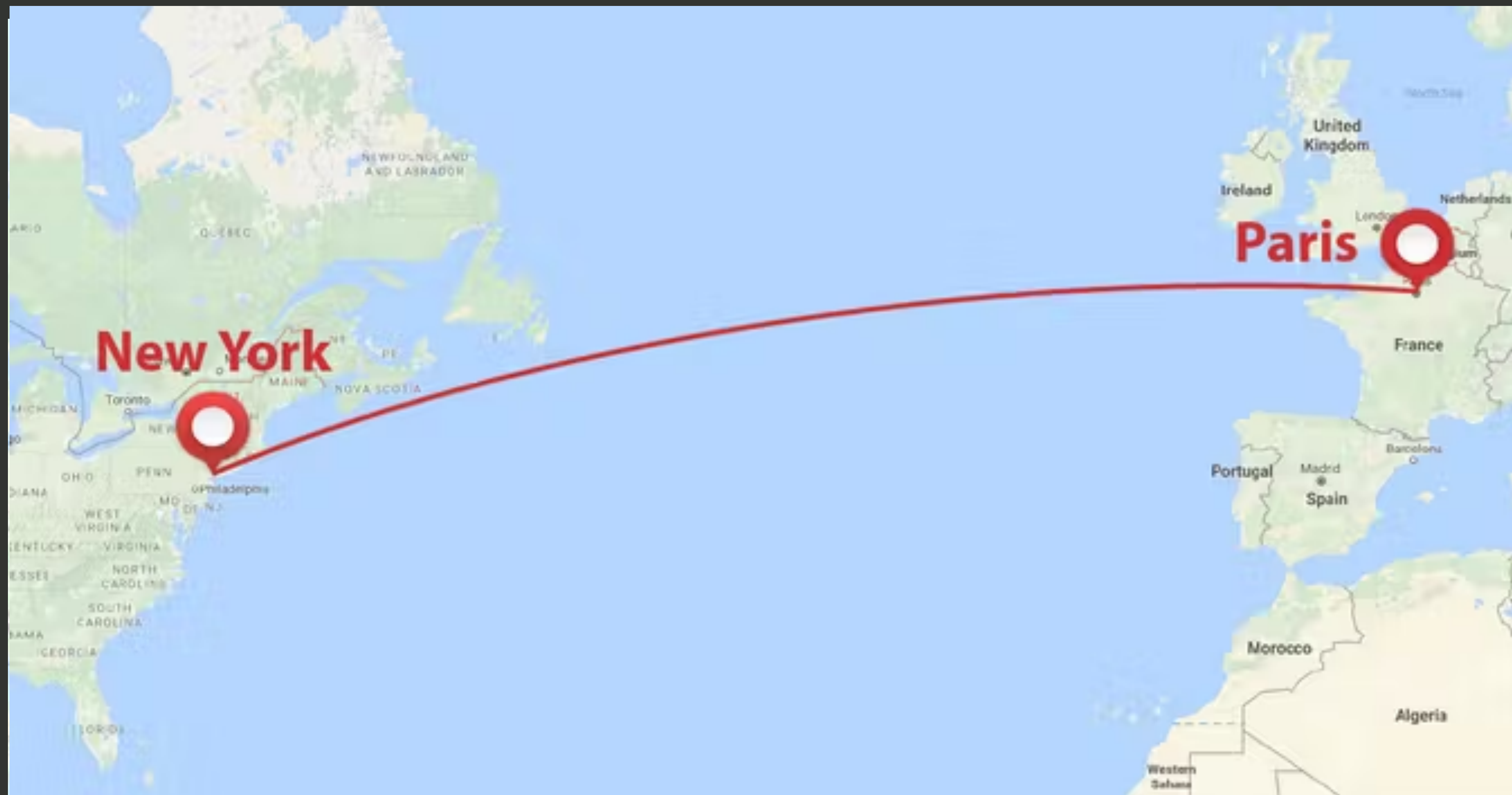
- Hobby
- Job
- Career
- Vocation











A group of five children, three boys and two girls, are seated at a dark wooden table. They are all dressed in formal business attire, including shirts, ties, and blazers. From left to right: a boy with a serious expression, a girl looking down, a boy with a surprised or concerned expression, a girl with glasses looking forward, and a boy resting his head on his hand, appearing tired or bored. The background is a blurred office setting with cubicles.

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



Curious

Resilient

Up for whatever comes next



RYAN MILLER

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I Help Startups & Small Businesses
Start Up