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Oral History Conversation with Amber Brandner

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And you being here isn't what is your mom's additional slim and your prize between

students and business that is your response. And regret. To say us overnight

trip ever before was

a proper conversation proper and just by way of introduction of future scholars and

I was used to record this conversation it was

a brief overview of what overnighting troupe are on and the social impact he steps into each and yet we should probably not say that I'm the founder of overnight it's not OK And I think the founders might be helped. I am the founder of

trip and what you're having is an overnight. Share So while there's

a question you want me to insult only American Beauty sides yeah I mean I can

really just more so speak to chirp and I mean overnight lead me to

a trip and through the connections that I made with that organization it was

actually. The fact that overnight has this sort of.

Shared value system so you you know it's kind of last minute stays meets hotels
	onight so it's like every means hotels and locals. Can post
people but there is a Exchange Congress rate but it's the excess ability of it is may be different than a near B. And B.

In terms of price point things like that but it's very much about this referral of like friends and having sort of communities of people that you're connected to so anyway as I started. I met overnight. Through doing a production in Coachella Actually I was I mean I can literally retrace my entire life back to like interactions with people and things that I chose to follow you know sort of like that intuitive feeling of Yes this doesn't seem like it all make sense but I feel like I should say yes to this thing so it was actually at Coachella that I met Andreas shame a woman who was working with overnight at the time I was there partnering with R.V. Sherpa and I had a creative arts and technology collective called collective one nine hundred thirty nine out in Santee that I had started which was kind of like a covert King space but I was really more of
a think tank we had live production music deejays musicians all this

stuff and so I went to Coachella to kind of build out this pop up community in collaboration with over me and Andreas was there representing overnight and we

just very much connected around community around the importance of communi like

this is the identity of what community is and how when you add a exchange of commerce it changes the dynamic and the relationship and why does

there have to be this one point you know the opportunity there that we're missing

the groups of people that are aligned in these values connecting and creating
deep communities with each other outside of the use of the application. So

overnight very much inspired trip and in a way I went on to work consulting with Tripp and for several months after that and

launched in San Francisco in New York and my approach was. To engage the local community to go out and just kind of let serendipity make things happen right so I had people that I very much valued and connections that I had

valued throughout the years you know from a conference here and there

a Social Innovation Summit in San Francisco for instance led me to reconnect with
a woman Kate McCowan who does amazing things for education I reconnected with her in New York City I wanted to do a podcast with her at the time I was doing a podcast for thing called it's news which was like you wake up to curated news so I would do I was like Cool I'll do that but I want to interview people and they're like OK so I set up to enter be a cape. In she said I have the perfect location I met up with her and she's take she take me to the bookstore called the on oppressive non imperialistic bargain bookstore of Greenwich Village and the proprietor of that is James true Guess who is an activist marched with Martin Luther King has mean he's just he's on my favorite people. I just met him because I went there to do a podcast in the stacks of this book shop and. And he and I just met like had this kid's make kind of energy he would agree to like Colleen do pop up book shop for the opening overnight at the launch of the apple in. In New York so it was so neat to have this like iconic person there and he donated all of these books and so guests would comment and he would have
a conversation and say I think this is the book for you I think this is and so

00:05:35.120 --> 00:05:39.630
anyways that was really my approach has just been to like kind of follow the magic

00:05:39.640 --> 00:05:46.490
follow double down on the good stuff you know and so and yet my time was

00:05:46.500 --> 00:05:52.440
coming to an end but the trip Ben or not you're going with with overnight and it

00:05:52.450 --> 00:05:59.080
was summer I believe May or June and I remember walking

00:05:59.090 --> 00:06:05.860
through Manhattan and I was like I don't know what I'm doing next I've you know

00:06:05.870 --> 00:06:12.170
when you're consulting you go from one job to job so I was with Andreas and.

00:06:13.180 --> 00:06:15.230
He had just gotten back from

00:06:15.240 --> 00:06:22.130
a college reunion at Williams College in New York and he said I think

00:06:23.040 --> 00:06:23.890
I may have met

00:06:24.170 --> 00:06:29.190
a couple that wants to build something very similar to the to the things that we've

00:06:29.200 --> 00:06:33.880
talked about. And I think it would make sense to have

00:06:33.890 --> 00:06:40.760
a conversation would you be open and I said yes and so within that lose like

00:06:40.910 --> 00:06:46.900
closing out of overnight and then maybe a week within that I had

00:06:46.940 --> 00:06:52.250
a couple of conversations with my co-founders who are now my co-founders trip and

00:06:52.620 --> 00:06:57.120
at the time they were in Bermuda and they said well you guys need to come out so we
I can work together on this and I looked at Andreas and I said don't ruin this for me. I don't like We're going to bring here. And we did and we flew to Bermuda and we spent I spend like a week and a half there and I mean we enjoyed ourselves certainly but we also spent a lot of time in front of a whiteboard and just kind of you know and I made calls to the people that I knew and started talking about what we're creating and so with what I think the impact of what Trepan is doing and what I hope for it to do because we are very still very early and but the communities I've reached out to is really around how do you take the work that we're all doing in our individual communities and silos and make it so that we have this sort of easy tool to use to connect on purpose with those individuals and continue those relationships without the noise of something like Facebook without the ego of Instagram and without this perception and pressure of working together like Linked and. It was born out of this idea for the couple I worked with my co-founders aside from Andreas had thought about it more as a travel app that if you live in
a place like Bermuda you get hit up all the time OK I'm coming into town where

should I go maybe lived in San Diego and then you move to new you know you have all this inside goodness but it's also your perspective and it's your values that are creating that So when you have people that you are aligned with a shared values or share some sense of what is good travel what is purposeful travel. You know you reach out to those people so we created an interface and a platform where you can share these tips and these places that are geocentric knowledge and so we we built the so that it was easy to share this knowledge and share it with and trusted communities the community aspect of that is what I really brought to it which was thinking through. You know how. How we filter the world essentially and what brands even are doing in terms of experience marketing rein and what is the strongest connection that we have and it's experiences and so if you can share that experience will knowledge. In a way that's meaningful with the people that are going to find value around that I think there's something to that and in
addition to that my curation of these

00:09:49.770 --> 00:09:54.830
communities has been specifically focused
on communities that I believe add value

00:09:54.840 --> 00:10:01.120
to the world purposeful travel
being to me things like health xo.

00:10:02.340 --> 00:10:03.790
Accessibility is

00:10:03.800 --> 00:10:08.670
a consideration I think travel is
innately perspective building and empathy

00:10:08.680 --> 00:10:14.360
building and all the things that we work
for in social innovation right so if you

00:10:14.370 --> 00:10:15.560
can offer

00:10:16.180 --> 00:10:21.670
a solution or offer some of these
tools to people such as help X.

00:10:21.680 --> 00:10:28.350
Which is website based platform it's very
old school but you can go on there and

00:10:28.360 --> 00:10:34.690
find places in you know Spain that
you could go and stay you know for.

00:10:35.620 --> 00:10:36.310
A month there

00:10:36.320 --> 00:10:42.678
a couple weeks and in exchange for working
three hours on their farm or something

00:10:42.680 --> 00:10:43.030
you get

00:10:43.040 --> 00:10:50.460
a meal and you know you're lodging so I
grew up thinking that you know travel

00:10:50.470 --> 00:10:55.480
is not something accessible. And so for me

00:10:55.490 --> 00:11:00.160
a lot of it is helping people know the
tools that are out there the opportunities

00:11:00.610 --> 00:11:06.770
and helping it be more accessible and I
think that knowledge when we share it.
Does that as well so if you're going to Easter Island and I say you got to talk to

this rap a new man that I stayed with and I camped in

a tent on his land and he'll take care of you to show you around you could go there

and have such

a much more rich experience free so yeah I mean I could go on probably

but new policy could ask more questions very clearly just read off like

what I said so we try to get respect but you know here you much more senses which

is yeah. I guess kind of switching gears

a little bit I'm going to curious because you know after we do go out we start to

get

a degree of hers now having your original part and you obviously didn't quite careers

so I'm just was there isn't is it your view was absolute I mean for your wife no

you could tell please never ever play that list could show the turning point. In

this well yes if you give and words well calmly have you know your years in life

yeah I mean I asked him what it was. So it's yet been really

interesting and I've had even I've even had like insecurity is of my own around
that because it's like who I know
this imposter syndrome thing but it's

a cool my to do this I have. A nursing
degree and sometimes I get asked to speak of

something or whatever and it's like yeah
that's that's part of my story rave but I
could tell was important I mean in
terms of what happened that was

a pivotal point right but there's many
pivotal points and like I met John that did

that but did that event the reason I mean
he called me out of the blue and was like

Hey I'm doing this thing and go
tell him I can I want to build out

a community around do you want to would
you be interested I met him at South by

Southwest like two years before I was in
his crowdfunding video for our viewers

Sherpa at a Indiegogo party that I would
wear that because I randomly spoke to

a person in a cafe that
I just was picking up

a Bible I should say hi and I talked to
this person and we went around to these
different parties and events and then we
went to this one and anyway it turns out

he's like in and out of San Diego so
that that's the thing about it is like
everything matters literally I mean it
it's all the decisions and it's all the
decisions we don't meek. But
with nursing how I kind of

00:13:47.720 --> 00:13:54.500
transitioned out of that I think
about. The last year or so I

00:13:54.510 --> 00:14:00.520
started into nursing I was taking classes
at night when I was in high school for my

00:14:00.530 --> 00:14:06.700
college degree I was started doing this I
was like I am not going to. I'm not going

00:14:06.710 --> 00:14:12.790
to not have like I'm going to take
advantage of everything that's. And.

00:14:14.240 --> 00:14:18.970
So I ended up going into school
and finishing with my R.N.

00:14:18.980 --> 00:14:20.970
When I was about twenty years old I bought

00:14:20.980 --> 00:14:26.160
a house at twenty I had my nursing degree
I had already worked in the I.C.U.

00:14:26.170 --> 00:14:27.620
For a year and a half as

00:14:27.630 --> 00:14:33.230
a. Trial. Nurse fellow and
then I was hired on as

00:14:33.240 --> 00:14:35.130
a staff nurse in the I.C.U.

00:14:35.140 --> 00:14:37.300
Which was somewhat rare at that point for

00:14:37.310 --> 00:14:42.370
a new grad and Anyway so I did
that and they did that for two and

00:14:42.380 --> 00:14:48.720
a half years or two years in Indiana where
up near where my family was and where I

00:14:48.730 --> 00:15:05.520
bought the small. And then I saw this tell
you everything I think I. Think through

00:15:00.620 --> 00:15:07.340
my story Jay I think it's important to
know that it's not easy and that there's

00:15:00.630 --> 00:15:07.340
things that happen that feel like
they're bad or like they are negative

00:15:07.740 --> 00:15:13.430
and maybe they mean something but it was
two thousand and eight and my parents lost

00:15:13.440 --> 00:15:20.430
their home. It was for close. With
they had gotten just behind I

00:15:20.440 --> 00:15:20.950
mean through

00:15:20.960 --> 00:15:25.720
a series of unfortunate events and I had
three siblings that were still in school

00:15:27.610 --> 00:15:33.550
and my mom called and asked me if I was
still thinking about doing travel nursing

00:15:33.560 --> 00:15:38.330
and I said well yes but I had gone
straight from my associates right into my

00:15:38.340 --> 00:15:44.810
bachelor program for nursing so I was full
time in school and working full time and

00:15:44.820 --> 00:15:50.510
I was like yeah I am still thinking about
that and so she told me the situation and

00:15:50.520 --> 00:15:57.170
I said well let me look into it and
turned out that there was an opening

00:15:57.380 --> 00:15:58.860
for an I.C.U.

00:15:58.900 --> 00:16:04.710
Nurse at Scripps in Sydne this. I still
remember the recruiter telling me.

00:16:05.830 --> 00:16:09.860
About incentives in this like surf
town and how it was just like this

00:16:09.870 --> 00:16:15.710
quintessential served in beautiful and
you know Sunny and palm trees and just

00:16:15.720 --> 00:16:22.660
really old school I've been and it was
it was so much that and I came out to

00:16:22.670 --> 00:16:28.730
San Diego because of the circumstances and
I was able to kind of help my family for

00:16:28.740 --> 00:16:33.600
a little while and. So I
stayed here for six months as

00:16:33.610 --> 00:16:40.060
a traveling nurse and I fell in love with
San Diego and then I applied for all

00:16:40.070 --> 00:16:45.020
these jobs and I was offered all of
them with the nursing and I was offered

00:16:45.030 --> 00:16:49.380
a cardiac I.C.U. Position
at Scripps and C.C.U.

00:16:49.390 --> 00:16:53.960
From where I was from in Indiana was
kind of like the pinnacle of like

00:16:54.000 --> 00:17:00.050
a staff nurse in the hospitals like the
most challenging thing you can do so I did

00:17:00.050 --> 00:17:01.520
that and I did it for four and

00:17:01.530 --> 00:17:06.980
a half years I worked night shift for
almost half or more of that and I worked

00:17:06.099 --> 00:17:09.800
three twelve hour shifts and I made

00:17:09.839 --> 00:17:16.680
a good living and you know money
wasn't an issue I would have four

00:17:16.680 --> 00:17:21.359
days off and I would serve them by
and do all of those things and had

00:17:21.359 --> 00:17:26.740
a very balanced sort of
life. And it was maybe.

00:17:28.160 --> 00:17:32.810
Three and a half years
into that role five and

00:17:32.820 --> 00:17:37.390
a half years total I had
been a nurse in the I.C.U.

00:17:38.020 --> 00:17:40.740
And I worked in the I.C.U.

00:17:40.780 --> 00:17:46.590
For like seven years at that point
and I was twenty five twenty six
and I so I had gone to the our show at.

Third Space in University Heights
and I ran into Pete McConnell who
owns who owns third space and.
He said. They're doing this tax
thing and it's like I love TED Talks Oh my
gosh and so I base books talk to him and
I found out that they were having
this event like volunteer meeting
and I sort of just invite
a Myself I don't even know if it was an
open invite or what it was but I showed up
and I was around a table with a
bunch of people who are N.P.R.
And marketing and production and all
these things and I was like I'm
a nurse and I love Ted and I just
want to be part of this and and so I.
I was there and I made myself
a part of it and I found my people like
I found the people that believed in big
ideas that like were willing to pursue
things that no one else was willing to
pursue and that understood the importance
of story and. I just like fell in love
with that and so I volunteered
for that year and I was still
a nurse and. It was March like
two thousand and twelve I think.
Something like that. And I had gone to dinner in
like Little Italy and I drove back home late at night and had
a car accident and it was pretty bad car accident my car was totaled
and I probably should have been injured but there was nobody there to see it there
was nobody there to say she should be hurt really badly or anything and so happened
was my car went under three parked cars. Because the axle actually broke so we'll
fall and I had neglected taking care of this I had neglected addressing things I
was forcefully kind of presenting this opportunity to slow down.
And so I had this accident and I was totally fine I walked out of it I went up to
a car in my in shock like my OK in there like you're OK and.
So for a couple of weeks says like you know I had a thing I had
a friend that was out of town to let me borrow her car for like
a month and so I did that and then I went and I bought a brand new car
a Car Max which is the only place that you can return
a car within three or four days with no questions asked no your money back I did
not even know that when I bought it but
They told me that when I purchased and

that was very important because about two
days after I purchased it I said one of

my doing I have the most money that I've
had in my pocket ever. I am working

at

a job that I feel like I'm checking in and
out of myself I had done all this work of

like myself like getting to know myself
which I had maybe not done when I was

nineteen twenty I don't know I jumped
right into something I knew myself in

a certain way but there was this like
discovery that was happening and then on top

of that there was all this Occupy Wall
Street stuff happening in the ninety nine

percent movement and I was just feeling
like this like I am. Never going to go and

do the things I'm never going to go and
travel I'm not going to go and learn

Spanish I'm not going to do my yoga teacher
training not going to do these things

that I want to do unless I go and do them
and so I returned the vehicle and got

all the money back and I decided to go and
travel through South America and I did

for nine months and I learned
Spanish and I stayed with

a family there and I went and did yoga
teacher training Guatemala and I worked with
a video camera that had just been something of a side project and I braced that and I. I bartered with the video camera event and I you know extended stays in places that you know needed a little bit for their website or something and so yeah it was all of those things and then after I had been away for some time you know I think it was probably three months where I was like OK I don't know if I can go back tonight I thought I was just going to come back and do travel nursing but I was discovering this whole part of myself and this passion that I had that I wasn't even sure what it meant but I had this excitement around telling stories and video production and so after all of that travel and coming back I ended up doing stuff here in San Diego and documenting and creating videos for non-profits and. Some stuff in the hospitality industry and then really working with startups and so you know when we did the Ted. The next year two thousand and thirteen I produced it was actually two years later I think. Yeah I went. To march mingle at skill scale matrix at that time
and I met Brant Cooper
who is an author like

00:23:40.470 --> 00:23:44.500
a New York Times best selling author that
lives here in San Diego and he had just

00:23:44.510 --> 00:23:49.020
come out with his book The Lean entrepreneur
and I just thought I think I self

00:23:49.030 --> 00:23:54.350
identified like oh I'm an entrepreneur and
I think it was kind of this moment that

00:23:54.360 --> 00:24:01.050
I had with it where it just gave me
this sort of peace and why but I

00:24:01.060 --> 00:24:06.260
also felt like he asked to tell his story
on stage and so I worked to have him on

00:24:06.270 --> 00:24:10.630
stage and I coached and all
of this and so I worked as

00:24:10.640 --> 00:24:17.370
a co-producer of that and we did it in
Barrio Logan It was all about like doing it

00:24:17.380 --> 00:24:17.550
in

00:24:17.560 --> 00:24:23.790
a way where it was about bringing people
that didn't even know Tex existed and doing

00:24:23.800 --> 00:24:26.890
it in a community that
needed that and activating

00:24:26.900 --> 00:24:33.410
a space that needed that so we did it
in the public market and. Yeah those

00:24:33.420 --> 00:24:39.780
connections like Ted expert me when I
look at like where that pivot point was

00:24:40.300 --> 00:24:45.130
for me at that community of text because
not only was that something that was there

00:24:45.140 --> 00:24:49.360
during that transition out of nursing it
was the thing that when I came back from

00:24:49.620 --> 00:24:56.280
South America and I wasn't sure even
what was next that was the thing I like
put myself into and created in and those relationships continued to support things in my life I mean in crazy ways like I went back to South America the next year I filmed a music video with these people that I had met at Plaza de armis just randomly like I met this couple from Illinois they're like our kids are performing here and so we went in and watched them perform and talk to them afterwards and they were amazing and so Hathaway and James her brother and we've just shot this video like two days later because we're like the lighting here and it's beautiful Why not do it so the next year I was still friends with them and they actually came and performed at the Ted X. And played the Trango which is a music twelve string loop instrument from the Andes and they brought that music to San Diego and went on this amazing road trip with them through tough New Mexico and all this and got back up to Chicago and then from there flew back to Cusco with them in Peru and worked on a documentary about the Trango I went there with a professor the only professor I know of that does teaches the Trango in Illinois champagne and dad it was three
of us and I went there and I

just made it happen like. I
don't know if we didn't have

a big budget we didn't we just really want
to do it and so it was important to me

that he didn't and that just led to me going
in meeting up with Brandt while he was

in Chile and so I went to this amazing
conference in Chile that was filled with pro

Chile

a pro Mexico pro Peru and it was this whole
thing about the Pacific Alliance and

like bringing startups non-truth Nora's
together and like what the government can

do to improve that and so I mean relationships
of that I met the lead producer for

that event who is one of the people who
worked on trip and who is has worked with

the chalange government on all
of their. All of their tourism.

Material media so he's gone to every district
in Chile and filmed and done amazing

work and so he was the original designer
with me on trip and so there's just like

this amazing tapestry and I feel like life
is this like thing where these like gold

and kind of moments are

a and it's like if you can connect those
you see that there's this like golden
thread and whatever is at the end of that is maybe like purpose or something some

00:27:35.880 --> 00:27:40.690
light that you're driven towards But if you can find like where that thread is

00:27:40.700 --> 00:27:45.640
connected and you start to see the steam and you see all the people that are part

00:27:45.650 --> 00:27:51.790
of whatever it is that you're here to do. So than just I was trying to understand

00:27:51.800 --> 00:27:58.690
kind of what all of that means you know which can sometimes be mind

00:27:58.700 --> 00:28:02.090
boggling but. Yeah.

00:28:07.950 --> 00:28:14.530
How how it was like you said he was saying that he will have over ten. Years how's

00:28:14.830 --> 00:28:20.960
the learning curve going from the nurses. You are in something that is

00:28:20.970 --> 00:28:27.590
a good thing to. Their well. You can probably

00:28:27.600 --> 00:28:34.560
jump in my weird Farmer Field Well Ted itself is very large

00:28:34.670 --> 00:28:35.680
and Ted X.

00:28:35.750 --> 00:28:42.110
Is these independently organized community events so text and Diego for instance

00:28:42.120 --> 00:28:46.450
now does it and they think that the symphony hall usually And it's you know five

00:28:46.820 --> 00:28:53.710
five hundred or thousands of people I don't know. With texts if

00:28:53.720 --> 00:28:59.190
see America's finest city what was really cool is it was sort of this like Friends

00:28:59.200 --> 00:29:06.150
group it was sort of this group of Lay I'm into biomimicry and I'm into like said
they engagement and I'm just you know and I mean that like was there was

a horse trainer that had turned and turned into like Ed Tech and and that's what

she did and so yeah there was just this community of people as

a very rich dynamic of just very diverse and. I

think that for me as like at first when I when I volunteered with them I was volunteering quite near the first year or so it was all about just wrangling people

. And that's really where this idea of the value of our relationships comes for me because when I work with volunteers I'm not thinking like. I don't I

think sometimes it can be exploitive or like oh well you're here for the day and you're going to go and do that and the whole day you're going to go and do that

thing I'm thinking like OK how do we make it so this is enriching for everyone

that's involved and also how do we keep these relationships strong throughout the year even so that you know when we do the next event there you know people are

there and happy to be involved but outside of this event like how who can I introduce this person to you know to help their life so that volunteer coordinator
role with was really interesting because it just that was my first thing that I did with them and it was all about building out a community and building community is kind of like my thing that's what I love and so I was hesitant when I sat down at the table on the wrist probably you know for a while I had you know that feeling of do I belong here but that's the great thing about Ted is it's actually for everyone that's dynamic community you can be a scientist a musician and you know. Underwater explorer like. A student activist and there's a powerful thing about telling your story and captivating an audience and how you tell your story and I think that that really laid the groundwork for so much of what I've done in the last five six years because I understand the importance of our story in the play those golden points that we pick and choose and the like that have significance or maybe that choose us and yet for me the the transition. You know after I left for nine months and came back it was hard I didn't know what I was going to do I had
a resistance to going back into nursing because at that point I have kind of self corrected in such a way that I fell Oh my gosh I was kind of in the rat race and I didn't even see it or I was doing this thing and it's not like I don't want to go backwards I did I felt like if I went back into nursing I was giving up on my my forward you know and I mean Ted and all those things like I was doing that because if it was what I felt called to do I wasn't doing it because I was making money off of that or anything and so I was also trying to build out this production company as just someone who had no idea what I was doing other than I'm really good at sitting and talking with people and understanding their story and understanding what's important and what are they trying to do and thinking of creative ways that they can tell that story so it was all about building these relationships but I was still just figuring it out and so I went through like probably a year at least maybe two where I didn't know like I didn't know what was going to happen I didn't know really what my role was or or who I was to other
people that was something that was really hard because I had been Amber The nurse or my friend Amber the nurse. First so on. And it was something I was just like I don't want my fair game like work to be my identity and something that I feel very strongly about now so when I organize events and when I'm doing like a hackathon with U.C.S.D. Of watching thing you know I'm thinking about how do we facilitate this in a way where people don't have to wear name tag that says I'm a developer or this or I'm that I just know that for myself it's one of the things that's a trigger is when somebody wants to know or think they know me and put me you know box and say this is who you are this is what you can do and and you know I know I understand you because I know what you do you know it's like you don't know who I am you know I barely know sometimes you know and so I'm just trying to seek understanding of myself always and the world around me and like how do I add value. But also like how do I feel fulfilled so you know I think
a lot has been nursing is the feeling in
it should have been like like as if I had

you know

a break up with like you know I evolve
just like all of us evolve very and so I

just got to a point where I
was willing to not know for

a while and I think that's important.
As something you grow from and I think

we're also here Gregory six whatever it is
is that some of the program in some ways

is kind of who are. Not exactly
who are interest. Out and

try something new. I definitely recommend
trying new things and I think also

exploring new communities you know volunteer
ing for things things get and like

yeah going to have vents where you don't
know anyone and seeing what kind of

conversations you have and it doesn't I
don't know it doesn't have to be. You

know the standard gap you're going off and
traveling like you could go on volunteer

somewhere you could be working but like
making that effort like when I first moved

here and the silly but when I first moved
to San Diego it's like I was overwhelmed

the possibilities like oh my gosh I want
to try this place I want to go here like I
don't know what to do and I
had one this big vase like

00:35:40.750 --> 00:35:47.270
a huge vase like this big and I was like
you know what to do with that I put

00:35:47.280 --> 00:35:53.880
flowers and every woman has had
this empty vase on. My mantle and

00:35:55.200 --> 00:35:59.420
one day I just started writing all of the
things all the places like every time

00:35:59.430 --> 00:36:05.170
there was a new restaurant or a bar dance
club or you know some or a zoo were

00:36:05.180 --> 00:36:08.660
a museum or whatever that I wanted
to go to I just wrote it on

00:36:08.670 --> 00:36:12.810
a piece of paper and I folded it and I put
it in this thing and then when I would

00:36:12.820 --> 00:36:17.390
feel like I want to go and do something
there and what I would just leave it to

00:36:17.400 --> 00:36:24.340
like random you know like I would reach
in and book and go somewhere new and so

00:36:24.850 --> 00:36:29.670
I don't know if I like finding ways there
is this book called The Artist's Way If

00:36:29.680 --> 00:36:35.770
you've ever OK you should all read it but
it does this it has these exercises where

00:36:35.780 --> 00:36:40.160
you like take yourself out on artists'
dates and and there's all these little

00:36:40.570 --> 00:36:45.000
things to kind of get to know your creative
self and that's one of the things that

00:36:45.130 --> 00:36:46.790
I think we miss as

00:36:46.800 --> 00:36:52.940
a society is that in our typecasting
and our desire to identify everyone

00:36:53.790 --> 00:36:57.350
we have made creative
a job title. And instead of the fact that we are all here creative

we're all here and have creation flowing through us in some different form you know

it's it's going to change from person to person but like whether you're

a technologist in your coding or you are you know out there making relationships or

whatever the the kind of role is that you play in the world you know we don't have

to compartmentalize ourselves like that and we can be creative in all of our endeavors and like allow that part to be activated. And whether you do that through

I mean it I think that we default think it's like oh I have painter I do this thing

on the side it's like there are so many ways to be creative and I think it's having

curiosity about your own life that is what leads you to the self discovery so it's

definitely about taking risks not necessarily on calculated risks

but you know being Sherry A So back to your own life I think if you have that for

me at least that's kind of my meter of happiness is like am I interested in where

my life is going I get my interest in myself and I think we want to make ourselves interesting to other people

a lot of times but it's they who in the
end you are literally the only thing that

00:38:30.460 --> 00:38:36.410
you it's all about you actually. But it's
not about all about you telling yourself

00:38:37.010 --> 00:38:43.490
you know telling your stuff to the world
all the time so now it's. Not improving

00:38:43.800 --> 00:38:50.650
your health is just going well that's And
I think that's great reviews by some

00:38:50.660 --> 00:38:57.310
people is no. Question that one
of the what if you had to write

00:38:57.320 --> 00:39:03.450
a letter answers so. You would see my
writing the words of the pilots who were

00:39:03.460 --> 00:39:09.930
drunk who want to recruit yourself
in the past that you were one

00:39:10.340 --> 00:39:14.500
yeah you differently maybe you were like
pieces of advice that you would give to

00:39:14.510 --> 00:39:20.650
your soul I mean I guess I would
probably say prioritize your health.

00:39:22.900 --> 00:39:28.670
Like your body is your temple you only
have one so really honoring that I think

00:39:28.680 --> 00:39:33.740
it's really easy especially as an entrepreneur
to like get caught up in the hustle

00:39:34.160 --> 00:39:40.700
and you know just stay present
you know I think that

00:39:41.090 --> 00:39:41.710
that's always

00:39:41.720 --> 00:39:47.140
a real learning you know were constantly
route remembering the things that we know

00:39:48.070 --> 00:39:52.650
whether we know them in neatly or if we've
learned them but that's something annoys

00:39:52.690 --> 00:39:59.010
remembering is to be present.
You know to not be afraid
of asking for what you're worth of definitely have faced that because I went from working you know a job that said this is what you're worth for every hour that you're here to not having any of that and having to just sort of OK well this is what things cost OK And this is my time and so OK there's there's that and then you know you have conversations people and it's like well I'm doing on these things and you know bringing this value to you and I think value is so interesting it's been that's. This exploration for me I mean with block chain and all of that I'm very interested about how that you know pans out and what that means for us but I think what's so interesting about that is that it it's this opportunity for us to explore our value system and it's like what really matters and so in my younger self I'd be like just remember like what really matters and if you don't know take the time to remember or to get there you know if you are not present your work should be to get back to presence. Because otherwise you're just spinning your wheels. To gusts it under a tree or whatever for hours if you need to because what comes out at the end of that is going to be so much better than
you're just trying to do and do and do you know so yeah I guess that's something that's.

Kind of most resonant yet most it's. You know it's. Just.

It's all of us I mean I think that's the human journey you know it's like no one wants to hold people well we live in the United States of America which has done a great job of. Providing a scarcity mentality I mean I think that was something that maybe I'd also tell my younger self but this I've done a lot of rewiring you know the unraveling and trying to understand so when I talk about value and all those things that's like. There's that scarcity in abundance perspective right and it's like fear or love and understanding where you make decisions from and it's like a lot of times you know we default into a decision or we avoid even making that decision out of fear and so then you're kind of in this trap where like the next opportunity that shows itself OK Again you have the opportunity of fear love like what are you going to choose and it takes so many different forms and that's why it's so tricky to navigate it's like just.
Really interesting to try to hone in on how you make decisions and like where that comes from because I think when we're not present that part of that decision making it just kind of goes on autopilot so it's like everything matters you know you kind of touched on your creative chair as we would you say there is times and other projects. You know where to go in there pretty much. As it's a pun I think that it's usually about getting out into nature it's actually proven that you know women are around trees and plants and this that it does change the synopses that are happening within our mind we actually have this rewiring like more synopses more new ways of connecting are happening so when you stay in a sterile environment you know it changes. Your mind actually becomes that kind of box and so I think being out in nature for me. And just being OK with like not knowing maybe picking up a brush or whatever and just try and like doing that also for me yoga and movement is super important so a lot of what I understand both between
like nurse saying and all the different

00:44:40.540 --> 00:44:43.570
things I've done healing
touch and R. Y. T.

00:44:43.580 --> 00:44:50.110
And all of that and so you know
energetically we that we are we have

00:44:50.150 --> 00:44:56.850
energy in us that's what we are made of and
so when you have stuff that gets stuck

00:44:57.340 --> 00:45:02.200
like sometimes it's physically
stuck and you get into a pose

00:45:02.210 --> 00:45:08.860
a posture in you stretch out one and you
on lock something and it's light up that's

00:45:08.870 --> 00:45:14.230
moved you know so I mean those are some
of the things and then also just like

00:45:15.030 --> 00:45:17.350
sometimes calling a friend and having

00:45:17.360 --> 00:45:21.540
a conversation like somebody that
I find inspiring you know or

00:45:21.550 --> 00:45:28.100
a mentor and most of my relationships are
purposeful relationships you know there

00:45:28.110 --> 00:45:32.730
are people I create with or that I have
created with or that I look up to it

00:45:32.740 --> 00:45:38.410
because of their creations and you know
it's. I think it's really important the

00:45:38.420 --> 00:45:43.240
quality of people that you have around
you and you can do that without being

00:45:43.490 --> 00:45:50.450
a jerk but being willing to like relate to
keep quality people around you and that

00:45:50.460 --> 00:45:57.200
means also being willing to to not have
people that don't add value. Around you so

00:45:57.730 --> 00:45:59.520
I mean I think obviously all are in

00:45:59.560 --> 00:46:05.620
a program like this you're probably surrounded by like minded people but. You know

just continuing to sort of have relationships at like level up people that you know

you continue to be like wow I can't believe that this person is going to have dinner with me you know and then it's like wait they they respect me and have

this like they're taking the time for me also and that's yeah I think that's just so important. To your I

mean I think the mood was in the dark eyes that were built just for me as I want to hear them when they're tired one person asked Do you have ideas and you know.

How do you go about that how do you build such a strong network and different way than not

a conventional way of you're just meeting someone by chance are you go go and.

So it's core stuff right it's like for one being present right as often as possible

so that you can hear your intuition it's like our job should be honing in our voice

of intuition that's part of the work. Also you know in relationships like when we meet someone so often we're caught up in this like how

are they going to see me What am I going to say next you know being an active
listener actually listening to someone and being willing to ask questions that are
you know not just surface level or maybe being willing oftentimes I think I'm in
over share or you know I'll put it all out there and what that does is it says you
have permission to share everything with me too if you want. And so what happens is
we take off our masks and it's like we're just here and we can have this
conversation and then feel like this is happening in my life and like you have this
thing to say to them that they need to hear because that's why you were there and I
think it's really important to not have this like short time kind of mindset right
I think in the U.S.
We are very time focused and we also are very like linear in our thought
and so I just think it's this tapestry you know that we're creating and we meet
people and you know you have this moment and this is it goes back to I'm building
trip and but like you have this moment of connection and there's something
exchanged and you don't know where that's going to go and it turns out that you
know
a year later they're here at this thing and
so are you or maybe you're going to be

there and so you reconnect and then your lives have gone in different places but somehow still your values are still the reason your purpose is still aligned

so. It's like being OK with not knowing like what that and again but knowing that there's something that keeps you like in that relationship and I make an effort to stay in touch with people I'm flying to San Francisco tomorrow morning and I'm going and I'm meeting up with like six maybe six or seven different people there that are important to me you know they're important to me for different reasons but really it's just like I genuinely just think they're all amusing people

you know so yeah I think it's it's that it takes effort. But the first part of the effort should always be on your side like improving yourself and genuinely like listening authentically being vulnerable and being willing to like put yourself out there is is a big part of relationships and I think the whole thing of like

in life you know all whether this is like a romantic relationship or a coworker or whatever you know were concerned about what we're going to get
a lot of times it's like what am I going to get out of this what's the payoff for me and I think especially U.S.T. This is real and maybe already speaking to the choir but it's what you give what you give they give you go into anything in your like how can I help what can I add to this how do I add value whether it's public speaking or whether it's you know writing up something or creating with people like we're or you randomly sit next to somebody on the bus like what can I offer right now what can I give if your attention is all that you can give cool like that so much more than most people give.

I was really inspiring me to some thinking being here now. But.

We've evolved to something away from the station Little Secret Must certain the rest of us I think we're actually the piano in stage right now to be listening to what you're saying because it's very late we're very in time or something like that can really change how we go about the next couple months I think we're her aunts for this kind of talk right now well I'm happy in the way that you know I can be here. Really goes yeah.