

Disrupt Yourself Podcast

EPISODE 129: ADELA MIZRACHI

Welcome to the Disrupt Yourself Podcast. I'm Whitney Johnson. I think, write, speak and live all things disruption.

With today's episode, we're starting something new. On November 12, 2019, Harvard Business Press will be releasing a new version of my book *Disrupt Yourself*. As a countdown of sorts, we're going to spend the next seven episodes focusing on the seven point framework of personal disruption. These seven accelerants help you manage through – even embrace change - whether at work or at home.

Today, we'll be talking about accelerant one - taking the right risks. We [covered this in depth in episode 100](#), and we'll link to that in the show notes, but in short, we take the right risks when we take on market risk instead of competitive risk and play where others aren't playing. My guest today is a great example of a person taking on market risk - Adela Mizrachi, founder of the [Podcast Brunch Club](#).

WHITNEY Adela Mizrachi welcome to the Disrupt Yourself podcast.

ADELA Thank you so much for having me.

WHITNEY Well, we are delighted to have you and, um, I am delighted that Ralph Campbell, so we're going to give him a shout out right up the front, um, for introducing us to one another. Um, I just am super excited about connecting with you. He's obviously a big fan, so, so again, thank you. Thank you for being here.

ADELA Thank you. And thanks to Ralph too. He's, he's wonderful.

WHITNEY So, first question for you, uh, today is, where did you grow up and what did you dream of being or doing when you grew up?

ADELA So, I grew up in the suburbs of Chicago and... I grew up thinking that my first thing that I wanted to do was be a marine biologist cause I just loved the water and like dolphins and fish. I went to, um, University of Illinois and, um, but I've always been really good at math and the analytical side of things. So, I ended up getting a degree in finance through a sort of, uh, winding path of how I got there, but I started in biology and wound my way around to finance.

WHITNEY But what's interesting is now if I look at your resume, you are a communications specialist (laughs), so can you connect the dots for us from finance to communications specialists at the, uh, actually here at Northwestern Feinberg School of Medicine in Chicago. Is that correct?

ADELA Yes.

WHITNEY So, connect those dots for us.

ADELA So, I like to call myself a jack of all trades, master of none. I graduated in 1998 and that was the middle of the .com boom. And companies were just snatching up anybody with a degree. I mean, I had a finance degree with a math minor and I got snatched up immediately by a company that was willing to train me in Cobalt, which is a computer language that was even in 1998, archaic.

I had not done any computer science, but they were willing to snatch me up, train me, and put me on a project in Jefferson City, Missouri. We were working for the state government, their finance system, if I remember correctly, but I wasn't doing anything with finance. I was all (laughs), it was all computer science, like coding, that kind of thing.

I ended up moving to DC during this process of working for this company and I lived in DC when September 11th happened.

WHITNEY Mm-hmm (affirmative).

ADELA It was right around the time that I was going through what I like to call my quarter life crisis, because I think everybody goes through this around 25, where they're like, I, "What the heck, what did I just spend the last, you know, 16 years in school doing?" I now have this whole career ahead of me and I had no idea what the possibilities of the world were when I chose the major that I chose in college.

So, I was working in coding at this company in DC, September 11th happens right around the time that I am also going through my quarter life crisis. It was like a trifecta. And I... was thinking, what is this really what the rest of my life is going to be like, am I going to be spending the next, you know, 40, 50 years of my life doing this because I could not imagine that. And I had at least studied abroad in college. So, I knew that I want, and I had the travel bug and I knew that that was part of what I wanted to do. So I started exploring careers, I was, going to like graduate school fairs. I realized at the time that if I really want to change my career, it's kind of my only option.

And I was talking to one of the, the graduate fair people about it and he was at American University and he's like, "You know, we have an international education program." And I was like, "What is international education?" Because that sounds perfect. I had never heard of that. And so I started exploring that and I ended up deciding, okay, that's what I'm going to do. I'm going to get my degree in international education and I'm going to work in study abroad.

I got into school into a graduate program in DC. I worked full time, I went to school full time. I graduated with a master's degree in international education, wanting to go into study abroad, but ended up getting hired by a company who did international development. Getting foreign aid money to do projects in developing countries.

And so I started working in that and did that for about six years. I lived in Ethiopia for a year and I did a teacher training project there and we trained 20,000 teachers in a new English language methodology.

I traveled all over the world for this job. I was in, I went to Cambodia three times. I went to Guatemala, South Africa. I did a study in Malawi. It was, it was wonderful. It was perfect for me. I got pretty disillusioned by being an ex-pat in a developing country. And I knew that I could come back to DC just continue on with the job that I had, but I'd always wanted to come back to Chicago. The center for global health at Northwestern was looking for a communications person and I was like, "That's perfect." I no longer do almost anything international. It's 100% communications. And I am in Chicago and I've been in Chicago for 10 years now.

WHITNEY Okay. All right. So, that brings us up to the present and what I find fascinating is you have a number of side hustles.

ADELA Mm-hmm (affirmative).

WHITNEY Actually before we talk about the actual side, side hustle, the Podcast Brunch Club.

ADELA Mm-hmm (affirmative).

WHITNEY Can you talk a little bit about um, what, what you've learned. I suppose, um, from developing a side hustle cause there's a lot of people have jobs that they like quite a lot, but they also want to try some other things. What pieces of advice or suggestions do you have for, for those who are listening or who are thinking, I want to try this?

ADELA I think the, the biggest thing I would tell people is to just, I mean this is so Nike, right? Like just do it. I don't, I don't know what else to say. What's the phrase like perfect, is the enemy of the good?

WHITNEY Uh-huh.

ADELA Don't think five steps ahead, just think one step ahead. Think about what is the first step that you need to do and do that and then think about what's the next step and do that. Because I feel like, at least for me, my personality, I get overwhelmed by thinking five to 10 steps ahead and then I get discouraged and I don't want to do it. But if you just do the first thing and then you're done with the first thing and you do the second thing, it, you'll look back at step 10 you'll look back and be like, "Oh my gosh, I can't believe I did that." But I did. And it really wasn't as hard as I would have made it out to be, had I tried to think about it in advance.

I feel like if you think 10 steps ahead, you also can't pivot as easily because you've sort of, I don't know, built it up in your head or you have this very clear idea. Not to say that people who have vision shouldn't have vision, for sure they should, but I think there's a balance of being able to have vision without blinders.

WHITNEY I agree completely. It's interesting. It's this idea of discovery driven planning, who you're willing to take a step forward, gather feedback, and adapt in it. As I think about this idea of one step ahead, you know, in our work we think about the S-curve of learning, and at the low end of that 'S', it's just this messy, oh, what's the word that I'm looking for? Well, a messy soup (laughs) of lots of different things and you don't yet know what you have yet. Just doing one step at a time so you can just figure out what it is you've actually got or if you have anything at all.

So, my question then is with the Podcast Brunch Club that you started in 2015, do you remember what the first step was that you took?

ADELA Well, the first step I took was that I just started it with friends in, here, here in Chicago. Which is like such a, it's not a big deal, right? Because you're just like, "Oh yeah, I'm just going to get some friends together for brunch," and we're going to talk about podcasts because I love podcasts and I

had a moment where friends were visiting and we were having dinner and I was... a friend and I just went down the rabbit hole of, "Oh, I heard this podcast." "Oh, I heard that podcast too. You should listen to this podcast." And then swapping recommendations.

And it became very clear that, this is exactly why book clubs exist, right? Because you read a book by yourself and then you want to talk about it with other people because it was so interesting or compelling or sad or happy or whatever. And that's why book clubs exist. So I was like, "Oh yeah, this needs to be a thing, so let's do it with friends."

WHITNEY So, that was the first step?

ADELA Yeah. Yeah. And that's easy, right? I mean, it's so easy. I mean, I think the second step it was a little bit harder and that's just putting it out there, right? Being like, okay, I'm going to see if other people want to do this and I'm going to put a website out and just see if anybody bites. And then people did. And then you figure out how to get them set up with a chapter of their own in New York City or in, you know, Shanghai or wherever. And you just sort of figure it out along the way.

WHITNEY All right. So, let's, let's, um, dissect this a little bit more. So, you did this Podcast Brunch Club with a group of your friends. Do you remember what, what... the very first podcast was that you discussed?

ADELA Yeah, it was Radio Lab. It was, I was obsessed with Radio Lab, so I was like, talk about Radio Lab. Yeah.

WHITNEY Okay. All right. Yeah, I guess you would remember it cause that's, that's where it all began.

ADELA Uh-huh.

WHITNEY So, um, so you did it with your friends and you would get together once a month and discuss podcasts, um, over brunch.

ADELA Mm-hmm (affirmative).

WHITNEY So, then after, how long, was it three months? Was it six months where you said, "You know what, I think this could be a thing." So just talk us through a little bit. Let's, let's look at the, let's look at the sausage making a bit.

ADELA Yeah. Something a little bit about me. I, I always kind of have big ideas. I, I have big ideas that I don't always implement. So, in the back of my head, even probably the first or second meeting I was like, "Oh I wonder if other people would want to do this in other places?" And about a year into it I would say I was talking to a friend who actually I met in Ethiopia and she is now living in Geneva, Switzerland.

And we were catching up and I was telling her about it and she's like, "I want to do this." And I was like, "That's perfect. You could be my first chapter. I know you and it's, you know, you can help me figure this out." And so she did and they started, they were our first chapter. And that's, I think when I put it on the website, cause I was like, now we officially have our first chapter I'm going to, I'm going to start a website, I'm going to start Twitter, I'm going to do all the things that you have to do. I've been doing communications for a while so I at least, I know enough to get myself in trouble when it comes to this.

(Laughs) so I, you know, I just started, I don't know, I just started doing it, you know, and, and I, I just wasn't, the way I figured it and I, this is not normal for me. I think this was something that I

learned through the process of Podcast Brunch Club is, okay, well who cares if I fail, if I fail? It's really not that big a deal. Nobody's really watching me with an eagle eye. I think if you take the stigma out of failing or maybe, maybe it's just not even the right word, but I think that's what everybody's afraid of. And that's why a lot of people don't take the first step, is because of a fear of failure. But if you stop being afraid of it, it's so much easier to do it.

WHITNEY You know what's really interesting, Adela, I, I just had this experience other day. Have you ever found that sometimes, your best ideas and maybe I, I'll just share my experience. I'm finding that sometimes my best ideas are the ones at the moment I have it, I shut it down so hard.

ADELA Mm-hmm (affirmative).

WHITNEY I'm like, "That is such a bad idea." Like, "Why would you do that?" There's no way that that could work. Like those are sometimes the best ideas-

ADELA Mm-hmm (affirmative).

WHITNEY And there's something about it that I think, I wonder if we instinctively know this is actually a really good idea, but the fear kicks in and so there's some mechanism inside of our brain that tries to shut it down really quickly. Have you ever had that experience?

ADELA I have ideas going through my head all the time and I, I would say 99.9 of them, I just shut down immediately. And I think yes, I think some of them are out of just pure fear of failure.

WHITNEY Mm-hmm (affirmative).

ADELA I think there's also an element of "Oh that's way too much work," or "Oh I don't have the skillset, to actually make this happen, so, why even bother." You know, thinking this through a little bit more. Because a lot of the things that I think of, and that's, and not to take away from Podcast Brunch Club cause I love Podcast Brunch Club, but it is a project, right? I think that it has a huge in terms of just bringing people together and that's the bigger picture of what podcasts brunch club is. If it was just podcasts, it would not be.

But I think there's something bigger there that is bringing people together. And that's not something I anticipated.

WHITNEY Mm-hmm (affirmative).

ADELA But a lot of the ideas that I have start out huge. And I'm like, "Whoa, whom am I? I'm nobody. How am I going to get this done?" And so it's like a, a self-confidence thing.

WHITNEY Interesting. Okay. So, let's actually, let's talk about the bigger picture. What is it, let's, let's start getting there. So, you started Chicago, then you have this friend from Addis who, from Ethiopia or who you knew in Ethiopia who's now starts a chapter in Geneva.

ADELA Mm-hmm (affirmative).

WHITNEY Um, how, how big has this grown? Um, where are we today? How many clubs?

ADELA Yeah, we have 60 chapters across six continents. So, (laughs) it's gotten pretty big.

WHITNEY That's awesome (laughs).

ADELA I remember really sort of early on, I might've had, I don't know, five or six chapters. I was contacted by somebody who had a podcast. She had a podcast that it was somehow syndicated through NPR. So, she had a pretty big audience and she wanted to interview me for her podcast cause it was sort of a podcast about podcasts.

WHITNEY Mm-hmm (affirmative).

ADELA And, she asked me at the end of the interview, "So what is your vision for this? What do you, what do you want from this?" And again, I got that at this time I had something like five chapters. I was like, I want to, I want a chapter in every city in the world. And she kind of laughed and I was thinking to myself, okay, I know that's a big idea, but I'm actually not kidding.

WHITNEY Let's talk about that in detail cause I am pretty confident that there's someone who's listening to the podcast who is going to say, "I want to start a chapter."

ADELA Mm-hmm (affirmative).

WHITNEY So, let's, let's play this out. What do you do?

ADELA Yeah. So, I have a website, it's podcastbrunchclub.com. You can navigate to the in-person chapters. We also actually have a virtual chapter that meets by video conference. So, that's also a great way to get involved if you want to just participate and you don't want to start a chapter, but um, but you can look at our 60 chapters, see if you want to join, go to that chapter's page and sign up there. But if you don't see your city listed and you want to start a chapter, there's a form on the website that you could just fill out and say where you want to start a chapter. And then I'll just be in touch.

And it's very sort of, I don't know, manual, like I don't have this big backend system. I email every single person back who signs up on the Podcast Brunch Club website and I think we have something like 4,000 people that have signed up for various chapters. And I literally email them back. I just, I spend a day a week and go through everybody who signed up that week and I emailed them back and I link them up with the appropriate person to be, that they need to be linked up with.

WHITNEY What a labor of love.

ADELA Yeah (laughs). But I feel like that's sort of, I mean that guess that's what this is about. It's not about, I'm not necessarily trying to rule the world, I'm just trying to create connections and I want people to feel like they're connected to an actual human and not just like this big system.

When I put this out there, I thought what was going to happen was that people are going to reach out to me and say, "Yes, I like this idea. My friends and I want to do this." "How do I, you know, just get listed as a chapter on your web page. Or how do I get the listening list that you're listening to every month?" And I would just send it to them and that would be it. What actually happened was, a lot of people came to me and said, "I really want to do this, but none of my friends listen to podcasts." And this was a few years ago when podcasts weren't as popular. And I really didn't think that there would be so many people who are like, "I want to do this and I'm willing to start a chapter and I'm willing to open it up to strangers," people I've never met. And that's 95% of our chapters are public open chapters.

WHITNEY Does this go to the bigger picture of what you want, you're trying to accomplish with us?

ADELA And so she put a playlist together on this topic and then, yeah, and then I just basically put it up on the website. I put it in a newsletter, I send it out, I tweet about it, I do all the Facebook stuff, I do all the backend stuff. But the playlist was curated by her.

WHITNEY So, do you have in front of you what one or two of the podcast episodes that people, she wanted people to listen to just because other people have a flavor? I think it's interesting.

ADELA Yeah. For sure. So we had an episode of Crazy Genius and the episode was called: Who Killed Local News. It's all about local journalism and how it's really hard to sustain it. And what is the...so now national news is such a big deal and it is a big deal, but what happened to local news and how are we going to get that information? Um, there's a podcast called After the Fact from the Pew Charitable Trusts, that is included on the playlist, Recode Decode with Kara Swisher and The Newsworthy, which has a really quick hit podcast about the daily news. Like everyday, she puts out a podcast episode just sort of quick hits about what's going on in the world so that you can spend 10 minutes listening and kind of have an idea of what's happening.

WHITNEY I love that.

ADELA Mm-hmm (affirmative).

WHITNEY So do you still have your own chapter?

ADELA I do, yes. We're meeting the end of the month.

WHITNEY Huh. And how many people are in your chapter in Chicago?

ADELA So, I have something about like 120 people on the list, but I would say on average, I don't know, six to 10 people show up to any given meeting.

WHITNEY Mm-hmm.

ADELA It's perfect for a conversation. I never, you know, another thing I tell chapter leaders is, "This isn't about getting huge numbers out." We don't want to be, you know, getting a stadium or we don't want to make it difficult on the chapter leaders either to organize it. So it's just about getting a group of people together who have a nice time and have a good discussion. Pretty simple.

WHITNEY Yeah. So, I'm thinking when I was in college, I actually worked at a public library. I loved that job. And at the time I was in a number of book clubs and you know, obviously, which is the predecessor to this Podcast Brunch Club. And I found reading and exposing myself to ideas that I wouldn't ordinarily expose myself to. And then coming together with a group of really interesting people, it was an absolute pleasure. And so I'm, as I'm, as you're talking about this experience your people are having, it's causing me to reminisce a bit. And, and I suspect it's very similar where people come together and talk about these ideas that are interesting that they wouldn't have thought of and, and really building this bond with other people, um, intellectually and probably even at some level as well as they're talking about and important ideas.

ADELA Yeah. I mean, that's, and that you just hit it, hit the nail on the head. That's the big picture of what I didn't anticipate with Podcast Brunch Club. I really just thought of, but it's just like fun little project I was going to do, and I'm not trying to make it bigger than what it is. It is still a fun little project and it is a side hustle, but it's like something that brings me so much joy. And the reason it brings me so much joy is because I know that those connections are happening and I know that those conversations are happening.

I really do feel like there is something that we're losing with so much amazing technology. I mean, don't get me wrong, I love technology and I don't think I would, I definitely would not have been able to pull off podcast brunch club without the technology, but we're losing something.

WHITNEY

It's a both and -

ADELA

We're losing-

WHITNEY

... it's a both / and. Isn't it?

WHITNEY

It sounds like this is not currently a business. It is a club, is correct?

ADELA

Yeah. Yeah. It's a side hustle

WHITNEY

Thinking of turning it into a business, I mean, I'm sure people have asked you that many times. I'm just wondering about that.

ADELA

I have a couple of sponsors who are just supporting the podcast listener community. I mean that's the way I see it in terms of, uh, building out a, a sponsorship model. Is that, you know, a rising tide lifts all boats kind of thing. And there's so much going around in the podcast creator Realm, but not as much in the podcast listener realm and Podcast Brunch Club is one of the few things that is going on. And so boosting that engagement of listeners will help podcast creators and podcasts companies and networks to, you know, do whatever they are doing.

WHITNEY

Yeah.

ADELA

So I feel like it's a very good fit.

WHITNEY

Mm-hmm (affirmative).

ADELA

And I also am thinking about trying to spin off, uh, a almost like a market research arm-

WHITNEY

Oh...

ADELA

... for podcast creators who want to get like a focus group together or survey.

WHITNEY

I love that.

ADELA

Yeah. Because it's, you know, podcast creators, you know, you can for sure on your podcast say, "Hey, I want you guys to fill out a survey," and that serves its purpose for sure. But it is also, you're sending that out to people who are ready listen. So if you want to get information from people who don't already listen and find out either why they're not listening or you know, have them listen to an episode and tell you whether or not they will or won't and why they will or won't.

WHITNEY

Hmm.

ADELA

It's a different audience that you need to get at.

WHITNEY

Adela, that's a great idea. I love it.

But what you're really trying to do, your why in all of this is you're trying to build community and you kind of started there, but you're realizing that, that's really, at least my sense is that's really what's motivating you.

ADELA Yeah, for sure. If I didn't feel like I was building community, I don't think I would put as much work into this as I do. I, I love it.

WHITNEY Any other thoughts that you'd like to share before we start to wrap up?

ADELA Ignore the noise.

Because I feel like it's really easy to get pulled into. Oh. Like, I don't know, black hole of this is what I should be doing because this is what everybody else is doing.

WHITNEY Mm-hmm (affirmative).

ADELA And I find that to be actually noise because if you're doing what everybody else is doing, then you're not actually being unique. And I'm not saying you should totally, you know, not pay attention to what everybody else is doing. But just because everybody else is doing does not mean that you should be doing it. And I think there's a level of just questioning that. Like I've seen way too many, you know, the top 10 things you need to do to have a successful podcast, you know, just these 10 steps and you're going to have a successful podcast. I really think that that's noise and it's nonsense. You know, like you have to really think about it. There's no instruction manual for anything that you want to accomplish.

You know, you have to kind of cut through all of that noise and see what makes sense for what you're trying to do. I feel like there's this pressure to constantly be doing and creating or being on social media and just think about it before you commit to that, you know, think about whether that serves what you want to do.

WHITNEY That's such great advice. I, um, as I think about my podcast and you know, anybody who's listening, who's thinking about launching a podcast or I think more broadly, any idea, it sounds like you're, you're thinking about is, is really thinking about, so what job am I hiring this podcast to do?

ADELA Mm-hmm (affirmative).

WHITNEY What am I trying to get done with this? And allowing ourselves to always try to get better and deliver better service, better quality content, et cetera. But always come back to, I think what you just said is what are you trying to do with this? What jobs are you hiring it to do? And make sure that you stay true to those jobs or more fundamentally the why of, of the project or the podcast, et cetera. Which in your case, the why of your project is to build community, which it sounds like you didn't know initially, but you, that's where you've gotten.

ADELA Yes, I mean it's just about, you know, listening to people-

WHITNEY Hmm.

ADELA ... and listening to yourself. I just think that there's an element of, I don't know, social pressure I guess of, when, especially as a creator, right? I don't think I ever considered myself a creator until I started Podcast Brunch Club. And then you're sort of in that creator world and you're seeing what all everybody else is doing. Everybody else has a Patreon page. Everybody else has this. Everybody else has Instagram. And then it, it almost feels suffocating and overwhelming. So, if you can just take a step back from it and question it and like you said, just know your why and make sure that

it's your, you're employing it to do the job that you hired it to do, then you can sort of cut through that stuff.

WHITNEY

Yeah, that's good advice. So, for people who, obviously if they're listening to this podcast, they listened to podcasts. What are one or two podcasts or episodes that you've listened to recently, um, that you think might be interesting to people? So, obviously the topic of this podcast is disrupt yourself. How do you, you know, become a high growth individual? How do you stop doing what you're doing now or start doing something so that you can become who you want to be? How do you reinvent.

Given that topic for the people who are listening and if you kind of run through in your mind a catalog of what you listened to and are exposed to, what are one or two recommendations you would make for our listeners to expand their horizons a bit?

ADELA

Wow, that's a tough one for me because I tend to listen to podcasts that are mostly about storytelling or about learning about a topic. I do listen to a couple of podcasts that are about efficiency. I feel like we as a creator, right? And as somebody who's trying to kind of level up, we can get bogged down in just some of the more mundane tasks of just everything - life or whatever. So there's a podcast actually called Asian Efficiency, which I actually really like it. And it's all about different things that you can do and tools that, they have a lot of tools, tips, but they also talk a little bit about, how should, how can you be productive over the summer when you have kids at home? And how can you... um, what are the tools that you can use? Things like StitchFix or something where you just don't want to go out shopping all the time or some food delivery programs and, or what are the things that you can do that make your life just the everyday tasks of your life more efficient so that you can actually spend more time being productive and whatever it is that you're creating.

WHITNEY

And then, so you said storytelling, so let's go there. What's a, what's something that's really been helpful to you on the storytelling?

ADELA

Yeah, I mean, I, I've, I mean I love The Moth in terms of the storytelling. Ear Hustle is amazing. Your hustle is the podcast that came out of San Quentin prison.

WHITNEY

Oh, Wow!

ADELA

Oh, Wow. It's amazing. It's a really, really good, it was a, it's a Radiotopia show that, uh, one, I think they had something like 2,000 submissions. It was like an idea pitch kind of competition-

WHITNEY

Mm-hmm (affirmative).

ADELA

And it won the, uh, the slot. So, they produced it and it's probably, it's really, really popular. And it's, uh, it, the first season, I think the first two seasons were produced inside San Quentin, uh, with inmates and it's still is produced inside San Quentin. There was a little bit of a, a big event that happened, uh, where the, the host of the podcast actually had his sentence commuted.

WHITNEY

Mm-hmm (affirmative).

ADELA

So, he is now working for Radiotopia on the outside, and still working with the podcast. So it's, it's really great and it's because, the reason I like storytelling podcasts is that you get to hear the perspective of somebody that you wouldn't probably come encounter with -

WHITNEY

Mm-hmm (affirmative).

ADELA In a lot of different situations. So, this is a perfect example, right? Like you're probably not going to meet a ton of prisoners in San Quentin prison. So (laughs) hearing-

WHITNEY Exactly.

ADELA What their life is like and hearing that they're actually humans. And so it sort of opens your world and opens your mind to the idea that there are people even behind bars who are decent people who did terrible things. And there's just a level of humanity that I think it can, I think podcasts lend itself to this, of just giving you a glimpse into somebody's life without in a, in a really intimate way sometimes and more intimate that you would kind of think sometimes in audio only.

WHITNEY Yeah, absolutely. Absolutely. I know I've experienced this and, and obviously you have as well, and that's part of the reason why you started this. So, Adela Mizrachi, thank you so much for sharing a bit of your story with us today and for this work that you're doing to bring people around, bring people together and to build community around ideas and topics that are really meaningful. So thank you again for being here.

ADELA Thank you.

When it comes to taking on market risk, it often starts with a passion or a spark of an idea. Adela loved podcasts and started talking to her friends about them. She was enjoying that so much, she thought others might enjoy it as well, so she starts to build her community one person at a time.

When you take on market risk, you start with what you have, with as much information as you can, and then you start to build. It might feel messy, it might feel like you're not gaining any traction, but that's what the bottom or the launch point of the S curve feels like. I thought Adela gives fantastic advice around starting something new - just do it. Don't think five steps ahead, think one step ahead. And don't let the perfect be the enemy of the good. Start.

Practical Tip:

Think about something that you've wanted to do, or been meaning to do, but haven't started. Or you haven't fully shown-up to because you were afraid, you were being careful. Once you've thought of what that thing is, and don't think too long, now ask yourself why. "Why haven't I done this?" Say it out loud, name your fear. Fear starts to dissipate when you name it.

If you want to explore this concept further, we have a worksheet for you with questions to ask yourself that will help you take the right risks. It's linked in the show notes for this episode at whitneyjohnson.com/129. And if you want even more on taking the right risks and the seven-point framework of personal disruption, *Disrupt Yourself* is available for pre-order now on Amazon and wherever books are sold. If you find these concepts helpful or think they might be helpful for someone you know or work with, it would be kind of you to pre-order the book today and share it with them.

Thank you again to Adela Mizrachi for being our guest, thank you to sound engineer Melissa Ruddy, manager / editor Macy Robison, content contributors Emilie Davis and Nancy Wilson, and art director Brandon Jameson.

I'm Whitney Johnson
And this is Disrupt Yourself.