

Disrupt Yourself Podcast

EPISODE 132: BUSTER SCHER

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

In anticipation of the re-release of my book, *Disrupt Yourself* with Harvard Business Press - available for pre-order now - we are continuing our look at the seven-point framework of personal disruption. Today our interview focuses on accelerant number four - battle entitlement.

What do I mean by battle entitlement? There are a number of definitions that I use, but one of them is the belief that the more successful we are, the more we think we deserve that success. Buying into this mindset might look like thinking that because things have always been one way, they will always be this way. It could be forgetting, because we've worked really hard to get where we are--that there are always, always people upon whose shoulders we stand. Or it could be dismissing the voices of people who we work with because of their age, education, or experience--all of these things can become huge roadblocks if you want to become a high growth individual.

Our guest today, Buster Scher, has worked extraordinarily hard to get where he is. He's built a huge multimedia platform called Hoops Nation. He regularly rubs shoulders with and is hired by NBA players and hip-hop legends. Rather than let this success go to his head though, he just keeps looking for what's next on the horizon and moves toward it. Buster's finding success by battling his own entitlement, and the fact that he's building a successful media empire at age 19 helps other people battle theirs.

WHITNEY Welcome Buster Scher to the Disrupt Yourself podcast.

BUSTER Thank you for having me.

WHITNEY So Buster you and I met at TED this year and we were sitting across the table at dinner, and I did what you would expect that I would do. I said something like, "How nice to meet you... tell me about yourself. Oh you're about to graduate from high school. Where are you going to college?" And then you flipped the script.

You started to tell me what you do... what you plan on doing. Tell me what you said. Tell me what you typically say when you have these sorts of where are you going to college types of questions.

BUSTER Yes, so it's really funny. Most people don't even understand the concept of somebody like myself not going to college. So in that sense you are far and way ahead of everybody. So that... that definitely gave me a head start in the conversation, so I didn't have to backtrack a lot. But, I explain to people what I do. I started a basketball media outlet called Hoops Nation. Ah... I host shows for the NBA. I have a personal podcast that's once a week. Um... I do digital consulting for NBA players. I do public speaking at tech conferences... um and kind of an... an additional combination of personal brand content on social. Ah... and then an occasional project with records labels around hip hop artists... distributing their new tracks. So a combination of all that is... is really what I do.

WHITNEY All right so... for all of you who are listening you did catch the fact that Buster is... are you 19 now or are you still 18?

BUSTER I'm 19 now.

WHITNEY Okay, you are now 19. Um... but officially not yet still an adult. Ah... so let's talk about how this came about. Because at that point I was really frustrated because there were other people sitting at the table with us, and I wanted to just talk to you, and hear your story. So this is our opportunity now for me to talk to you, ask you these questions, and hear your stories. So tell us a little about where you live, where you've grown up. And how did your fascination with Hoops Nation come about?

BUSTER Yeah, so I grew up in... in Brooklyn. I went to school in Brooklyn Heights from first through freshman year in high school. Ah... and then I moved to Connecticut. And then after high school I moved back into New York after a brief stint in L.A. getting out of a little bit of senior year of high school.

But um... my fascination with it all started when I was still in Brooklyn and I started blogging about fantasy basketball. Because I saw the attention on fantasy football because that's such a huge thing. Ah... and everyone plays, but there wasn't that for the sport that I really like, which was heading in a much better direction than football overall. So, I decided to start blogging about fantasy basketball, and pretty quickly that started to get a tiny, like very, very tiny bit of traction. Um... and that's all I needed to keep going and want to do it.

And then I decided that I wanted to broaden that out, so I made it all basketball and then eventually all other sports. But then... ah... about a year after I decided to do it for baseball, football, hockey, everything. Um... I decided that it made a lot more sense to hone in on one sport, but go all levels. So all the way from middle school, to high school, to college, to the pros to whatever other leagues that are worldwide. So that's really how Hoops Nation came to be, but that all started from when I was in... ah... I was in freshman year and even 8th grade in Brooklyn.

WHITNEY In your words... you have said... you have the ability to rant on about anything with very little information.

BUSTER Oh yeah.

WHITNEY Where did this... where did... where did this super power come from? Is this a super power that your parents have? Or is it just something you were born with?

BUSTER It's only a super power if what I'm saying is halfway mediocre (laughs). Cause sometimes... sometimes someone asks me a basketball question I'll just go off on it. And then at the end of a four minute rant they'll be like... well either they disagree or they agree with me... whatever because sports you know are all about opinions and well... what's cool is that nobody is ever completely right... you know. Some people are little bit more right... a little more wrong, but... um... (laughs)

Yeah... I mean it just comes from knowing a lot and being passionate about whatever I'm talking about. Like I don't think I could rant for five minutes about the state of the economy and South Korea. But, I can definitely talk about Giannis Antetokounmpo jump shot for 20 minutes you know. (laughs) It's just kind of whatever peaks my interests I can talk about. Or if worse comes to worse I can talk my way through something like a book report on a book that I didn't read. Because I definitely didn't read a single book in all of high school and had presentations on a bunch of them. Ah... so I think there's that too. (laughs)

WHITNEY That's so interesting Buster. So let's unpack this a little bit. It sounds like you've always been good at speaking, and that's something that you were good at as a very young age. It was really fun going back to your Facebook page, and you were doing a video... I think it was about the draft. This is like your freshman year in high school. And you talked with such authority about this idea, and it looks like it was one of very early ones. Are your mom or your dad really good at this? I'm always curious to kind of know the genealogy of people like... Like where they get their super powers from, what created that... that super power of yours?

BUSTER Yeah I mean my parents are really, really good at a lot of things. Um... but I think I definitely got that from radio broadcasting when I switched schools. Because my school in... in Westport Connecticut... my high school there, they had ah... radio broadcasting station at 90.3 local radio. And I just hopped on there the second I got there and started doing shows, and started becoming more comfortable on the mic regardless of whether no one was listening, or 1000 people were listening.

And I think a lot of that also came from broadcasting games, so you know if I had to broadcast... which I did especially at the very start... sports like ah... field hockey, but I wasn't necessarily super passionate about, and I had to do it at the JV level. I wasn't even doing varsity field hockey (laughs) you know. Like I was just put at the bottom of the food chain. Which was great like that. I wouldn't have wanted it any other way because that... the second you're comfortable with that, you're going to be comfortable with the sport, you know when you're broadcasting the boys JV Varsity ah... or the boys' varsity basketball championship game. You're going to be super comfortable, super interesting if you can tackle those games that you're not super interested in.

WHITNEY So you started actually doing a lot of broadcasting from the time when you were a freshman in high school?

BUSTER Sophomore... yeah. Ah... sophomore because I switched high schools after my freshman year. But yeah...

WHITNEY Okay so um... also I... I... I noted (laughs) which I thought was fascinating how you said, "I never read a single book in high school and I was able to make my way through those presentations." While one would recommend that one reads books-

BUSTER Yeah.

WHITNEY I still think that is a super power... your ability to think on your feet so quickly. And I guess you have to be able to in broadcasting, and so it's a fascinating thing to look at how our super powers came about. In part, you love to talk, you love to... as you say rant, but also this saying I don't really want to do that book report so I'm going to figure out a way to talk about it and still be persuasive and compelling. And that skill that you developed... that survival skill, that work around, that hack has actually served you very well as a broadcaster.

BUSTER Yeah, it was also less not wanting to do it, and a lot more I physically couldn't bring myself to ever do it. I wouldn't even take the 10 minutes before the presentation to read the one page that literally describes the entire book. What I would often do is I would watch... I wouldn't even watch the movie of the book. I would watch the trailer (laughs) to the movie. And then I would attach myself to a certain character, and then talk about, talk about that character, and what they must have thought throughout the entire book. And one of my go to moves was always asking people what they thought... if... if they didn't know the answer I would ask the students and then the teacher was always like, "Oh you really engaged the crowd. Nobody else did that." And you know-

WHITNEY Wow!

BUSTER The answer was always because I didn't know anything because I didn't read a word of it. But, um... I... I would often times get 100's on those presentations while making... I would just make one slide, put the cover... cover of the book on it, get up there, just start talking about one character that I knew one thing about, go off on a tangent for like three minutes about that, and the time that the book was written, and (laughs) all those kind of things. And then I'd start asking questions um-

WHITNEY Fascinating.

BUSTER Ah... and I would also make sure I didn't go first, so that was big, because even when I was in class um... if I had to present later I would make sure I didn't go first, so I could listen to what other people are saying, and I just picked up on all that and just added that into mine. Um... you know about characters and plot lines and all that. Um... so I... I really just feed off of other people in the class and then I would ask questions.

WHITNEY Fascinating. Hey, so you said something that you couldn't bring yourself physically to read it. Do you have a learning disability?

BUSTER Yeah (laughs) dyslexic and ADD. But honestly I think if I really... if I... cause I can read anything about sports... anything that I'm passionate about.

WHITNEY Oh. Okay.

BUSTER Um...but ah... but anything that I'm not... I can't bring myself to do it.

WHITNEY Interesting. Okay, so, question for you. Um... I'm totally putting you on the spot, but since this is on of your super powers and I'm giving you more notice than the trailer of the book and one character, can you do a broadcast voice for us? Pick any game. Pick a... I... who's your favorite athlete? Who's your favorite basketball player? Or maybe you don't have a favorite.

BUSTER My favorite basketball player is probably LeBron. Yeah-

WHITNEY Okay, so do... can you do 20 seconds of broadcasting on play-by-play with LeBron James for us? So we can hear you at your best.

BUSTER Yeah for sure. Yeah for sure. My favorite... so my favorite player... preface right quick. My favorite play of LeBron's career is game 7 of the NBA finals. Ah... Cleveland was ah... Cleveland was 30 seconds away from erasing their roughly 70 to 100 year drought in Cleveland professional sports. They hadn't won a championship in Cleveland um... and Andre Iguodala who was playing for the Golden State Warriors was running down the court. So that's... that's... that's the play that I'll do.

WHITNEY Okay.

BUSTER Ladies and gentlemen, game 7 of the NBA finals... 35 seconds to go. Andre Iguodala gets the inbound. He's running down the court... he gets an open break away... LeBron James coming from all the way behind and he blocked his shot! Off the glass... LeBron James he might of... he might have well just have saved the NBA finals for the Cleveland Cavaliers... a 70 year drought. Almost erased in that single block... LeBron James with the greatest professional block in the history of the NBA. He came from all the way back in back of the baseline... all the way front to block Andre Iguodala on a breakaway alley-oop. Oh my goodness! LeBron James ladies and gentlemen.

That's probably my favorite.

WHITNEY (Clapping) Bravo!

BUSTER Thank you.

WHITNEY Now that was so fun. Thank you Buster for doing that.

BUSTER Yeah for sure.

WHITNEY You have been very public about your decision not to do drugs and alcohol. Can you just talk about the driver behind that decision?

BUSTER Yeah, I mean hopefully everyone feels the same way, but I just feel as though um... you know there's no reason to put yourself at a social and physical disadvantage in anything. And that's also like I also like to talk now about the flip side more. Like... I... I've been working out for roughly 200 days straight. Um... I did my second 100 day challenge back-to-back. I think there's no reason to put yourself in a physical disadvantage. I understand why people do it... because they feel as though it's a way out, but there's a lot of other better ways.

WHITNEY So when you have a conversation with your parents of, "Hey mom and dad, not doing college", um... what did that look like?

BUSTER I think it was pretty clear-cut based on... on how poorly I did on standardized tests. And also... cause that's something that you cannot ah... just show up and do (laughs).

WHITNEY Right.

BUSTER So that's one of those things like... presentations I'll nail 100 on anything I didn't read, research, do anything. SAT? Nuh-uh (negative) doesn't happen like that.

I think their decision was pretty clear-cut when it came to actually, when it came to the time. Because I wasn't going to get into a top school. And I wasn't interested in not going to a top school because I could do what I would have been studying anyways, which is what I've done.

WHITNEY It sounds like it wasn't so much a conversation... you know like a conversation. It was an ongoing conversation you've had with your parents. And I met your mom briefly and watched

how the two of you interact and it sounds like it's just this ongoing... so here's what this is looking like... I'm really good at this... I'm passionate this... I'm clearly able to excel in this... this makes more sense for me to go down that path and... it sounds like that is more what it looks like. And... and is that accurate?

BUSTER Yeah, that's accurate.

WHITNEY Okay. Which is interesting. I want to just call this out for our listeners that is how any conversation should look with parents and children, and in the workplace as well. It's not this one moment of the conversation, the review. This natural ebb and flow of what are you thinking? What does this look for you? What's going to make sense going forward? What makes sense for the organization etc., etc.

So, okay. You rattled off a bunch of things that you're doing um...early in the conversation, Hoops Nation, NBA announcer, digital consulting etc. Can you just talk briefly. What does your business model look like today? Where do you spend the bulk of your time? And you know... one, two, and three kind of thing.

BUSTER Yeah... I mean it really depends on the week you know... Like right now we're out of NBA season so it's not a lot of NBA hosting an also content performs probably 60% as well as it does during the season. So I lay a little bit further back on that. It's like this week we recorded five in the studio podcasts... like getting the guest in town, recording five camera set up, you know... Video, audio and then cutting all those up and helping work with some of the agencies that are in the off season right now. So, the season starts in 30-35 days now so getting, getting ready for that... cause that's an eight month season where everything is hectic. You know all over from the content side, the show listing side, to more people want to do ads with me and stuff like that, cause it's during basketball season.

I mean the off season is fun too. It gives me more time and I also can do like some of the record label stuff for the past couple weeks. We're doing some digital distributions side - taking artist songs, putting it over the top of videos and then distributing it on social.

WHITNEY So most people have naysayers in their life... um... unfortunately and they're either people in their life or in their own heads who say you know, you can't do that. What does that look like for you? And how do you manage those naysayers?

BUSTER I don't think I manage per se, but I definitely remember in the beginning even when I had like 25,000 followers back then on Facebook. Everyone thought it was the lamest thing in the world what I was doing. Even the broadcasting too on radio... people thought that was, that was super lame. And I as definitely on the broadcasting side a little bit insecure as to what people thought about me broadcasting. I loved the broadcast. I wasn't insecure a second about that, but more so about what people thought, because I'm sitting by myself, like have to set up a table and then sit watch like JV girls field hockey when I'm like a new kid at this school sophomore year (laughs). I don't know anybody and I'm sitting down there calling plays, you know, by myself when usually no one even broadcast their games. So um, there was definitely that. And definitely got made fun of a ton on every front. All the way dating back to when I was doing the fantasy basketball stuff, to this site called All NBA All Day, which I started in my sophomore year of high school in Connecticut. Everybody thought that was lame.

Now it's just... now it's different. I don't play any attention to it. Like I'm sure you know as any semi-public figure gets. Like I get dozens of negative DMs and whatever every day. Just more so just trying to get like... get me to respond or whatever, but I'm too used to it now. Because honestly if somebody's not a fan, then that's cool. Like I (laughs) you know. Like hopefully I'll make them one, one day. And if they are great, you know. I'll keep doing my thing and

hopefully making fun stuff, so. I really don't look at it as you know... it's terrible thing. I think it's healthy.

WHITNEY Yeah, it's interesting, and it would not have occurred to me that when you're you know a sophomore in high school... I don't know why this didn't occur to me - is that you're a sophomore in high school, you're calling the game, the field hockey match. And people are teasing you etc. It didn't occur to me that people would do that. So that's interesting.

So you basically had those naysayers and you're like "Okay, I like this, I'm going to do this, I'm... I'm just going to keep going." And um had enough, it sounds like sort of internally though, you were able to manage that from a psychological perspective it sounds like.

BUSTER Yeah and I honestly think that's the reason that most kids don't do what they actually enjoy. That's why they don't cultivate these huge audiences, or find their path before college, because everyone is just making fun of everyone before then. So the second someone just tries to do it, everyone just shuts it down. And I honestly think more younger people would be successful if that weren't the case.

WHITNEY Wow! Buster that's really profound.

Okay, so you've thought about this... what tips would you have for someone who is really passionate about something, their peers are shutting them down. What is one or two practical tips around that?

BUSTER Ages 14 to 18 are the literally the best years of your life to create whatever you want to create. I understand that you're young and in school and this and that. But, you're living rent free, you have no overhead, and you're not in school yet. You're not in like real school, college yet, so you have a lot of flexibility. And you have access to the internet. I mean it's ridiculous!

You should just be creating social accounts around whatever you're interested in, interning during the summer for whoever you're inspired by. Anything like that you should be doing, because I think 14 to 18 is when you can set yourself up for the next 75 years. You can make zero dollars from 14 to 18 and set yourself up to make tens of millions ah... from 18 to 50. You know I really believe that and I think it's, I think school should push that harder than preparing for college.

WHITNEY Do you speak to a lot of high schools? You said you did some public speaking.

BUSTER I've never actually spoken at a high school. I've spoken at colleges. I spoke at Columbia a little while ago. But mostly like adult packed conferences. But, I would love to speak at high schools. Although I don't know if the high schools would want me because I have such like an opposing view.

WHITNEY (laughs) Don't read any books kind of thing.

BUSTER Like so... like I feel the opposite how every faculty member and professor and alumni. Like I just disagree with like all of them.

WHITNEY Yeah. Yeah.

BUSTER Um... And great for them. Like I don't care. You know. (Laughs)

WHITNEY Right, but they still need to, they still need to hear you. I think I have mentioned to you that I have a daughter who is basically your age. She turns 19 on November 2nd and so, I'm kind of

thinking through that process and what that conversation would look like had you come into the high school and talked about this.

BUSTER Yeah, the funny thing is ah... and there's a bunch of videos out there with me saying somewhat similar stuff about like the 14 to 18 range. And how kids should be doing something, and how high school holds you back, and too much preparation for college, and that college doesn't even matter, and literally nobody needs college if they know what they want to do. I get DMs from kids all the time that see it. (laughs) And it's almost like it's what my reaction would be, which is, all right screw school. I'm not going to pay an ounce of attention anymore. I'm just going to go all in on this. Like this is what I'm doing. But I just know if I spoke it like a high school on a public stage, that would be the same reaction... like no kids would show up in class after. Like I really believe that.

WHITNEY When you interact with clients um... to what extent are you able to leverage the fact that you are 19? Like how does that work to your advantage?

BUSTER Usually it's a negative. More often than not it's a negative.

WHITNEY Mm-hmm (affirmative)

BUSTER Um... because it's this added level of difficulty. So say I'm hanging out with a player, right?

WHITNEY Yep.

BUSTER And the player like wants to go to the club, or do this or do that... Like these are the things that I would need to, you know, work my way around, rather than it be extremely smooth. So in those ways it's definitely a negative and I'm looking forward to two years from now.

But, um... you know as far as positives sometimes people are impressed with the fact that I am 19, and they're like "oh that's great!" But I never look at it as a positive personally. I don't even think about age. Like I can be 80 and I wouldn't even think about it, you know if I had the same energy that I have now. Hopefully I do but, I really just look at it as you know what do I have to do today. Oh okay. I have to do this, this, this, and this. Like after this podcast I've got to like get all our, our equipment together. I have a meeting with my video guy, and then we go downtown and we pre-film an episode. Then I have four meetings after that, and then a dinner. It wouldn't matter what age I am, who I am, what I am, I just have to do all these things to the best of my ability and that's that.

WHITNEY Hmm... you make it sound so simple and a lot of people listening are going to go "Oh yeah he makes it sound so simple." And yet it is, um... and yet it isn't. So that's part of the reason why you're... you're having success.

When I listen to you one of things I'm wondering is it sounds like people older than you are actually taking you seriously. It tends to be more people younger than you, or your age that are struggling with taking you seriously. Is that... I... I don't want to put words in your mouth, but I'm just trying to... let me tell you where I'm going with this Buster.

It's one of the things we talk a lot about is, in order for you to be successful you have to be willing to battle your own sense of entitlement. Either, you know, things aren't what you wanted them to be, therefore, the world owes you, or things are going really well and therefore you don't want to try or do anything differently.

And the thought that I had, and maybe this is inaccurate, but then you can... you can riff on this, is that sometimes because you have in many instances, in many ways been this round peg in this square hole, there's been this dismissing of you and your skills and what you're doing,

and/or because of your age. And so I'm just wondering is this me making a story up? Or... or not and to the extent that it would be true what does that look like?

BUSTER I think people younger than me for the most part don't have to take me seriously, because that's the majority (laughs) of my audience, you know. Like my personal brand audience is really like eight to 20, eight to 25. So none of them have to take me seriously. Like a lot of my personal brand is me making fun of myself, so.

WHITNEY (laughs)

BUSTER I would hope that they don't take me seriously.

WHITNEY (laughs)

BUSTER Whereas people that I do work with it's... it's always strictly what the job is. What do I have to do? How do I execute ah... better than anyone else and that's that.

WHITNEY Okay. All right. What's your biggest pinch me moment?

BUSTER Um... that's a good question. I'm trying to think. Ah... most definitely been ah... earlier on. I remember I used to get nervous meeting NBA players, cause I like, I admired them so much. Um... and then I realized they weren't (laughs) you know. They're just like kids. Yeah, but I definitely had that with a couple of legends.

I was senior year of high school, I went out to L.A. to intern for Ice Cube the rapper. And he was like super cool and he started introducing me to all these people, then he sat me down for dinner. It was me, Ice Cube, Clyde Drexler, Dr. J, just chopping it up. And I was 16, you know? (laughs) It was so ridiculous. But um... that was definitely a good one. And I had a couple of friends with me too, and they were blown away. It was a lot of fun.

There was one this past summer, which was less like a pinch me moment, more like hmm... it's really interesting how these things have played out. It was, I was about to go on stage, like side stage with Travis Scott, the rapper. And I was just looking through my phone and Aaron Judge, the baseball player, he had hit me and was like ah... "Yo how are you man? Let's catch up soon." It was... it was just like the weirdest thing. It was like the top levels of my worlds colliding at the same time. Because I was about to go onstage with Travis Scott... you know the side stage with 75 to 100,000 people in the crowd going crazy, fire pyrotechnics, and I'm like... biggest player in baseball is also texting me and stuff. Like that's like a little thing, but, yeah I don't think about any of that stuff really too much.

WHITNEY What's a pinch me moment that you'd like to have? What's on your bucket list?

BUSTER Um... I want to meet Kanye West, yeah.

WHITNEY Yeah, there you go. Love it!

BUSTER Yeah, but that's up there. I want... the number one guest I want on my podcast too is Obama. Um... cause I just want to talk basketball with him for an hour. I would literally only ask him basketball questions.

WHITNEY Have you already reached out to him?

BUSTER No. I haven't.

WHITNEY I dare you.

BUSTER I should. I'm thinking about doing it through... through the Foundation. That's probably my best way in. Raise a bunch of money and then say like I'm thinking about donating to these three foundations. I would love to donate to yours especially if I could get 30 minutes on a podcast talking about basketball. (laughs)

WHITNEY Love it! I love it! Okay. All right so wrapping up, for people who are listening to this and want to find you either because they love basketball as much as you do, or because they'd love to work with you, and learn from you, what are the best ways for people to connect?

BUSTER My social... my social handles are Buster or BusterScher across most socials. My social on LinkedIn is BusterScher. I've been...I've been pushing out content on LinkedIn recently. Ah...my podcast is The Buster Show, and my social email is BusterSchersocial@gmail.com.

WHITNEY Okay. Last question for you. What is next? What are you excited about? What do you want to build over the next 10 years?

BUSTER Over the next 10 years? Well I... I'm super interested as to what technologies are going to exist. I would love to be you know like one of those faces of VR... virtual reality. Um... one of the first to have created contents there. So that would be cool.

But, you know, there's a lot of people that I admire um... like Joe Rogan being one of them, Kanye West, Obama, like a bunch of these random people so that... ah...but the most directly influencing probably Joe Rogan, guys like Gary Vee, um... for creating sort of a combination of my world... of like those people that I look at, plus the differences in myself. So trying to on the podcast run, be a young Rogan because he started doing his stuff at 45, you know, 40. So starting that out back when I was 17, going forward. Um... focusing more on like a younger influencer demographic and in the content that I just continue to develop and be on top of it in platforms.

Like I just got somebody in who's running the Hoops Nation TikTok right now, so. Being on top of platforms like that always, but, just constantly like over the next 10 years I hope I just constantly adapt quicker than most others, and don't fear or don't ah, feel bad about leaving certain platforms, and really, really just pushing contents forward and using bigger budgets to spend on videos and stuff like that.

WHITNEY Okay so face of VR, young Joe Rogan, you will have interviewed Kanye West and Obama.

BUSTER Yeah, yeah that... that will be great!

WHITNEY (laughs) Buster any final words you'd like to share with our guests?

BUSTER Ah... the Knicks are going to win the championship in 2020. That's all I have.

WHITNEY There you go. Thank you so much! It's been a pleasure.

BUSTER Yeah for sure.

It's incredibly inspiring to watch someone go after their dreams. There is a lot to learn from Buster.

The first thing is ---- STOP worrying about what other people think. The fact that he had the drive to sit and broadcast the JV girl's field hockey games while everyone else made fun of him says a lot about Buster's drive. Yes, he was standing up to high school bullies, but how many of us are putting off things we want to try because we're afraid of what the naysayers will think or say?

Second, battling your entitlement helps you problem solve in more creative ways. When Buster mentioned that he wanted to have President Obama as a guest on his podcast, and I dared him to reach out, Buster's response was delightful. When I've dared guests to things in the past, they usually laugh and agree that they should do the thing I dared them to do. Buster did that as well, but unlike other guests, he followed up with what was an outstanding plan to actually get 30 minutes of President Obama's time. I would never have thought to approach booking the interview by donating through the [Obama Foundation](#) and making it clear that he was just planning to talk about basketball - something the former president loves. I won't be surprised to hear that Buster books that interview soon.

Finally, there is so much to be learned when we are willing to listen and really consider outside voices. And the only way we can be in a position to do that, is by battling our sense of entitlement. I have a quick story to share - our producer Macy Robison has obviously listened to this conversation with Buster a few times in preparing and producing this episode. Macy has a 7th-grade son who has been talking about wanting to start a YouTube channel, and she was particularly struck by what Buster said about kids and the opportunity they have to create and try whatever they want to try from ages 14-18. Super low risk. So, after listening to Buster, instead of smiling and putting her son off when he brought up the YouTube channel, she's taking him this week to a conference in LA called [VidSummit](#) so he can learn more about the business and creative side of YouTube directly from some of the biggest names in that space.

Practical Tip: You don't need to hop on a plane and head to a conference, but what is one thing you can do this week to battle your entitlement by listening and considering an outside voice? Just this last week, when a cab driver started to give me advice, instead of paying attention to my phone or other matters, I took the time to listen. It turns out it was good, good advice. Everyone has something they can teach us if we have ears to hear it.

If you're ready to disrupt yourself and become a high growth individual, pre-order my book [Disrupt Yourself](#) anywhere books are sold. You'll learn more about the seven accelerants of disruption and more about your current s-curve of learning--these frameworks that will help you get where you want to go.

Thank you again to Buster Scher for being our guest, thank you to sound engineer Whitney Jobe, 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.