



REBOOT

# The Reboot Podcast

Episode Listening Guide

## Episodes by Topic

- Leadership, Development, & Community
- Major Transitions & Connecting to Purpose
- Fear & Failure
- Mindfulness & Meditation
- Communication, Conflict Management, & Scaling
- Anxiety, Mental Health, Depression, & Burnout
- Venture Capital, Boards, & Raising Funds
- Confidence, Believing in Yourself, & Imposter Syndrome
- Shadow & Superpower
- Partnerships & Co-founder Conflict
- Resiliency & Radical Self-Inquiry

## Additional Resources

- Reboot Self-Guided Courses
- Supplemental Readings

# The Reboot Poem

*A lyrical description of why we do what we do.*

## *The Question*

by the Reboot team, *an homage* to David Whyte's 'Self Portrait'

It doesn't matter to me how much you're worth on paper,  
or who you know or hang out with.  
I want to know what your heart values  
and what courage – perhaps dormant –  
awaits  
inside of you  
to dare to pursue that for which your heart truly longs.

It doesn't matter to me how close you are to an IPO,  
or if there are whispers of “unicorn” stirring among investors.  
I want to know why this business matters to you  
and if there's any chance of cultivating  
culture, relationships and business that  
brings people – including you –  
into their own wholeness and vitality.

And what stops you.

It doesn't matter if your bank account has one zero or many,  
I want to know if you're willing to melt  
into the fire of why it is you are you in the first place.

I'm not interested in the litany  
of sacrifices and trade-offs  
you've made to get here.

What is it that you carry  
that cannot and  
will not be sacrificed,  
no matter what the opportunity  
or the promise of salvation?

I'm curious if you know or sense the amazing  
power and vitality that comes from  
vulnerability  
and

awareness  
for this being the day to be alive.

And to know that prosperity is to be found in how we live our lives,  
not in the spreadsheets and stories  
we tell our investors, our colleagues or ourselves.

I have come to see that those who speak  
and step into  
the paradox and tension of not knowing  
guided by haunting questions of  
“where do I go from here?”  
“but how can I? and, how can I not?”  
“who or where am I now?”  
cross a threshold of not knowing

toward a place where you become aware of things  
your body can not remain unaware of any longer,

where vitality, success and  
the joy of simply being human  
thrive.





**REBOOT**

# **Episodes and Articles**

On Leadership, Development, &  
Community

## ***Listen:***

**#19 – Building a House of Belonging – with Tanisha Robinson:** What's it like to find your path of authentic service in the world? What if you could use the pain of the past, a pain of not knowing where you fit in, of not knowing where you belong to propel you toward work that makes a difference? What if you could create a place of belonging?

**#23 – With a Little More Care – Entrepreneur Growth & Development – with Sherman Lee:** We spend so much time looking at where we aren't or where others have gone that we don't fully appreciate where we are and how much we've grown on the journey. As entrepreneurs, we can get so lost on what is needed to be done, that we fail to recognize how much we can grow and develop over time.

**#29 – Who's in Your Corner? – with Carrie Barry:** Carrie Barry is former Olympic Boxer and entrepreneur who owns and runs a boxing gym in Boulder where people come to break a sweat, get a hug, and learn some valuable life lessons. She's proven resilient, stitching the struggles of her past into the fabric of her being and choosing to appreciate and utilize that pain into the work she does today.

**#37 – Are you a Servant Leader? – with Patrick Campbell:** Jerry is joined today by Patrick Campbell, co-founder and CEO of Price Intelligently – a bootstrapped company in Boston. Patrick and Jerry explore different leadership styles, the power of "if I die docs," and how the secret to leadership, and servant leadership, may not lie in having the right answers, but instead asking the right questions.

**#43 – The Dharma of Inclusivity – with Konda Mason:** Konda and Jerry address some of the source causes of this suffering, this pain, and what opportunities might lie in remembering we're all in this together. This conversation will challenge you on your own privileges and inspire you to find new ways of connecting with people from all backgrounds.

**#50 – A True Place of Belonging:** Virginia Bauman and Iris Bainum-Houle have experienced great success- Virginia as an entrepreneur and founder, Iris as a designer for film and entertainment- and both have also experienced great feelings of otherness. While successful, both felt a call to live and work differently. A call that arose out of the desire to be their full authentic self at all times. This new connection led them to take their own experiences of otherness and transform them to create a space that offers a sense of belonging, love, and acceptance for others.

**#53 – Transform Your Hustle – with Catherine Hoke and Brad Feld:** Catherine Hoke is the founder of Defy Ventures, a program that helps incarcerated individuals transform their hustle to entrepreneurial ventures. Nestled in this conversation about failure, mercy and second chances, is an important second discussion. Joined by investor Brad Feld, this episode also includes a heartfelt reflection on the lottery of birth, acknowledging our own privilege, and what we can do when confronted with these realizations.

**#57 – There’s Just Us – with Bijan Sabet:** In this conversation, Jerry and Bijan discuss the experience of feeling othered and how that changes what it feels like to belong. The shame and embarrassment of feeling different or outside, and the healing that occurs when we find ourselves on the other side – feeling a part of and knowing we are not alone anymore.

**#76 – A More Powerful Way of Working – with Patty McCord:** In this conversation, Jerry and Patty consider how the implementation of radical honesty in our organizations serves to forge solid, supportive spaces where workplace safety is no longer defined solely by the assurance of employment but contains space for team members to feel seen, heard and nourished to grow. Where skill sets are broadened, and diverse people with different ways of thinking come together without fear or expectation to judge or be judged. Wouldn’t that be a more powerful way of working?

**#77 – Knowing You’re Not Alone: The Magic of Peer Groups – with Christine Carrillo, Al Doan, Keeley Tillotson & Bryan Birsic:** What is it like to be part of a group of peers, who meet regularly, to discuss your most vulnerable challenges that may or may not be related to your business? What does that interaction do for you and your leadership? How does that affect your organizations?

**#83 – How You Walk Through the World – with Seth Godin:** On this episode of the Reboot Podcast, Jerry is joined by friend, entrepreneur, author and speaker, Seth Godin. In this conversation, Seth and Jerry seek to tackle the dip, asking us to consider what is actually happening when it occurs, reminding us of the importance of finding our allies during this time, and how living in the tension of unknowing can actually be the catalyst for attuning our understanding to the most authentic way forward – in our companies, our relationships, and on our own personal paths.

**#86 – How Have You Lived Your Life? – with Parker J. Palmer:** In this episode, Jerry is joined by speaker, activist, and friend of the Reboot Podcast, Parker J. Palmer, author of the *On the Brink of Everything: Grace, Gravity, and Getting Old*. Over the course of their conversation, Jerry and Parker contemplate the insights they've gained in the process of aging, the power of living life with kindness and gratitude, and the importance of remaining open to being human together.

**#93 – Standing in the Gap – with Amy Nelson (also good for Boards/VC):**

Former corporate litigator, Amy Nelson is now the CEO and founder the Riveter, a workspace which provides support and equal opportunities for women leaders and changemakers. Born in Seattle in 1977, The Riveter has experienced explosive expansion – with five locations being built in the first 16 months. As a result, Amy is now facing down the many hurdles that emerge during a period of rapid scaling. In this conversation with Jerry, Amy expounds on a few of the barriers she's come up against when raising capital and what it means to take her seat as a leader. Many clients come to us essentially to learn how to lead. Their often anxiety-driven belief is that leading is some mysterious art that they alone were never taught. If they could just figure out how to do the job then they'll feel better, they think.

**#95 - Who We're Meant to Be - with Joe Wilding:** On this episode of the Reboot Podcast, we welcome Joe Wilding, the co-founder and CTO of Boom Supersonic, a Colorado-based company focused on reviving supersonic air travel. With support from Jerry, Joe aims to tackle the question, "What type of leader am I?" Jerry emphasizes to Joe that there are many ways to lead, and the tendency to constantly compare ourselves to others often serves in diminishing our ability to grow into our most authentic self, inhibiting our ability to become who we're really meant to be.

**#99 - Thriving Versus Surviving - with David McQueen:**

In this episode, Jerry and David touch on various topics, including race as a confining social construct, the notion of legacy, and how it can be reframed to not only exist as a mindset but also as a vehicle for building community and spaces of belonging. David also speaks to the unique challenges facing those in the Pan-African entrepreneurial community and the ways in which he, as a black man, aims to instill leadership lessons to people of color (and the organizations that they build) that will empower them to not only survive the system but thrive.



## ***Great Reads On This Theme:***

**A la Mode:** “How do you acknowledge your successes? What have you accomplished in the past three months? The past year? Up until this point? How have you grown as a person? What can you celebrate right now?” - Ali Schultz

**Who’s in Your Corner?:** “My inner critic isn’t saying anything new in the 35 years we’ve been together, but I’m working to gain the upper hand on it. It’s a practice of moving from self critique to self care with my inner dialogue.” - Ali Schultz

**Know You’re Not Alone:** “In doing so, you’ll not only find someone who can listen (and, importantly, hear what you’re saying). You’ll find someone to help you see your blind spots. For, without a mirror, you can’t tell if you’ve a smudge of dirt on your nose.” - Jerry Colonna

**Coming Home:** “Love is openness. It is unchanging. It is generative. It is a stance of strength. It is a way of being that does much. Love welcomes you home to your sense of belonging to yourself and the world.” - Ali Schultz

**A Third, Much Greater Thing:** “As servant leader, you’re making sure everyone has what they need to succeed and to grow – personally, professionally and, for the company, profitably.” - Ali Schultz

**Invisible Fences:** “Bringing reality clearly into view can be a difficult conversation to have with others in our lives, work and communities, because we all carry unconscious biases unique to our own place in space and the privilege that we have based on our race, education, wealth, sexual preference, gender-identity, able-bodiedness.” - Ali Schultz

**Transform Your Hustle:** “Until we take a closer look and expand our notion of what’s possible, what we can do, what we deserve, and what we’d like, these options can limit us and our growth and add to a general feeling of “stuckness.” - Ali Schultz

**Being Human at Work:** “How do we move towards a more authentic and human style of leadership? How can our companies and workplaces support the human experience more fully?” - Ali Schultz

**Our Inheritance, Our Legacy:** “If you’re reading this, I’d wager that you’re not someone vying for an unlived life.” - Ali Schultz

**Radical Honesty:** “Being radically honest is a door we each have to walk through in our lives. It’s a powerful move that starts in our conversations, and how honest they are, at work, in our relationships, with our loved ones.” - Ali Schultz

**Growing Through Life Together:** “Beyond everyone and especially great leaders and entrepreneurs are great peers and loved ones, people who not only accept their wholeness but call it forth. The leadership and entrepreneurial path simply can’t be traveled alone.” - Dan Putt

**Where Spirit Meets Bone:** “There’s no playbook for being yourself. Playbooks are entirely limiting as you set out into this work. This is the path to doing the work of your life.” - Ali Schultz

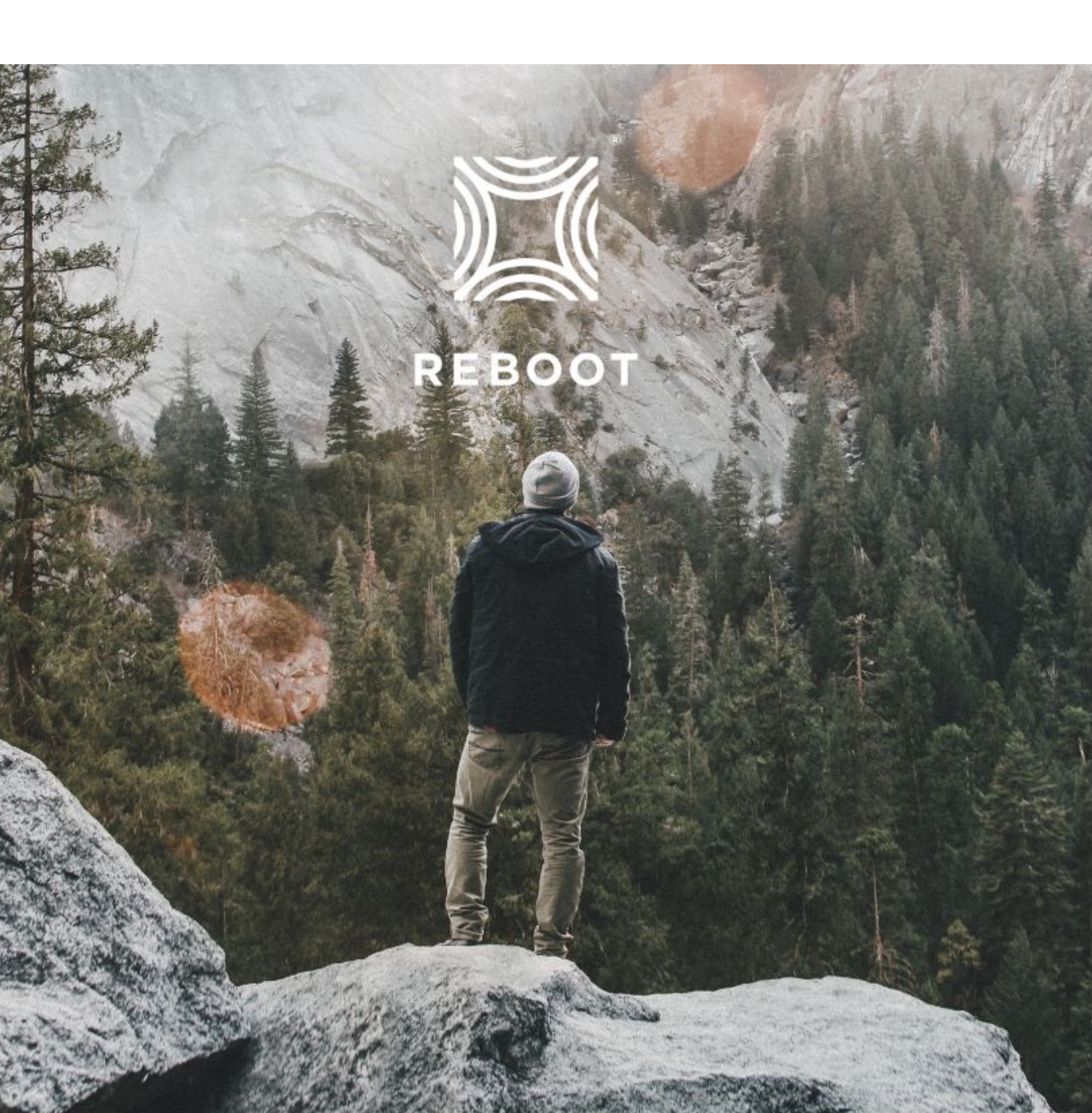
**L-I-V-I-N:** “There is a constant no matter where we stand: we’ve already arrived. There’s no out there to be achieved, attained. Here we are.” - Ali Schultz

**Coming Up Rosie:** “Turning anger into a creative force is a fierce act of care. We can take a tip from Rosie the Riveter here: it starts by rolling up your sleeves, showing up, and building a bridge between the world as it is, and the world we know is possible. To stand where we are and create from there is how revolutions happen.” - Ali Schultz

**The Great Rewilding:** “There’s so much beauty, difference, and variety lost when we hide or leave aside who we are for the multitude of reasons that we often do. If only we felt OK, in the sense that we felt safe and that we belonged and were loveable, for being exactly who were are.” - Ali Schultz

**Opening Doors:** “When we step out of bounds, to be ourself fully, shamelessly, we eschew the prescribed notions that make us feel less than. We begin to find that we are, indeed, enough. We can stand our ground there, in our enoughness, and we may stumble grandly into a sense of inherent belonging.” - Ali Schultz





# Episodes and Articles

On Major Transitions & Connecting to  
Purpose



## ***Listen:***

**#2 – What If I Don’t Want to Be CEO? – with Duncan Morris:** Duncan Morris, by any measure, had achieved a great deal success as co-founder and CEO of the international, 60 employees, online marketing agency – Distilled.net. And yet, something always felt off for him. At our bootcamp in June he was touched and challenged by a question from Jerry: “What if you could truly understand who you are, and lead from that place?” In evaluating this question, a new question emerged for Duncan: “What if I don’t want to be CEO?” – “What if I don’t want to be a leader of a company with 60+ people?” In this conversation with Jerry, hear how exploring these questions has ultimately changed his work, his company, and his life.

**#8 – How Introspection Changed My Business – with Blaine Vess:** In this conversation, Jerry and Blaine talk about Blaine’s “year of introspection”. It included a stop at one of our Bootcamps, working with a coach and a therapist, and that year ultimately helped him understand how and why he was holding himself back. Perhaps Blaine and Jerry’s conversation, our first of 2015, may spark your own year of introspection. Find out how introspection changed his business.

**#17 – Are You Being Stubborn or Resilient? – with Nigel Sharp:** Shouldering the hope and opportunity of improving a country through his organization and carrying a real concern for his own team, he stares down an empty company bank account, wrestling with a deep confusion whether he should push on or move on. Jerry and Nigel explore the questions he’s holding, what moves him personally about his business, and where to possibly go next.

**#18 – Taking your Seat – with Jules Pieri:** In this conversation, Jules and Jerry discuss what it was like to embrace the grit of her Detroit working class upbringing, face head on the fears of being a non-prototypical entrepreneur building a new kind of company in one of the scariest economic times in recent memory. Through it all, Jules has been able to move forward with courage to build an organization where people can feel loved and do great work in the process.

**#21 – The Pathless Path – with William Morrison:** In this episode of the Reboot podcast, Jerry is joined by Bill Morrison founder of Constellation Behavioral Health, which offers specialized treatment programs for alcohol and drug addiction. With Jerry, Bill explores the deep and complicated connections between his purpose, his mission, the peaks, the valleys, and the fear of going off plan.

**#24 - This is All Temporary – with Hugh MacLeod:** Hugh MacLeod has tapped into his own heart and his own woundedness so that he can speak to the hearts of people and organizations to inspire, to question, to laugh and to grow. Hugh joins Jerry in this episode of The Reboot Podcast to discuss how he got his start, what motivates leaders, and how to work (and lead) from the heart. (Hint: often the “how” lies in identifying our own wounds).

**#34 – Self-Actualization is Limitless – with Henry May:** Jerry is joined by Henry May, founder, and CEO of CoSchool, based in Colombia. Henry comes to Jerry with this very issue: How might the journey of entrepreneurship, specifically his own, open up new opportunities for him to grow? How might entrepreneurship be a powerful journey of self-actualization? Or said more directly: How might he use his work at Coschool to do the real work on his humanity?

**#35 – Everything is Workable – with Richard Hughes-Jones:** Life happens. It’s full of moments, good and bad, we never thought would happen to us. The magic and opportunity lie in what you do with those moments. Everything is workable if we choose to work with it. And if we choose to let it work us.

**#36 – The Quest – with Jim Marsden and Jade Sherer:** Jerry, Jim, and Jade talk about the power and opportunity of time on the land, how Jerry’s own experience on a vision quest, which was guided by Jim and Jade, and why a quest could change your own awareness forever. If it terrifies you, you are ready...

**#59 – Everything Is Waiting for You – with Al Doan:** Al Doan led his family’s fledgling small town quilting shop to a leading online retailer with over 450 employees in just a few short years. To the outside world, this rapid growth established Al has a wildly successful and admired leader, but behind closed doors, Al was struggling. Recognizing things were not working, he reached out for help from a trusted friend and advisor. This friend connected Al with Jerry, leading to a new journey of self-inquiry and discovery for Al. A journey that has ultimately led him to walk through the fear and challenge of stepping down as CEO, to create the space for the life of his dreams to emerge.

**#66 – What Are You Made Of? – with Adeesh Agarwal:** Adeesh Agarwal is an architect who has worked in real estate, med-tech and had started and managed his own design firm, which recently closed its doors. Now, he finds himself soul searching at 40 years old looking back at the choices he’s made to have a job and be a responsible caretaker for his family. As he looks at his life and the choices ahead, he asks: Who am I? What are my strengths?



**#68 – Your Second Act – with Jason Jacobs:** Jason Jacobs, founder of Runkeeper, pursued being an entrepreneur with passion and maniacal focus. After starting Runkeeper at age 30, he now finds himself on the other side at 41 post-acquisition, finally reflecting back on the last decade of work. Knowing that he wants to experience building the next company differently, in a more healthy way and with more joy, Jason talks with Jerry about the conundrum of getting lost and consumed in the fire of work. At this mid-life juncture of Jason's time before his "Second Act," they take the opportunity to pause and unpack deeply held notions about how work must be, what success is, and what it means to lead a fulfilling life.

**#73 – Chasing Purpose – with Jeff Orlowski:** On this episode of the Reboot Podcast, Jerry is joined by cinematographer and filmmaker Jeff Orlowski, best known for his critically acclaimed documentary films – *Chasing Coral* & *Chasing Ice*. In this conversation, Jeff discusses the parallels of filmmaking and serial entrepreneurship, reflecting on how his new projects can generate the same feelings of uncertainty, thrill, and fear that often arise in early-stage startups. Jeff shares his journey into filmmaking and how he sees himself first and foremost as a problem solver. Together, Jerry and Jeff hold a dialogue on Purpose, pondering its elusiveness, why we chase it and the reasons we often seek our purpose in the 'wrong' places.

**#78 – When Did You Start to Listen to Your Heart – with Brad Feld & Jerry Colonna:** For this episode of the podcast, we're flipping the script on our host, bringing in longtime friend and colleague Brad Feld to anchor a conversation in which Jerry recounts the pieces of his past that have shaped his life and led him to where he is today. Together they discuss a multitude of topics, including the power of journaling, the importance of quietness and listening, and how Jerry's insatiable curiosity drove his career path from journalist, to venture capitalist and now to author and coach.

**#87 – The Adventure You Expected – with Rev. Michelle Haunold Lorenz:** Looking for support and guidance, Michelle reached out to Jerry and Reboot Podcast. As she considers the past two decades, Michelle reflects on the challenges she's faced – which run the gambit of downsizing and layoffs, declaring bankruptcy, and bouts of co-founder conflict – as well as the lessons she's learned and the gifts she's received in the process. As Jerry and Michelle work together, they consider the uniqueness of her journey, and the beauty of taking ownership of her life, and the ride that she is on – even if it's not the adventure she expected.

### **#97 - An Act of Grace - with Grace Belangia:**

On this episode of the podcast, Jerry is joined by Grace Belangia, Community Development Strategist for CONima and the Executive Director and Founding Member of the Clubhouse, a collaborative and innovative community for entrepreneurs. This past fall, Grace reached out the Reboot Podcast looking for support navigating her feelings around rejection. In this conversation, Jerry works with Grace to uncover to the root of her fears about rejection and how its threat may actually be the driving force that allowed her to discover her life's passions.

### **#100 - Be Still - with Shanley Knox:**

In this beautifully honest and vulnerable conversation with Jerry, Shanley shares the major shifts she's experienced in her personal and professional life, from the process of shutting down her company to the unknowns of first-time motherhood. With guidance from Jerry, Shanley tackles the lingering questions surrounding, "Who am I now?", "Where do I go from here?", and "How can I go about the future differently than my past?"

## ***Great Reads On This Theme:***

**Being & Doing:** "To "take your seat" is to drop into the truth of who you are and take a fresh look at what's in front of you from a vantage point free of your usual fears and clouding judgements. It's taking hold of your birthright, your inherent wholeness. It's being fierce, wise, compassionate, honest with yourself and acting with integrity." - Ali Schultz

**Unfinished Poems:** "Intuition allows us to wait in the vulnerable space of not knowing and allow for things to emerge to help us decide mindfully what we need to do." - Ali Schultz

**Passing By:** "What transitions do you want or need to make? What do you need to leave behind? What is ready to die? What is emerging for you?" - Ali Schultz

**Thresholds:** "Metamorphosis is the ultimate journey of transformation. It's a remarkable feat of heeding the call of something beyond yourself, enduring a process of dissolution, and emerging into a wholly new, brilliant, fluttering thing." - Ali Schultz

**The Opportunity:** "Life doesn't necessarily oblige to your plans. Stuff happens, both good and bad, that you don't choose and it's often nothing you'd expect." - Ali Schultz

**It Shifts Everything:** “Fear and trembling are integral to transitions. It’s at once a beckoning to something new and the discomfort of not knowing what that will bring.” - Ali Schultz

**Big Love:** “We think we’ve got it all figured out. While our gifts for self-preservation and survival are strong, all we’ve figured, really, is how to make sense of the world into which we were thrust, or find ourselves.” - Ali Schultz

**Unfolding:** “When did we learn that the only way to be in the world was to fit and form ourselves into a pre-cut notion of who we need to be?” - Ali Schultz

**The Second Act:** “If we are to use work as an opportunity for self-actualization, and we view work as a way to do our inner work, we may be given more than one opportunity for our own evolution.” - Ali Schultz

**Chasing Purpose:** “How can you create a container for your life so that the content of your life can be lived in a way that is consistent with your values and your soul?” - Ali Schultz

**Point of Departure:** “Heeding the still, inner voice of our heart takes courage, too, as you find yourself alone in your own glorious, but wild, wilderness.” - Ali Schultz

**Finding You in the Thick of It:** “Personal growth and healing isn’t a tidy process. Sometimes it gets messier before it gets better and the good stuff shakes out.” - Ali Schultz

**The Stillpoint:** “We may race around, around, around, without ever finding our feet and without ever relaxing enough to see that there is no chase, we don’t need to run, we are safe, we belong, we are loved and lovable. ” - Ali Schultz





REBOOT

# Episodes and Articles

On Fear & Failure

## ***Listen:***

**#3 – This Being So, So What? – with Nigel Sharp:** As CEO of a young startup, you can often feel what you are facing right now can make or break your company, can make or break you. And you will likely find yourself in this place more than once. Nigel Sharp, CEO of Armenian based Lion Sharp, finds himself in one of these very moments. He feels the energy of a promising product, and the reality of 6 months of runway. How do you balance the excitement and challenges? How do you discuss the reality of your finances with your team? How do you discuss your fears, not only of failure but of success?

**#4 – The Hidden Burdens in Our Work – with Sherman Lee and Joseph Bassett:** Fear is pervasive in our lives, and in the crazy world of startups and entrepreneurship, it is an always present participant. In this episode, we have two entrepreneurs dealing with two different and yet similar fears, fears that entrepreneurs will know all too well.

**#10 – Fail With Honor – with Derek Bereit & Beth McKeon:** Most startups fail. We all know this as much as we try to forget it. The absolute hardest, hardest question an entrepreneur can ask themselves is: When do you know it's over? In the first of two conversations in this episode, we are joined by Derek Bereit, CEO and Co-Founder of Symptomly, who is staring down the end of his runway and wrestling with this very question. In a second conversation, we hear from Beth McKeon, Founder, and CEO of Kids Calendar, who is dealing with another common challenge: How do you find, recruit and hire the right person for your startup at the stage that it's in?

**#13 – You Are Not Alone in the Fear – with Ben Rubin:** In today's conversation, Jerry is joined by Ben Rubin – Co-founder and CEO of Change Collective – an organization itself that is set on helping people make positive changes in their lives. Ben comes to Jerry wondering how he can better deal with the negative inner dialogue. They quickly discover that inner voice, and more specifically the feelings that precede it, are a powerful indicator of an underlying fear. What opportunities exist in exploring that fear?

**#40 – Beyond Blame – with Dave Zwieback:** Jerry is joined today by author and CTO, Dave Zwieback, to talk about just that. Dave, in his book, "Beyond Blame: Learning from Failure and Success" explores the risk of blame, how it fails to identify the immense complexity and interdependency of the world around us, and the real cost of rapidly assigning fault. If we pause and explore, we may just find that blame often prevents us from doing the very thing we want most – to learn and to grow.



**#44 – We Are Designed to Fail – with Nicholas Russell:** Startups fail. We hear it all the time. Failure is good. We hear that all the time too. But we rarely hear about the pain, the shame, and second guessing. And even worse, we rarely hear about what opportunities may lie for our own growth in something ending beyond the pivot and lessons learned....A startup failing is not proof that something is broken within you. In fact, it's an opening and opportunity to find something new within you and for you.

**#49 – The Tragic Gap – with Tarikh Korula:** Tarikh Korula has founded a number of companies but has yet to achieve an exit. In this episode, Jerry and Tarikh discuss how we define failure and how we hold the tragic gap– the space between where we do the work and our often elusive end aspirations.

**#54 – Hearts Broken Open: The Case for Conscious Leadership and Entrepreneurship – with Matt Munson:** Every entrepreneur hears the call of an inner voice. We may call it drive, intuition, or our guiding voice. Regardless of name it pushes us forward. This voice can be our most powerful ally in the pursuit of authentic leadership, or become our greatest enemy when clouded by fear, anxiety, or self-judgment. Most of us equate struggle as a bad or wasted experience. But as we find in this episode, that association is far from the truth. Instead, heartbreak holds our greatest potential to allow true transformation to be possible.

**#72 – Heading Life's Speed Bumps – with Matt Tara:** Matt Tara is the CEO of an e-commerce fashion company that failed but is still very much alive in his head. Matt was forced to put his company to rest, and he was left with many multifaceted feelings — among them: failure, grief, and the understanding of what it means when an entrepreneur says “this is hard.” In this conversation, Jerry helps Matt conceptualize the latest speed bump in his life. They begin to unpack all of the gifts and lessons he's received from this experience and propose tactics for keeping Matt's inner critic at bay as he considers what's next.

**#80 – Navigating Children and Career – with Melissa Pasquale:** In a modern working world which often venerates the ‘grind,’ – long hours and dogged work-ethic – as the dominating the model for focused career development, where does that leave room for building families and raising children? In today's episode, Jerry is joined by Melissa Pasquale, mother of three and Chief Operating Officer at Engrain. Together, Melissa and Jerry consider the navigational challenges of being a parent while maintaining a career.

## ***Great Reads on This Theme:***

**Since Feeling is First:** “All of life is to be felt. It’s coursing through us all the time. Sometimes we can feel so much and not know what to do with it all. Every wave of emotional energy, from sadness to joy to anger to fear, brings with it information if we pay attention to it.” - Ali Schultz

**The Beauty of Not Knowing:** “Wouldn’t it be great if in those moments we’d oft dubbed as ‘failure’ were instead seen as changes that move us in the right direction that we didn’t know we needed or wanted?” - Ali Schultz

**Black Marks and Gold Stars:** “As a leader, your main objective should be to make the right decisions for your organization, rather than be right.” - Ali Schultz

**Aftermath:** “Self-acceptance fortifies your emotional foundation to endure what happens so you can enhance your capacity to handle the detours and plot twists, and uncertainty of what’s next in life and work.” - Ali Schultz

**Earning Your Wings:** “Perhaps the tragic gap closer our psyche is this chance at midlife when we turn away from the rear view, and look ahead, into that transitional space where old psychologies die and new paths emerge.” - Ali Schultz

**Makes All the Difference:** “The times we shift from pre-warrior to warrior are moments when in our minds we take a risk to voice our truth against all of our fears telling us not to.” - Ali Schultz

**Worth It:** “Guilt often comes to us as a form of self-judgement against some external expectation in which we didn’t measure up.” - Ali Schultz





**REBOOT**

# **Episodes and Articles**

*On Mindfulness & Meditation*

## ***Listen:***

**#5 – How Do You Define Success? – with Joseph Chura:** In this episode, Joseph and Jerry explore why he feels compelled to run, and why mindfulness is about so much more than meditation...it's about expanding the space between stimulus and response. To explore how do you define success?

**#11 – Stop and See: Mind hacking, Meditation and Leadership – with Vincent Horn:** In this episode, Vince and Jerry talk about their own mindfulness practices, how Vince navigated his own ups and downs as an entrepreneur and how meditation and mindfulness can create better leaders, and better organizations. \*\*And be sure to listen all the way through the end, as Vincent has included one a 10 minute guided meditation for you to kickstart your own mindfulness practice.

**#22 – Does Anyone Really Know What They Are Doing? – with Sharon Salzberg:** We are honored to welcome one of our key teachers at Reboot, Sharon Salzberg, to the podcast. In this conversation, Sharon and Jerry discuss Sharon's own entrepreneurial path, a new definition of success (and failure), authenticity, and loving kindness.

**#38 – Plant the Seeds of Your Life – with Congressman Tim Ryan:** Congressman Tim Ryan is our guest for Episode 38 of the Reboot Podcast. In this conversation, Tim shares his journey to mindfulness, his ongoing practice in noticing his own inner conversation, and his commitment to mindfully planting seeds for the future and having the patience to watching them grow.

**#55 – Fierce Compassion – with Roshi Joan Halifax, PhD:** In this episode Jerry Colonna is joined by Roshi Joan Halifax, a Buddhist teacher, Zen teacher and anthropologist. Throughout the episode Jerry and Roshi Joan discuss how leaders can learn to best allocate their attention, the pitfalls of pathological altruism, and how practicing compassion is the cornerstone to wise leadership.

**#60 – The Work of Your Life – with Khe Hy:** Khe Hy spent 14 years in Financial Services and was successful by all signs, but his work and life felt 'meh.' Despite all of Khe's efforts in meditation, mindfulness, and reflection, he struggled to figure out how to be present for his life. As a self-proclaimed life-hacker, he struggled to find the metrics and hacks to be present. As Khe and Jerry discuss, perhaps the answer to being present is deeper than hacks and metrics. Perhaps the clue lies in what he's so afraid of.

**#79 – The Space Between Stimulus and Response – with Nicole Glaros:** On this week's episode of the Reboot Podcast, Nicole Glaros, Partner at Techstars, joins Jerry for a thoughtful conversation on perceived awareness, the power of mindfulness, and the inherent resiliency which arises when we master the ability to widen the gap between stimulus and response.

**#94 - When Is Enough, Enough for Me? - with Steve Kane:** On this episode of the Reboot Podcast, Jerry is joined by longtime friend and self-described serial entrepreneur, Steve Kane. As they ponder the question of 'enough,' Jerry and Steve touch on the ways in which we, as humans, yearn for safety, love, and belonging, and how, ultimately, our ability to expand our awareness of 'enough' is an act of continuous practice, one which allows us to take stock of our lives at any moment and truly consider, "When is enough, enough for me?"

### ***Great Reads On This Theme:***

**Does Anyone Really Know What They Are Doing?:** "You, the one who you become and what you give while you create, are the ultimate source of beauty." - Dan Putt

**Sacred Pause:** "The sacred pause is internalizing your creative agency and taking responsibility for what you're creating in your life." - Ali Schultz

**Clarity and Grace:** "When you've gathered your attention and are attuned to yourself and the other person, you have the capacity for fierce compassion to meet what's here and what's coming at you with openness, connectedness, and discernment and without looking away. " - Ali Schultz

**Risking Significance:** "To be fully alive in the full-spectrum range of experiences a sentient human can handle – the love, the sadness, anger, grief, joy, that tingly feeling of aliveness – is it. The work of our lives is to be with life as it happens." - Ali Schultz

**From Red to Red Light:** "As humans, the only things we can control are our choices and actions. The ability to respond with aplomb versus a bomb of a reaction can create openings instead of closings, space for curiosity as opposed to rigid stances." - Ali Schultz



**Thresholds of Change:** “Growing up and becoming an adult is about learning what stories, beliefs, and strategies are running your life, and which ones you’ve long outgrown. What are the images of success you’ve been setting out for, and are those yours or someone else’s? It’s about finding yourself, knowing yourself intimately, and knowing in your core who you are, what you want, and when it’s time to change.” - Ali Schultz





# Episodes and Articles

On Communication, Conflict  
Management & Scaling

## ***Listen:***

**#6 – Do You Avoid Difficult Conversations? – with Carm Huntress:** Do you have an innate desire to make people happy? And does that desire at times cause you to at hold back the truth, out of fear of perhaps hurting others and yourself? In this episode, Jerry and Carm unpack what it means to be fierce, and what’s behind the desire to make people happy.

**#31 – Why Being Real Matters – with Evgeny Shadchnev:** Jerry is joined by Evgeny, Co-founder and CEO of Makers Academy. Ev wrestles with the question of whether it’s possible to scale an organization built on trust, or does success require a leader who governs by fear? Together they discover a more beautiful, more fundamental question – “Who is Evgeny?” In that answer, they may find a path to personal alignment and more effective leadership.

**#64 – Whole Humans Make Better Leaders – with Nancy Lublin:** Nancy Lublin, CEO of Crisis Text Line, a non-profit that provides free 24/7 support at your fingertips, is a successful serial social entrepreneur. In this candid conversation with Jerry Colonna, Nancy talks about what it means to be a social entrepreneur and being human-centric in this world of chat bots, numbers, OKRs and KPIs.

**#69 – Effective Communication for a Growing Team – with Erin Frey & Ti Zhao:** Erin Frey and Ti Zhao, are the co-founders of Kip – an app which aids in locating a quality therapist and helps you measure your progress. In this episode, they sit down with Jerry to talk about what the issues they run into and the importance of effective communication for a growing team. More importantly, they talk about what makes them tick and how their ability to work together as leaders as it is one of the most important things they can focus on at this stage of their company.

**#84 – Building Resilient, Humane Organizations – with Nathalie McGrath:** On this episode of the Reboot Podcast, Jerry is joined by Nathalie McGrath, VP of People at Coinbase. In her time with Jerry, Nathalie opens up about her own battles with imposter syndrome, the challenge she faces in combating the creeping feelings of burnout, and how she as VP of People, can help support and sustain the members of the Coinbase team who might be struggling with similar sensibilities. As their conversation unfolds, Jerry speaks to the importance of remembrance, whether it’s of fear, or the wish for love, safety, or belonging, and how in recalling those instances, Nathalie and her peers are in a unique position to build a more resilient and humane organization driven by profoundly meaningful leadership.

**#85 – Leading and Living with Integrity – with Shelly Francis:** Courage takes many forms, but how do we inject courage into our lives, our relationships, and how we build and tackle problems in our businesses? On this episode of the Reboot Podcast, Jerry is joined by Shelly Francis, Marketing and Communications Director for The Center for Courage and Renewal, and author of, *The Courage Way: Leading and Living with Integrity*.

### ***Great Reads on This Theme:***

**Being Fierce:** “What are you saying that’s not being heard?” and “What’s being said that you’re not hearing?” - Jerry Colonna

**Wholeness, Not Happiness:** “From an employer or culture creator standpoint it’s much easier to address all the fun, good stuff and hope that will somehow fix the rest. It takes work, it takes awareness of self and of the organization. It requires vulnerability. It’s not easy. But it is worth it.” - Dan Putt

**Congruence:** “Trust in our organizations undergirds success. Trust is what empowers teams to manifest a company’s vision. Without trust, our teams and companies are in jeopardy. Lack of trust will derail any attempts to improve company culture.” - Ali Schultz

**Building Bridges:** “Effective communication starts at the top and sets the tone for how the company communicates as team grows by modeling it. Are you committed to having constructive conscious relationship – or a crazy-making toxic one?” - Ali Schultz

**A Good Ear:** “Listening involves putting ourselves and our own interests aside for a bit. It involves getting really curious about the other person, and wondering what’s going on in their world.” - Ali Schultz

**Working Well:** “Consider that company values and culture are the moment to moment lived-in ways that an organization operates. What kind of culture are you creating? What are the values you live by in the office?” - Ali Schultz

**Wondering About Wonder:** “Wonder asks of us to suspend what we think we know about what will or will not happen and why that is so. It reminds us that there’s a lot we don’t know about, and begs us to get curious and dwell in possibility.” - Ali Schultz





REBOOT



# Episodes and Articles

On Anxiety, Mental Health, Depression  
& Burnout



## ***Listen:***

**#7 – Depression and Entrepreneurship – with Rand Fishkin:** In this podcast, Jerry converses with Rand about his experience – his “loop,” how shame and guilt are at times his driver, the importance of understanding one’s emotional state, and how he’s made progress in coming out of depression, including his one piece of advice for entrepreneurs or anyone dealing with their own depression.

**#39 – It’s Time For New Choices – with Mary Lemmer:** Mary came into the Reboot office and recorded the story of seemingly everything working against her over the last 18 months – her body giving in, her relationship ending, her business coming apart, and losing her Dad’s approval. These are physically and emotionally painful experiences, and yet what if they are exactly what she needs? What if she was only waiting for this moment to arise?

**#47 – Embracing Both Sides of Yourself – with Amir Salihefendic, CEO of Doist:** Amir Salihefendic, the founder and CEO of Doist, is the creator of the powerful and popular productivity tool, Todoist. Jerry joins Amir and they explore this apparent conflict, talk about his upbringing and his family’s escape from the war in Bosnia when he was young, and in this exploration, they uncover a new path forward for Amir and the business, one of integration.

**#52 – Feast On Your Life – with Rob Symington:** Rob Symington is founder and entrepreneur who experienced a debilitating period of burnout following the launch of his startup, a startup that was inspired by the idea that work could be more fulfilling, less stressful and generally improve people’s lives no less. In this conversation, Jerry and Rob discuss his experience, why Rob believes it’s so important for him to share it, how he is moving forward, and the fact that the pressure of doing something you passionately believe in can challenge you unlike anything else.

**#61 – The Seasons of Our Lives – with Sally Spencer-Thomas:** Sally Spencer-Thomas is a psychologist who found herself in a moment in which she was not prepared when her brother died of suicide. After that significant event in her life, Sally poured much of her life into engaging leaders and finding bold, gap-filling solutions for suicide prevention in schools, workplaces, and communities. Driven by the memory of her brother, Sally dove into her work, and along the way, she found a community and purpose around her brother’s legacy.

**#67 – The Energy of Our Emotions – with Ben Rubin & Dan Harris:** Ben Rubin and Dan Harris have found themselves as unlikely co-founders in 10% Happier, which came together when Ben’s previous company Change Collective underwent a successful pivot. In this episode, Ben and Dan open up to Jerry about what it’s like being co-founders. They shed light on how their mutual anxieties affect their relationship and their company.

**#75 – A Pattern of Habits – with Judson Brewer:** Judson Brewer, Director of Research at the University of Massachusetts Medical School Center for Mindfulness, is a revolutionary thought leader in the field of habit change and the “science of self-mastery.” In this discussion, Jeff and Jerry ponder identity, how beliefs about our character might shape the way we show up to meet the world, and the ways in which our perceived identities restrict and confine our sense of self.

**#82 – Compassion and Resiliency – with Roshi Joan Halifax, PhD:** In her second appearance on the Reboot podcast, Roshi Joan Halifax, author of *Standing at the Edge: Finding Freedom Where Fear and Courage Meet*, works with Jerry to unravel the power of edge states, the importance of taking a compassionate stance in leadership, and how the suppleness that stems from compassion leads to enhanced resiliency and true freedom.

## ***Great Reads On This Theme:***

**You Do Not Overcome Depression. You Move Through It:** “Depression is not a life sentence. We do not have to sit idly by doing nothing. This is not an argument against action. Rather it is an imploring to abandon expectation. To understand that depression is not formulaic. It doesn’t follow the rules.” - Sarah Jane Coffey

**What to Do When You Are Depressed:** “It is one thing to intellectually know that you are not alone. It is another to feel it in your heart. When we open our heart and mouth to share with another, we move and transform energy.” - Sarah Jane Coffey

**It’s Not You, It’s The Startup Life:** “If you are at a startup and struggling, first and foremost: You are not alone. You are not crazy. You are not a failure.” - Sarah Jane Coffey

**Release:** “Stress eats away at our bodies because we are not adept at recognizing it’s signals. We aren’t emotionally literate. Our emotional competence is hindered by a pervasive lack of emotional acceptance in our society.” - Ali Schultz

**Fate and Destiny:** “Sometimes even the decisions we think we’re making freely are bound to a past. Catching that space between our fates and our destiny takes some sussing out.” - Ali Schultz

**Wherever You Go:** “When it comes to all the parts of ourselves and psyche, we can’t spring-clean them out entirely.” - Ali Schultz

**The Turning:** “When we lose our congruence within our self, we lose a connection not just to our inner world and our own presence, but we also lose the connection to the lifelines around us: our friends, relatives, community, the flora and fauna, the natural world.” - Ali Schultz

**Murmuration:** “The beauty of naming your inner state is that you don’t have to do anything with it. You just have to name it, account for it, and include it in your experience (versus pushing the feelings away).” - Ali Schultz

**Getting Curious:** “Sorting out our behaviors can shed much light on not only our way of being in the world, but also how we can move forward with more clarity and grace.” - Ali Schultz

**The Perpetual Undoing:** “When we get stuck and attached to our identities, we begin to assume that we are a static, fixed self, and we blatantly deny life’s current of mutability. Constant change is the only constant, and our very sense of self is a fluid unit.” - Ali Schultz





# Episodes and Articles

On Venture Capital, Boards &  
Raising Funds

## ***Listen:***

**#9 – Investing in Trust – with Fred Wilson:** In this conversation, Fred and Jerry share some stories from the Flatiron Partnership days, what makes a perfect board, the importance of trust in investing, and what makes a good leader. They even discuss the sheer terror they felt on their own entrepreneurial journey.

**#20 – Investors are Human Too – with Bijan Sabet:** In this episode, Jerry Colonna is joined by Bijan Sabet of Spark Capital and they explore some of the tensions that often arise between investors and entrepreneurs, the emotional perspective of the investor, and the importance of purpose and artistry.

**#25 – Live Beyond Compare – Brad Feld:** Longtime friends, Brad Feld and Jerry Colonna talk on Reboot Podcast #25 about VC's as Dungeons and Dragons characters, Brad's evolved and evolving investment criteria, defining success, and the single best piece of advice Brad offered to Jerry that changed his career.

**#45 – What's Love Got to Do with It?- with Fred Wilson & Brad Feld:** Fred, Brad, and Jerry share stories from the past, moments where they were pushed to their limits physically and emotionally. They talk about the critical steps they've taken to being an effective and supportive board member and investor, and how the lessons from past painful experiences show up in the values of their firms.

**#58 – The Joy of Surrender – with Simon Cant:** Simon Cant's path to becoming a VC has been a windy road. Alongside his meandering career path, Simon has battled to slow the swing between a strong desire to exert control and an acute awareness of his own need to surrender. In this conversation, Jerry leads Simon to remember that there is no such thing as a perfect surrender. That instead, surrender is a lifelong practice.

**#70 – The Inner-Workings of a Good Board – with Brad Feld & Fred Wilson:** How can you expect to serve others, whether it be customers, portfolio companies, or your organization if your own house is not in order? In this episode, Fred, Brad, and Jerry share stories from the past, moments where they were pushed to their limits physically and emotionally. They talk about the critical steps they've taken to being an effective and supportive board member and investor, and how the lessons from past painful experiences show up in the values of their firms.



## ***Great Reads On This Theme:***

**Integrity of Soul:** “We often hear about the fears entrepreneurs carry, yet this pervasive feeling doesn’t evade their investors either. When tensions arise on either side of the table, there’s a lot of feeling close to the surface, and someone may pull the asshole card. The painful stories of investor relations happen when the feelings that come out sideways model “power over” vs. “in power with.” - Ali Schultz

**Go Your Own Way:** “Who are you and what are the values you’re living by? What kind of company are you building? What do you long for? What brings you joy? What is a great day according to you and your best self? What are your metrics of valuation on the life you’re creating?” - Ali Schultz

**What’s Love Got to Do With It?:** “Love isn’t merely some second-hand emotion; love is the fuel that powers great organizations.” - Jerry Colonna

**When Life Comes At You:** “When I start fearing life coming at me, the modes of control I tend to employ are usually isolating and limiting.” - Ali Schultz





**REBOOT**

# **Episodes and Articles**

On Confidence, Believing in  
Yourself & Imposter Syndrome

## ***Listen:***

**#12 – The Journey After the Journey – with Polar Explorer Ben Saunders:** Ben Saunders knows very well the ups and downs that come with attempting to do something extraordinary. Like so many entrepreneurs, he struggled with the challenges of being an effective leader, and faced the pain of fundraising or not meeting payroll. But Ben's end goal was a bit different. He's a polar explorer. In this conversation, Ben and Jerry discuss his journey on and off the ice.

**#32 – Invest in Being Yourself – with Bryce Roberts & Chris Marks:** VC's Bryce Roberts of OATV and Indie.vc, and Chris Marks of Blue Note Ventures both found the standard issue of the VC world was not a fit for them. In a conversation with Jerry, and each other, they explore the challenges on their journey, and the potential opportunities they have to better connect with entrepreneurs through those challenges. This conversation may leave you asking yourself: In my own work, what are my values? What are my priorities? What would it mean to invest in being myself?

**#46 – Hitting a Wall – with Semil Shah:** Semil Shah has done remarkably well as a one-man shop with his investment firm, Haystack. But he is now wrestling with the challenges of growing his business while continuing to grow himself. How does he want to approach the next 5 years? And how does he develop the skills to get there? Adding to those challenges, there's also a sneaky voice that speaks to him, one that can drive him and but also hold him back. A voice that is saying to him: "You don't belong here, yet." We all have a version of that voice, often referred to as impostor syndrome. The opportunity for all of us lies in how we choose to be with that voice.

**#48 – When are you really an Entrepreneur? – with Sarah Weiler:** In this conversation, Jerry and Sarah discuss what's holding her back from identifying as an entrepreneur and why it's so hard to shift from living to satisfy what you think is expected of you to what you want and love to do.

**#63 – Remember Who You Are – with Adi Mashiach:** In this episode, Jerry Colonna and Adi discuss how our intellect can help us figure out only so much in life, and how listening closely to our heart can reconnect us with the forgotten parts of ourselves that, once reclaimed, can sit beside us as we endeavor through life.

## ***Great Reads On This Theme:***

**Disappearing into the Fire: Surviving the Startup Life - Jerry Colonna:** The frenzied and frenetic life of startups can destroy you, your family and your company as you Disappear into the Fire. How can you lead yourself & your startup to success without a meltdown? Drawing on his work as a venture capitalist and executive coach, Jerry says the magic happens in the crucible that forms a leader.

**Haute Couture (or, A Suit That Fits):** “The existential pain of being so disconnected from who you really are takes its toll. When you attempt to wear a different suit, one that fits, you can be much more yourself. That alignment has a sense of freedom to it.” - Ali Schultz

**Hitting the Wall:** “While Resistance never leaves us alone entirely, we can work with it so that it doesn’t work us over.” - Ali Schultz







REBOOT

# Episodes and Articles

On Shadow & Superpower



## ***Listen:***

**#14 – Shadow and Leadership – with Parker J. Palmer:** Who are you? What do you believe to be true? What do you bring consciously to the world? And, even more interesting, what do you bring unconsciously to your work, your organization, your relationships? How does that which you have either denied about yourself, or feel uncomfortable about, shape your life, either positively or negatively? What lies in this unseen shadow? And why is it important for you to explore? Parker Palmer joins Jerry for a discussion on a very important and powerful topic: Shadow and Leadership.

**#27 – From Caring Comes Courage – with Zoe Weintraub:** Zoe Weintraub is the founder of Opus for Work and is our guest on this episode of the Reboot Podcast. Zoe and Jerry discuss both the beauty and burden of external expectations and ultimately find that when you follow the emotion and vulnerability associated with them, they expose your superpower hiding in plain sight.

**#28 – Reclaiming The Shadow – with Tracy Lawrence:** Tracy Lawrence, Co-founder and CEO of Chewse, joins Jerry talk about authenticity, leading from the heart and on the power of embracing the lost and disowned parts of ourselves, the parts in her shadow. For Tracy, it's not only about being there for the little girl who was bullied in middle school, but also about owning her very own inner bully. Reclaiming that part of herself will not only impact her approach to the latest company experiment but it also might affect her own leadership and bring her and her company deeper into alignment.

**#33 – Do I Even Have A Superpower?- with Kent Cavender-Bares:** Jerry and Kent explore the double edge of a superpower, and how the path through his challenges may lie in a new set of questions: How can I be even more like Kent? How can I embrace my superpower? How can I believe in myself? And why is that so damned important?

**#41 – Are You Afraid of Your Own Power? – with John Guydon:** John Guydon, an entrepreneur, and speaker is a man who owns his power more than most. In this episode of the Reboot podcast, he shares with Jerry his story, and how he can't help but tackle big problems, not because they are fun but because they need to be tackled – from finding missing children, to now directly discussing and addressing the economic gap that exists between Black Americans and other communities.

**#42 – Building Relational Trust – with Parker Palmer:** This is a conversation packed full of deep lessons on leadership, the shadow, the importance of relational trust, and the incredible power present in community. This episode will leave you with new, profound questions and answers about yourself, your role in your organization, and the power you hold, but may not yet accept.

**#51 – The Love that Heals: Welcoming in our Shadow – with James Hollis:**

James Hollis is a Jungian analyst, author and lecturer whose work has inspired and influenced us at Reboot. In this episode Jerry and James talk in depth about the Jungian concept of shadow, how shadow shows up in leadership, and what we can do once we become aware of our shadow.

**#56 – Participate in Your Own Rescue – with John Guydon:** In this session, Jerry and John build on the idea of embracing your super power, discuss the fear in being labeled and how John’s purpose continues to undergird all he does, including his new projects.

**#90 – The Fear of Being You – with Leonie Akhidenor:** On this episode of the Reboot Podcast, Leonie Akhidenor works with Jerry to explore the roots of her own inner critic, tracing the emergence of Leonie’s Loyal Soldier back to a childhood environment where achievement and success were deemed paramount. Jerry touches on how the anxieties that we carry (and often our parents carry) are passed from generation to generation, and how the logic we used as a child and the survival techniques we developed may actually no longer be needed in our present situations, allowing us to recognize that we’re ok, just as we are.

## ***Great Reads On This Theme:***

**Looking Awry:** “If we don’t work on our stuff, our stuff will work on us. It will work on us while even our best mind-set intentions are to have an amazing life. And it will show up everywhere projecting it’s own reality in front of us like a bad movie – or perhaps recurring situations you keep finding yourself in – until it is brought to light.” - Ali Schultz

**From Caring Comes Courage:** “When I open to my own fear of the pain of disappointment, and own the ways in which I can and do disappoint others, I discover my superpower-like gifts as a human.” - Ali Schultz

**Exile Nothing:** “By not accessing my denied parts, I failed to experience the potency of my own vitality, and therefore denied my wholeness. We’re not all love and light. We’ve got all the other parts at play in our psyche, too.” - Ali Schultz

**Knowing Where You Are:** “If we question our worth by ways in which we feel inadequate, we diminish ourselves and erode our own connection to our core.” - Ali Schultz

**Staccato:** “We fear our own power because of the risk it takes to flow freely with what we want to express. In doing so, we become detached from the very purpose and potency of our deepest self that wants to flow through us.” - Ali Schultz

**Show Me That You Care:** “When a leader who uses the organization to project their issues, recreate family of origin stories and dynamics, do their unfinished inner work (unconsciously, narcissistically) – and fail to recognize what they are creating – the organizations toxicity tends to increase.” - Ali Schultz

**Where Your Loyalties Lie:** Our Loyal Soldiers served to protect us growing up. But in the second half of life, when left unchecked, these Loyal Soldier strategies can dampen your leadership capacities and derail your company, your relationships, and the full aliveness of who you really are.

**The Popular Vote:** “While looking at the shadow closest to home may not be your ego’s first pick, it will surely be the popular vote of your soul.” - Ali Schultz

**The Only Life You Could Save:** “In the grand excavation of you, the other side is worth it—it’s full of freedom to be who you are with none of the aforementioned scary-bin loyalties of your subconscious holding you back.” - Ali Schultz

**Part and Parcel:** “How can we stride forth with more authenticity, and all of our parts on board with what we want, as the primary consciousness of our mature adult lives?” - Ali Schultz





REBOOT

# Episodes and Articles

On Partnerships & Co-founder

Conflict

## ***Listen:***

**#15 – Becoming a Leader: The Crucible of Co-Founder Conflict:** In a special episode, we have the 3 co-founders of JW Player joining Jerry in person. In a very open conversation, they explore key challenging moments in their company and partnership history -and how they emerged from those moments stronger and more committed than ever. It's an inspiring story of how they became leaders in the moments of conflict.

**#16 – Mindful Partnerships – with Zelle Nelson & Maureen McCarthy:** What if your agreements with partners and co-workers were more focused on the characteristics of how you come together, related to one another, and work together, instead of what happens when sh\*t hits the fan? What if your co-founder agreement came from a place of hope instead of fear? Zelle Nelson and Maureen McCarthy are co-founders of The Center For Collaborative Awareness and our guests for today's conversation. They've created a collaborative process called "The Blueprint of We," a mindful approach to build and sustain healthier, more resilient business and personal relationships and partnerships – those that start from a place of hope and openness. They join Jerry to share how they came together, how the process works, and how work can impact relationships and organization.

**#26 – Finding Your Business Soulmate – with the Grommet Co-Founders:** Jules Pieri (her second time on the show) and her partner Joanne Domeniconi are the Co-founders of The Grommet. They join Jerry to talk about the beginning of their partnership, where and how they found alignment at the human level, how it has evolved over time, and the challenges it represents as they scale the business.

**#30 – Who Do You Turn To? – with Yancey Strickler & Ian Hogarth:** Behind every great entrepreneur is a great friend. The entrepreneurial path simply can't be traveled alone. So when Jerry asked Kickstarter's CEO and Co-founder, Yancey Strickler: Who do you turn to? The response was immediate: Ian Hogarth, Co-founder, and Chairman of Songkick. We're grateful to have Yancey and Ian join Jerry in today's podcast to talk about their friendship, the importance of peer relationships in entrepreneurship, the relief of being heard by those who can empathize with your experience, as well as those who can challenge you from a place of love and deep understanding.



### **Reboot Extras #1: Unspoken Cofounder Issues with Dan Putt / Jay Acunzo**

**(NextView Series):** In today's first episode, we dive into an agonizing situation: When you're certain there are some issues between you and your cofounder(s), but you've let them linger unspoken for awhile, what do you do? Is it too late? Can you reign them back in and salvage the relationship(s)? Should that even be the goal?

### **Reboot Extras #2: Co-Founder Conflict Dan Putt / Jay Acunzo (Traction Series):**

This is Part 2 in a series about the ups and downs of being an entrepreneur in a special collaboration with NextView Venture's podcast: Traction. Specifically, we'll tackle issues of communication, leadership, and mental well-being.

## ***Great Reads On This Theme:***

**The Space Between:** "Wouldn't it be great if we took time to think about how we wanted to work together? If we took time to learn about what a partner needed in order to return to center in a moment of stress? If we had a useful blueprint for working together effectively, a tool we could use to mindfully custom design what we want to do and be together?" - Ali Schultz

**Expanding Our Potential:** "How mindful you are in the very relationships that are most key to your work and your life has positively life changing implications. By staying with and attending to what comes up for you, and the person sitting across from you, you're creating space for awareness for whatever is presenting itself and space to actively choose another way to be." - Ali Schultz

**The Gifts of Relationship:** "The most successful partnerships are based on a rich bed of trust. It's the kind of trust that you'd equate with a well-performing baseball team: everyone shows up in their role and there's trust that someone is going to catch the ball on first." - Ali Schultz

**How Conflicts Between Co-founders Can Kill Startups:** "Having conflict in your cofounder relationship is normal. Having a conflict is not a sign of failure. In fact, not having conflict can be a sign of a bigger problem." - Khalid Halim

**Common Co-founder Conflict: The Founder Who Doesn't Scale:** "When you are in a place of conflict, it's probably a place of personal conflict." - Khalid Halim

**Co-founder Conflict: Who Decides What?:** “As challenging as different viewpoints can be, these differences in viewpoints are the reason why co-founders often work out better than solo founders. A diversity of viewpoints is an asset to the company but needs to be accompanied with a framework for who decides what.” - Khalid Halim

**The Forgotten Founder:** “You have to care about the company existing in the world more than you care about the whose name is on the latest headline or your title on your LinkedIn page.” - Khalid Halim

**Co-founder’s Equation for Success:** “Sharing our true, honest selves is how we as a community help each other.” - Khalid Halim





**REBOOT**

# **Episodes and Articles**

On Resiliency & Radical  
Self-Inquiry

## ***Listen:***

**#62 – Letting Go of Perfection – with Sharon Salzberg:** In this conversation, Jerry sits down with Sharon Salzberg, author of *Real Love: The Art of Mindful Connection* to discuss the ways in which love might be a counter-intuitive antidote to the ups and downs of entrepreneurship. We learn that as we cultivate a sense of love and compassion for ourselves in our ambitious pursuits and adventures in life, we bolster our resiliency to face life as it is.

**#65 – What You Choose to Become – with Derek Flanzraich:** In this conversation, Jerry and Derek talk about how our challenges at work lies a conversation about what impacted who we are and how we relate to life, work, money. Derek's openness and introspection may inspire you to re-examine how your own stories, upbringing, and past experiences are impacting your business and your life.

**#71 – Patience and Persistence – with Bobby Brannigan:** Bobby Brannigan, CEO of Mercato, has built his second company into a steadily growing business in a hard market with narrow margins. While the company is growing strong, he longs for the excitement of his first startup – which he remembers as a thrilling success. In this conversation, Jerry asks Bobby to consider what having high-risk stakes means for him, and how he can connect to that sense of confidence and aliveness in other aspects of his life. They also acknowledge that patience and persistence are integral to affecting the change Bobby wants to see in the market he cares about – and how it's not so easy being patient when you know where you want to get to.

**#74 – How Human Can We Be as Leaders – with Tarikh Korula:** As leaders, what might happen if we attempted to lead from a place of honesty, equanimity, and compassion? Might we transform our organizations and workplaces into safe oases where our fullest selves emerge, allowing ourselves to step into purpose and the meaningful work of our lives?

**#81 – The Identities That Rule Us – with Semil Shah:** In his second appearance on the Reboot Podcast, Semil works with Jerry to unpack the driving forces that sit behind his need to be seen by his peers in a certain light, and how this need might be limiting his ability to build honest, meaningful connections with those he cares about. Through their conversation, Jerry and Semil explore the root of Semil's guilt, the power of perception, and beauty of aging with grace.

## ***Great Reads On This Theme:***

**Grit, Gardening & Gratitude:** “Resiliency is the ability to overcome all kinds of challenges – trauma, tragedy, personal crises, the stuff life throws at us – and bounce back stronger, wiser, and more personally fortified. There’s something alchemical about it: taking everything you experience and transforming it into something useful.” - Ali Schultz

**The Perils of Perfectionism:** “Changing your stance in life from fitting into a box of perfection to a more generous stance of love brings us back to wholeness and fosters a resiliency that’s got room for everything the spaghetti line of life brings us.” - Ali Schultz

**Just Us:** “Peace is an inside job that begins by looking squarely at the ways we subscribe to Othering and threatening belonging in our own up close and personal lives.” - Ali Schultz

**Wholeness & Leadership:** “Embracing our wholeness means looking closely and compassionately at all of the parts and pieces of ourselves—the wounds, and all that survived—and finding the beauty in what may feel like a broken inner world.” - Ali Schultz

**The Waiting is the Hardest Part:** “Sometimes, the waiting and all of that agitation we can feel in the process of the journey towards doesn’t lead us to the place we thought we set out to originally. That’s the beauty of the horizon line, it’s always there beckoning us onwards, leading us to the next viewpoint for clarity and direction.” - Ali Schultz

**About Time:** “Life is full and intense all on its own, beyond our own making, beyond our calendaring. And yet, when it happens, we can feel torn between a well-scheduled day, work expectations, and being there for the stuff our hearts yearn for and love.” - Ali Schultz

**Finding You in the Thick of It:** “When things feel messy, when you feel undone, frayed and frazzled, it’s a practice to see that there might be something emerging through all the chaos. If we can sit and stay in the thick of it, and inquire within from that place as a bit of a practice, we can work with what’s arising and what parts of us may be growing.” - Ali Schultz



**Gentle Strength:** “Being vulnerable, voicing needs and desires, asking for what you want, voicing your truth, sharing big ideas most important to you are moments that require the kind of strength that has the ability to have it’s heart broken. It takes courage to show up for life.” - Ali Schultz





**REBOOT**

## **Additional Resources**

Self-guided Courses &  
Supplemental Readings

## Self-guided Courses:

Our self-guided online courses - [reboot.io/selfguided](https://reboot.io/selfguided) - are full of content to spark conversations, reflection and positively shift your leadership. Share them with your partner, your co-founder, your teams

### [The Leadership Reboot](#)

Become the leader you were born to be. Reading, audio and questions for reflection are sure to prompt potent conversations with yourself and others about your relationship to work. [reboot.io/5day](https://reboot.io/5day)

### [Reboot Your Board](#)

In this course, we take you through the practical challenges of growing and developing a high functioning board. The the board-leadership relationship doesn't have to be a challenge. In fact, it can be one of the most rewarding aspects of your leadership journey. When done well, the board-CEO partnership can help each party grow and become the best possible person they can be—all while supporting the core purpose and mission of the business.

[reboot.io/rebootyourboard](https://reboot.io/rebootyourboard)

### [Reboot Your Anxiety](#)

Anxiety is something that many of our clients — and many of us here at Reboot — have struggled with. We wanted to shed some light on how to free oneself from the grip of anxiety, so we joined forces with Josh Roman, COO at Claritas MindSciences, and Dr. Judson Brewer, Claritas MindSciences founder, Director of Research at the Center for Mindfulness at UMASS, Author of The Craving Mind, psychiatrist, and addiction expert, to bring you this five day course. We'll look at the difference between stress and anxiety, how anxiety works in our brains, how it shows up for you, what makes us anxious and finally — how to step out of the anxiety cycle. We hope to share with you tools work with your anxiety in a generative way. The course will unfold via a series of 5 emails full of content — one email per day over the course of 5 days. [reboot.io/anxiety](https://reboot.io/anxiety)

### [Reboot Your Year](#)

Refresh to a more resilient you this year. Five days of guided journaling audio will lead you to various reflections points on the past, present and what's ahead of you. Perfect for anytime you need a pause for perspective.

[reboot.io/rebootnewyear](https://reboot.io/rebootnewyear)

### **Cofounder Reboot**

Solidify your cofounder relationship. Sign up, invite your co-founders, and enjoy five days of rich material that may shift your cofounder relationship for the better.

[reboot.io/cofounder-reboot](https://reboot.io/cofounder-reboot)

### **Reboot Your Happiness at Work: A 10-Day Course In Mindfulness**

We teamed up with Meditation teacher Sharon Salzberg, to create this ten day course of insights and guided meditation to help you find space for mindfulness and compassion in your daily practice at work. This is a great course to do over 2 work weeks with your entire team for a company-wide course in mindfulness from one of the world's leading instructors. [reboot.io/reboot-your-work](https://reboot.io/reboot-your-work)

### **Shadow Reboot**

Learn how to work with shadow in this 5-Day course. We talk about Shadow a lot here at Reboot, and we do for a reason: Shadow is at the helm of the majority of conflicts that we help our clients sort out. This course will guide you through understanding what shadow is, how to recognize shadow in your life and work, how shadow presents in partnership, understanding the loyal soldier and other survival strategies, reclaiming your shadow, and the role of shadow in the organization. Ready to take a deeper dive into your own radical self-inquiry and glimpse the unconscious forces that are holding you back, keeping you small, or at the root of conflicts and struggles in which you repeatedly find yourself?

[reboot.io/shadow](https://reboot.io/shadow)

### **Reboot Your Board**

In this course, we take you through the practical challenges of growing and developing a high functioning board. The the board-leadership relationship doesn't have to be a challenge. In fact, it can be one of the most rewarding aspects of your leadership journey. When done well, the board-CEO partnership can help each party grow and become the best possible person they can be—all while supporting the core purpose and mission of the business.

[reboot.io/rebootyourboard](https://reboot.io/rebootyourboard)

## ***Supplemental Readings:***

**Wholeness, Not Happiness:** “I’m not against happiness...I am, however, against happiness as the ultimate goal, because in making it the goal you create this barrier to so many other aspects of being human, and even worse you create an environment where feeling differently (sad, depressed, lost, frustrated) carries another heavy emotion: shame.” - Dan Putt

**Some Advice on Talking About Suicide:** “Emphasis is best placed on the near term goals and results, rather than longer term aspirations. This time period can feel uncertain and ungrounded to some. Being clear about what actually matters and speaking frequently together as a team for check-ins (such as “red, yellow, green”), and to discover common ground, is reassuring.” - Jim Marsden

**Firing is Never Easy:** “Be open. Listen closely to the employee’s reactions. When we hurt someone (and let’s face it, that’s what we’re doing when we fire someone), it’s natural to throw up our own defenses and metaphorically cover our ears. Listen to the employee.” - Jerry Colonna

