



REBOOT



# The Reboot Podcast

Episode Listening Guide

## Episodes by Topic\*

- Leadership, Development, Inclusivity & 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

*\*Click on an individual topic to jump to a specific section*

## 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, 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 a 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 in 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 of The Riveter, a workspace that provides support and equal opportunities for women leaders and changemakers. Born in Seattle in 2017, 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.

### **#107 - Reboot: Leadership and the Art of Growing Up - with Jerry Colonna:**

For this special episode, we're celebrating the release of podcast host and Reboot Co-founder Jerry Colonna's new book, *Reboot: Leadership and the Art of Growing Up* (out now!). In this conversation, Jerry delves into why he wrote the book, opening up about how his life-long practice of journaling influenced the book's format, and what he hopes those who've read the book will gain from their experience. Jerry also explores many themes tackled in the book, including the radical nature of radical self-inquiry, the power of leading from your truest self, and the ways in which work provides the opportunity to continuously align our inner and outer selves.

### **#109 – With Great Power Comes Great Responsibility – with Dan Harris and Jerry Colonna:**

On this episode of the Reboot Podcast, we're sharing a special conversation between Jerry Colonna and Dan Harris (ABC News, 10% Happier) that was hosted and recorded by the Rubin Museum of Art in July of 2019. In this dialogue, Dan and Jerry explore the importance of radical self-inquiry in leadership and life. Jerry conveys the ways in which the sub-routines of our youth influence the way we show up, meet, and communicate with those around us, and how stepping into adulthood requires that we examine the negative parts of ourselves that we don't want to own. We hope you'll enjoy this fireside chat, mini-coaching session, and Q&A all wrapped up in one!

**#110 – The Mother of Invention – with Jules Pieri:** On this episode of the Reboot Podcast, we welcome Jules Pieri, (Co-founder and CEO of The Grommet) back to the show for the third time. In this dialogue with Jerry, Jules describes the maker space and shares a few stories about entrepreneurs from her new book *How We Make Stuff Now: Turn Ideas into Products That Build Successful Businesses*. Jerry and Jules note how loneliness often accompanies the maker experience and touch on the importance of peer support in the maker community.

**#115 – This Could Be Our Future – with Yancey Strickler:** On this episode of the Reboot Podcast Jerry sits down with Yancey Strickler (Co-founder and former CEO of Kickstarter) to explore his recently released book, *This Could Be Our Future: A Manifesto for a More Generous World*, which lays out a vision for building a society that looks beyond money and toward maximizing the values that make life worth living.

**#118 – The Business Case for Love – with Steve Farber:** In this episode of the Reboot Podcast, Jerry sits down with Steve Farber, author of Love Is Just Damn Good Business, for a conversation on leadership and the value of love in the workplace. As Steve reflects on the transformational power of love, Jerry unpacks the ways in which it cultivates trust, reaffirms feelings of safety and builds spaces of belonging. Together they consider the business case for love, reflecting on its ability to sustain healthy teams, drive personal growth, and foster self-actualization, ultimately lending a hand in providing spaces for humans to come together and do their best work.

**#127 – Leadership Without Inclusivity Is Not Leadership – with Jennifer Brown:** In this conversation, recorded at the beginning of 2020, Jennifer reveals why inclusive leadership is not only risky, but often uncomfortable, and why discomfort is necessary for individual and organizational growth. Jerry and Jennifer analyze why true inclusivity requires removing the barriers to belonging in the workplace and share that when those with whom we work feel a true sense of belonging, trust and productivity increase within an organization. They examine the power of pronouns, make the distinction between allyship and advocacy, confront the ways in which our biases direct us, and describe why leadership without inclusivity is not true leadership.

**#128 – Power, Progress, and Generative Conflict – with Regina Smith & Amanda Aguilera:** In this conversation, Regina and Amanda examine and characterize the intersectionality of power dynamics and expound on the various ways power is conferred in our culture (and our workplaces). They highlight how conflict avoidance is often most detrimental to those in the down power role and why expanding our capacity to be in conflict is necessary for progress. The conversation explores how cultivating a positive outlook towards conflict supports our ability to engage empathetically and skillfully when moments of friction arise. By introducing the notion of generative conflict (and the idea of radical collaboration), they underscore why love, community, and connection are paramount for social transformation.

**#135 – Rethinking Startup Community – with Brad Feld:** In his sixth Reboot Podcast appearance, Brad (author, and co-founder of Foundry Group and Techstars) introduces listeners to the concepts highlighted in his newest book, The Startup Community Way: Evolving an Entrepreneurial Ecosystem. Jerry and Brad explore the impact COVID-19 has had on the state of work, and consider how virtual environments influence and enable connection across broader startup communities. They contemplate how the shift from place-based to remote communities has encouraged innovation, collaboration, and reflection with

organizations and how this unique moment in time has provided companies the opportunity to create environments of belonging that enhance growth of the individual and the collective as a whole.

**#139 – Embodied Leadership – with Syndie Mosley:** Syndie L. Mosley is an artist-activist, educator, and Artistic Director of SLM Dances, a New York City-based collective of women and nonbinary people who tackle issues of race and gender through experimental dance. In this conversation, Syndie shares how expression through dance necessitates deep presence and connection to our bodies and highlights the ways in which its practice supports self-actualization and living into the fullness of our humanity. Jerry and Syndie contemplate the real consequences and untold harm disembodiment has had on our organizations and in our communities, and why coming home to ourselves allows for connection, empathy, compassion to ripple out through the circles we inhabit.

**Reboot Extra #18: 360° Reviews: Feedback as a Powerful Tool for Leadership Growth:** In this episode, Andy Crissinger sits down with Courtney Joyce, coach and 360° Program Director, to talk about Reboot’s approach to 360 reviews and why they are so incredibly powerful for leaders who are looking to take their development to the next level. The pair connect with Nick Francis, CEO of Help Scout, to chat about his 360s experiences, and the impact they’ve had on his personal and professional growth.

**#150 - Behind the Mask - with Ashanti Branch & Jerry Colonna:** Ashanti reflects on his experiences as a young black man, the pressure he felt to conceal his true emotions from his peers, the ways in which men are conditioned to neglect their feelings, and why his own memories compelled him to create a protected space for the young men of his classroom. Jerry and Ashanti discuss the importance for men to find trusted circles in which they share their true feelings, and why removing the masks we wear allows us to become better partners, leaders, and community members.

## ***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 we 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

**Power Over vs. Power With:** “If we don’t work on our stuff, our stuff will work on us, and all of the people and places around us become collateral damage.” - Ali Schultz

**The Other Side of Fear:** “Tenacity is perhaps one of the most important muscles to strengthen. When things get hard or fears fill you with clouds of self-doubt and inadequacy, tenacity is built when you keep re-investing in your product, your team, your company, your work, your partnership, your marriage, or your life even when part of you would rather disengage.” - Ali Schultz

**Defragmenting:** “When we can re-organize around that inner voice, that connection to our heartline, things true-up inside and outside of us. We find our hidden wholeness and find the reassurance to be our wholeness in the world. We make decisions that are aligned with who we are, and the future that’s calling us into it. That alignment, to me, is self-coherence. It’s a hard-won place.” - Ali Schultz

**A Brief Case for Love:** “Love is clear boundaries and knowing where you stand. Love is freedom to be you, to speak your truth in a way that does not hurt others, and to consciously create your life by making choices that are in integrity with your purpose & values.” - Ali Schultz

**The Practice:** “Unless you grow, your business won’t grow. When you grow as a human, your leadership changes.” - Ali Schultz

**The High Road:** “As leaders, we have our work to do personally and the responsibility to examine how our power plays out in the organization. As the leader, you are afforded a certain amount of power. The question becomes: what do you do with it?” - Ali Schultz

**Welcoming In:** “Learning the ways of inclusion is part and parcel of becoming an authentic leader. You can’t have one without the other. Leadership without inclusion is oppression under a different guise. Inclusive leadership is how privilege can be used for good, and how power dynamics can shift from oppressive to free and equal.” - Ali Schultz

**Shifting for the Better:** “When we widen our perspective, it’s possible to take in a view where we see at once the great expanse of all that’s before us, and the way everything comes together and has its place. It’s us, at the nexus, who get to imagine and live into what it means to find belonging in a world in which we all depend on each other in one way or another.” - Ali Schultz

**Bodyfullness:** “Being at home in bodies opens us to a wisdom and way of knowing that reaches into the other 93% of how we know the world, outside of language. Being at home in our bodies is belonging to ourselves, fully, which means owning all of it (all the feels, all the pains, all the sensations).” - Ali Schultz

**Leveraging Feedback as a Missing Piece to Growth in Leadership:** “While we often have a clear picture of the intent behind our behaviors, we don’t always know the impact those behaviors are having on others. A 360 review can unpack the impact of your behaviors and bring that impact into the light.” - Courtney Joyce

**Go Ask A Boy About His Heart, and Keep Asking:** “From this early age—before they can read—boys begin to internalize the tension between expressing themselves and conforming. That’s a lot for a young person to take on.” - Ali Schultz





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# 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 of 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 about 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 as 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, 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 to the Reboot Podcast looking for support navigating her feelings around rejection. In this conversation, Jerry works with Grace to uncover 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?"

**#104 – The Next Chapter – with David Ryan:** On this episode of the Reboot Podcast, we introduce you to David Ryan, former Managing Director and Co-founder of Corilla, a collaborative content tool for software teams. In this conversation, David reflects on his decision to shut down his organization and the period of transition it has heralded forward. David expresses gratitude for his time as CEO and explores embracing the uncertainty of stepping into the newest stage of his life as an author.

**#125 – The Grief of Closing Down the Business – with Avni Patel Thompson:** In this exchange, Jerry and Avni discuss the trauma and pain that go hand in hand with closing a business, reflecting that failure as a foundational part of the vast majority of startup journeys. Avni describes how Jerry's open and honest question of, "Are you ok?", revealed a well of unprocessed emotions and kick-started the inquiry process about her next steps as an entrepreneur. Avni determines that while Poppy as an entity no longer exists, her overall mission and purpose that drove its existence lives on in her new company, Modern Village. As she sublimely reflects, the collapse of her previous business has driven her into greater alignment with her life's Work, leading her to exactly where she needs to be.

**#130 – When Your Company Grows You – with David Hieatt:** On this episode of the Reboot Podcast, Jerry hosts a conversation with David Hieatt, Co-founder of Hiut Denim Company. In this exchange, David recounts how the sale of his first company left him feeling listless and ungrounded. He shares how he regained his sense of purpose after founding Hiut, a company that revived the denim industry in the small town of Cardigan, Wales. David describes the difficult process of temporarily closing the factory due to COVID-19 and how these past few months have given him the space to reaffirm the company's values and solidified the

importance of taking care of not only the people of his organization but the community as a whole. Jerry and David acknowledge the value of servant leadership, remark on the beauty of team building, and consider what happens when your company grows you.

**#134 – Becoming the Director of Your Life – Fritz Brumder:** In this conversation, Fritz speaks candidly about his exit as CEO, describing how the process was simultaneously painful and relieving, and admits to the uneasiness that comes with the question, “what’s next for me?”. Jerry notes what happens when we merge our sense of self with an external entity and reminds Fritz that with the formation of his new company, Zipcan, he has been given a beautiful opportunity to rethink the way he wants to relate to work and to design his second act of life.

**#140 – From Heart, Through Resilience, To Equanimity – with Chad Dickerson:** Jerry sits down with past client, former CEO of Etsy, and fellow executive coach, Chad Dickerson. In this episode, Chad describes the shift from CTO to CEO and the anxiety he experienced in the months after his transition. He gives insight into some of the unique challenges he faced in his six years as CEO of Etsy and opens up about his painful departure from the company. Jerry and Chad contemplate what it means to lead with compassion, humanity, and integrity and consider how moments of heartbreak delivers greater resiliency and cultivates equanimity.

**#144 – The Stories We Tell Ourselves – with Ryan Caldbeck:** In this episode, Ryan opens up about the inherent loneliness that comes with being a CEO and reveals how a particularly challenging period in his life exacerbated those feelings of isolation. He describes how an interaction with his young daughter drove his decision to step back from his role as CEO, the relief that sharing his experience with his colleagues brought, and the grief that comes hand in hand with closing this chapter of his life. Jerry encourages Ryan to see that in his sadness lives an opportunity to turn towards curiosity and inquire deeply about what’s being born and who he wants to become in this next stage of life.

**#149 - Tending the Garden of Democracy - with Amy McGrath:** Amy sits down with Jerry to chat about her time in the military, how it shaped her views on service and honor, and why she felt compelled to run for the US Senate in the 2020 election. Amy discusses her new book, Honor Bound: An American Story of Dreams and Service and shares the valuable leadership lessons she’s learned over the course of her career; the pair address the threat of complacency and share why democracy, like a garden, requires constant tending.

## ***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

**Betwixt:** “Finding yourself betwixt is a potent space of the human experience. How do we use these moments served up by our startups and our lives to grow? How can we use the in-between time to look at the operating systems we hold and determine what needs a refresh?” - Ali Schultz

**The Act to Follow:** “While there’s no promise that the unfolding storylines get easier, being the leading role in your life-film, you do get to decide how you want to meet the situations before you and how you transition from act to act.” - Ali Schultz

**Borne:** “While the echoes of the past might be reverberating for you now, these are not necessarily your burdens to carry. The past that lives out in our lives, if we catch it and course correct, relieves future generations from reliving that pattern too.” - Ali Schultz

**Ghosts:** “How have I been complicit in creating the conditions that I say I don’t want? What are the fragments living in us, like ghosts in the machine, that need to be noticed, identified in the body, felt, healed so that they stop playing out in our lives?” - Ali Schultz

**Are You Ok?:** “Tending to our grief is good human being housekeeping. Surprisingly, opening ourselves to the altar of grief is life-giving, even though its tremors feel as if they are excavating us.” - Ali Schultz

**From Heartbreak, Through Resilience, To Equanimity:** “Like anyone in transition, abrupt or otherwise, there’s heartbreak and grief to sit with while the heart muscle of resilience grows bigger to hold it all so that we can be at peace, in a new place, with what we’ve been through and where we find ourselves.” - Ali Schultz

**In Confidence:** “What stops us from showing up as our real honest truth? What does it take to feel safe and loveable and perhaps find belonging by being all that we are, as we are? ” - Ali Schultz

**Honor and Service:** “Tending the garden of (lowercase ‘d’) democracy has more to do with the day-to-day ways in which we are inherently democratic in our partnerships, relationships, work environments, and leadership roles. It recognizes that we are all connected, and in being so, we have a commitment to each other in our families, communities, and world.” - 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 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.

**#145 – Facing the Monster (in Your Head) – with Suneel Gupta:** Suneel Gupta is an entrepreneur, Harvard professor, and author of “Backable: The Surprising Truth Behind What Makes People Take a Chance on You.” In this episode, Suneel chats with Jerry about his personal struggles with fundraising and how it led him to attend a Reboot Bootcamp. They host a larger conversation around identity, the way our fears keep us small and safe, and why living and leading from our fullest selves requires confronting the monster in our head.

**#146 - The Cost of Failure - with Tom Eisenmann:** What are the factors that contribute to the failure of almost 90% of startup ventures? In this episode, Jerry sits down with author and Harvard Business School professor Tom Eisenmann to discuss the patterns that often precipitate the vast majority of startup failures. The pair take a closer look at how the advice to “fail fast” often leads founders to false start — risking capital and time on the wrong solutions. They shine a light on the pressure founders feel to grow the business rapidly, the lionization of venture capital, and the true human cost of failure.

### ***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 rearview, 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-judgment against some external expectation in which we didn’t measure up.” - Ali Schultz

**Right-size:** “When these voices lob their loud critiques at us, it’s hard for us to just ... be who we are. Our job as humans is to help these voices find their rightful place (and volume) so that we are free and unfettered to be who we are, shamelessly.” - Ali Schultz

**Against the Odds:** “Failure is normal. Perhaps, even more so, we learn that a company that fails doesn’t mean *you* are a failure.” - 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 watch them grow.

**#55 – Fierce Compassion – with Roshi Joan Halifax, Ph.D.:** 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?"

**#112 – Stay and Face It – with Fleet Maull:** On this episode of the Reboot Podcast, Jerry is joined by Fleet Maull, a fellow coach, social entrepreneur, and author of the recently released book, Radical Responsibility. In this conversation, Fleet shares how his experience in the US prison system served as the impetus for the formation, development, and personal application of his radical responsibility philosophy.

**#122 – Hardwired for Joy – with Ingrid Fetell Lee:** In this episode, Jerry and Ingrid define joy (and how it can be differentiated from happiness) and consider the role it plays in our lives. Ingrid describes how humans are hardwired to find joy and underscores the extraordinary ways in which it serves to combat stress and fortify resiliency in times of adversity. Ingrid reminds us that times of stillness can broaden our capacity for finding delight in ordinary moments, and how those small joys can sustain us in arduous times.

**#154 - Untying the Knot of the Heart - with Duff McDonald:** In this episode, Duff McDonald journalist and author of Tickled: A Commonsense Guide to the Present Moment recounts how the quiet of quarantine shocked him out of his narrow perspective of living and turned his way of being on its head. Duff describes how the gift of fallow time forced him to think radically about how he'd been operating in the world up until that point, and shares how untying the knot of his heart produced a fire hydrant of love, opening him up to the magic of life itself.

## ***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

**Developing a Good Seat:** “When your center of balance is constantly in harmony with that of his horse, your rump should never leave the saddle. A rider with good seat can ride most anything. It allows you to respond with creativity and poise to whatever just landed in your lap. For whatever arises, you stick with it and do what needs to be done, sometimes with a bit of grace.” - Ali Schultz

**Splendid Isolation:** “Just as the birds are hardwired for song at dawn and dusk, we, too, are hardwired for joy. May our commitment to keeping joy alive in our own life, in the circuits of our own nervous system, be a contagion of healing.” - Ali Schultz

**Magic and the Unquantified Life:** “The more present we are, the better suited we are to handle what’s coming at us. We can meet life better and sense what’s emerging. To get through life, we drift in and out of presence all day long. The key is in noticing when we drift and how to shift back to that place of presence, where we are curious, sensing, and open-minded.” - Ali Schultz





**REBOOT**

# **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 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 chatbots, 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 that aids in locating a quality therapist and helps you measure your progress. In this episode, they sit down with Jerry to talk about 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*.

**#120 – Breaking the Cycle – with Jennifer Goldman-Wetzler:** In this episode, Jerry welcomes fellow author Jennifer Goldman-Wetzler to the podcast to explore her latest book: *Optimal Outcomes: Free Yourself from Conflict at Work, at Home, and In Life*. In this dialogue, Jennifer shares how tensions in her own life propelled the desire to discern the ways in which emotions like grief, anger, fear, and sadness manifest in times of conflict. Jerry and Jennifer highlight how turning to wonder (in conjunction with compassion and empathy) when confronted with conflict can bridge the gap of misunderstanding and acknowledge that not all conflicts will come to a resolution, sharing some helpful practices for breaking the conflict cycle.

**#121 – Belonging Together – with Chris VandenBrink, Dan Putt, Andy Crissinger & Carl Baccellieri:** Reboot coaches Chris VandenBrink, Dan Putt, Andy Crissinger & Carl Baccellieri share what we as an organization have learned about how to create meaningful connections in virtual environments. This conversation tackles the history and development of Reboot Circles and outlines the ways in which leaders benefit from spaces of trust. The coaches also break down the essential components needed to establish and uphold a successfully safe space and share their advice for those who may be looking to implement peer coaching in their own organizations.

**#153 - Everyone Is Scalable - with Matt Blumberg:** In this conversation, Matt describes how the knowledge and insight he gained during his 20 year run as the founder and CEO at Return Path, Inc. prepared him for the uncertainty that comes with being a second-time founder. The pair discuss Matt's latest book, *Startup CXO*, which serves as a handbook for defining the functional competencies and skills needed in various roles within an organization, and explore what companies can do to support their employees in scaling to meet the needs of the business.

### ***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

**Unhooked:** “Learning to unhook yourself from the ways in which conflict brings out your least-full-self is a big part of growing up and becoming a better human (and better leader).” - Ali Schultz

**A Model For Growth:** “If we don’t have a model for what’s possible, how do we know what to grow into? If we don’t fully understand our functional role and the other functional roles in the business, how can we be successful leaders of this business function in the larger organization? ” - 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, Ph.D.:** 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.

**#142 – Signal and Noise – with Jeremy Bloom:** In this conversation, Jeremy shines a light on the burdens elite athletes face and describes the toll it has on mental and emotional well-being. Jerry and Jeremy discuss the striking parallels between the pressures elite athletes encounter and the everyday stressors entrepreneurs endure. The duo contemplates the inertia that arises from failure and considers the perils of allowing our self-worth to be defined by the attainment of our goals. Jeremy shares why the hardest aspect of leadership is managing your own psychology and why honing the ability to differentiate signal from noise is paramount for today’s leaders.

### ***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

**Personal Records:** “The metric that matters in life is your personal best. Being a better version of yourself than you were yesterday, or last month, or than you were in the last five years is growth.” - 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 be 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.

**#132 – The Startup Myths – with David Sax:** For this podcast release, Jerry sits down with David Sax who outlines how the archetype of the hero entrepreneur has been glorified by Silicon Valley and illustrates how this particular prescriptive formula for startup success can be limiting and exclusionary for under-represented groups. David addresses how romanticizing the startup myth stymies creation and limits what businesses receive funding. Jerry and David chat about the freedom and risk associated with any entrepreneurial venture and consider the importance of smaller businesses and the immense value they provide their local communities.

**#141 – What Is My Work to Do? – with Nathan Lustig:** As Managing Partner of Magma Partners, Nathan became accustomed to a transient lifestyle as he worked to build his early-stage venture capital firm. Now facing the first prolonged travel hiatus of his recent career, Nathan sits down with Jerry to unpack the ways in which his aversion to setting roots has served him personally and professionally. Jerry reminds Nathan that in this moment lives an opportunity to reflect clearly on the lessons he's learned in lockdown, and to inquire deeply about who he wants to be moving forward, and most importantly, what his work is to do in the world.

### ***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

**To Take On Board:** “Imagine, if you can, stories of board successes that are built on trust in each other on all sides of the table. It’s a less dramatic tale than the alternative, yet a very possible feat.” - Ali Schultz

**This Being an Entrepreneur:** “This being an entrepreneur is a guest house; every morning a new arrival. Even when you do it all right, the less desirable things can happen.” - Ali Schultz

**The Art of Pruning:** “We each have our own path when it comes to the work that is ours to do to finish the work of growing up—it’s different for everybody. This is the work of a lifetime framed by the pruning shears of a good question: What is my work to do?” - 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.

**#137 – Nothing Can Be Transformed Until It Is Faced – with Forest Richter:** In this release, Jerry sits down with Forest Richter, Co-founder, and CEO of Uncrowd.io, a software platform that serves to connect underrepresented startup founders with investors. In this conversation, Forest shares how his ongoing battle with imposter syndrome has undermined his self-confidence and has called forward deeper questions around whether he, as a cis-gendered white man, can effectively execute the company's mission.

### ***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

**Bigger Than a Bread Box:** “Sometimes, when we want to change all the people in our life, we need to shine a light on our own mental models and take a look at the underlying aspects of who we are.” - 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 superpower, 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.

**#123 – What Subroutines Are You Running? – with Daniel Feltsman:** In this episode, Jerry is joined by Daniel Feltsman, Founder of Lina, an online platform for helping parents share wisdom and life experiences with their children. What unfolds is a forthright conversation about the experiences of our youth and the ways in which the conditions of our formative years are often unknowingly etched upon our lives. As Jerry tenderly acknowledges, the conditions we survive as children often become the conditions necessary for our thriving as adults. Through the process of inquiry and with Jerry’s support, Danny begins the first step in making the unconscious conscious by asking, “What subroutines am I running?”

**#129 – Loving Your Inner Critic – with Erine Gray:** On this episode of the Reboot Podcast, we introduce you to Erine Gray. In his time with Jerry, Erine recounts growing up as a poor child in a small town and how the experience repeatedly left him feeling judged and unaccepted, triggering feelings of anger and shame. He opens up about his struggle to shake the underdog mentality and how it undermines his confidence as a leader. Jerry and Erine discuss insecurities, faith, and why loving your inner critic is critical for compassionate leadership.

**#152 - Facts, Not Flaws - with Philip Deng:** In this conversation, Philip sits down with Jerry to chat about his company Grantable. He reflects on how the events of his childhood, specifically his parent's divorce, left him with complicated feelings about his self-worth and ability to belong. Jerry supports Philip in coming to understand the ways in which he unconsciously gets in his own way and explains how the subroutines he developed during childhood (the ghosts in his machine), can simultaneously hold him back and be his greatest superpower.

### ***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 mindset intentions are to have an amazing life. And it will show up everywhere projecting its 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 organization's 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

**Generation Transfers:** “Personal and lineage history can only repeat itself until you make the unconscious conscious and choose something else. Part of growing up, then, is the endless task of seeing where the limiting beliefs we have acquired are limiting our choices here and now.” - Ali Schultz

**Granted:** “When one is committed to limiting beliefs about their worth, it shows up in a diminution of self” - 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 Co-founder 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 co-founder(s), but you've let them linger unspoken for a while, 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.

### **#103 – What Kind of Company Do You Want to Work For? – with Chris Savage &**

**Brendan Schwartz:** On this episode of the Reboot Podcast, co-founders Chris Savage and Brendan Schwartz share how listening to their instincts led them to flip the script, throw out the startup handbook, and take back ownership of their video-software company, Wistia. In this conversation, Jerry, Brendan, and Chris propose an important question for all leaders, "What type of company do you want to work for?"

### **#108 – Leading Shoulder to Shoulder – with Sara Hicks and Mathias Meyer:**

On this episode of the Reboot Podcast, Sara and Mathias turn to Jerry for support in establishing a blueprint for their new business partnership, specifically looking to gain insight on how to communicate successfully across a large geographical barrier.

**#151 - The Heartbreak of Every Day - with Nitin Agrawal:** In this episode, Nitin Agrawal, Co-founder and CEO of Interstride, describes the loneliness and pathlessness he experienced in the wake of the sudden death of his dear friend and fellow co-founder, Christian. Nitin details the experience and soul searching it took to rediscover his purpose and recounts how his journey through grief restored confidence in his own ability to lead. Jerry and Nitin explore what it means to manage the heartbreak of the everyday and share advice for finding the strength to land on your feet when your foundation gets shaken to its core.

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

**At the Heart of It All:** “Sometimes we have to look awry versus straight on at something. Slowing down allows us to move at a pace different from rapid-fire thoughts and rationalizations. We sense with the largeness of our body, with the fullness of our hearts to pick up on emergent themes. Our soul comes to take us back.” - Ali Schultz

**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

**The Big Reveal:** “The art of partnership is learning where you are, and where your partner is, and relating to each other from a place of reality versus the myth-making theaters of our minds, which can often enter ‘relationship’ from a place of projection, fear, acting out (asserting power over, active or passive aggression), and other forms of story-making.” - Ali Schultz

**Getting Resourced:** “I like to think that when we grieve we grow in our capacity to hold life’s inevitable heartbreaks in a bigger and bigger love.” - Ali Schultz





**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 the beauty of aging with grace.

**#102 – To Actually Live Your Life – with Khe Hy:** In this episode, we welcome back Khe Hy, founder of Rad Reads, to the Reboot Podcast for a second time. In his first appearance, Jerry worked with Khe to shed light on the ways in which his unrealized fears surrounding death had contributed to a lack of stillness and presence in his life. Eighteen months after their initial discussion, Khe reconnects with Jerry to explore new questions surrounding purpose, meaning, and making an impact on the world.

**#114 – The Shoulds of the Past & the Anxieties of the Future – with Shizu**

**Okusa:** Our guest on this episode of the Reboot Podcast is Shizu Okusa, Founder & CEO of Wellthy & Co. As the conversation develops, Jerry aids Shizu in unpacking how intergenerational familial trauma can manifest as a set of subroutines that directly influence how she shows up in leadership and life. Shizu begins to acknowledge the ways in which the shoulds of the past and the anxieties of the future limit herself from fully stepping into the now.

**#116 – When Old Maps No Longer Work – with Dylan Bowman:** In this episode of the Reboot Podcast, we welcome professional ultramarathon runner Dylan Bowman. After an explosive season of personal successes on the race circuit, Dylan shares how an abrupt series of injuries and unexpected setbacks rattled his perceptions of control and precipitated questions about identity and self-worth.

**#124 – A Map Is a Poor Substitute of a Life Lived – with Thiyagarajan**

**Maruthavanan:** In this episode of the Reboot Podcast, you'll meet Thiyagarajan (Rajan) Maruthavanan, Partner at Upekkha, an Indian SaaS Accelerator. With all the uncertainty that has emerged in the face of the novel Coronavirus, Rajan comes to Jerry holding questions around the future of the business and how best to support the founders who are struggling. What follows is a thoughtful conversation about the power of radical self-inquiry, the undeniable truths that emerge when we align with our hearts center, and how those values ultimately provide clarity around purpose in unpredictable times.

**#126 – A Prerequisite for Leadership – with Rha Goddess:** In this conversation, which centers around Rha's new book *The Calling: 3 Fundamental Shifts to Stay True, Get Paid, and Do Good*, Rha describes the ethos of soul work and shares why calling forth the qualities and attributes that live in the truest and purest expression of ourselves are crucial for those who lead. Jerry and Rha explore what it means to lead from a place of integrity and wholeness. Rha notes that personal commitment to doing the work that supports mental, spiritual, emotional, physical well-being is the ultimate prerequisite for leadership and Jerry stresses the importance for those who hold power to do their own work in order to reduce violence to our communities, the planet, and themselves.

**#131 – Connecting to Your Past and Your Future – with Leslie Feinzaig:** Joining Jerry on this episode of the Reboot Podcast is Leslie Feinzaig, Founder & CEO of the Female Founders Alliance. Jerry reminds Leslie that in turbulent times, often the best gift we can give ourselves is to search for and connect to a greater sense of purpose. For Leslie, the question “Why do I do what I do?” leads her back to family —past, present and future. Jerry encourages Leslie to remember the sacrifices of her ancestors (as well as her own) and to draw on that connection as a source of strength and inspiration. In connecting to her past and holding her wishes for the future, Leslie comes to realize her purpose will see her through this challenging present.

**#136 – Adversity As Opportunity – with Marcus Aurelius Anderson:** While preparing to deploy with the US Army, Marcus suffered a severe spinal cord injury which left him paralyzed from the neck down. In this conversation, Marcus shares how turning to gratitude provided the antidote to the denial and anger he felt in the aftermath of his accident, describing how his paralysis forced him to literally stand still and courageously, tenderly examine his life with honesty. Jerry and Marcus chat about times of hardship and the gift of opportunity and inquiry that lies in adversity, if only we are willing to see it.

**#143 – We’re All Carrying Something – with Gino Zahnd:** Gino, who lives with a rare genetic disorder called Fabry Disease, shares how one profound question asked at Reboot Bootcamp gave him the courage to share his health struggles with his team and ultimately led to a life-changing kidney donation from a colleague. Jerry chats with Gino about how things have changed since his Bootcamp experience in 2016, his decision to step down as CEO of Cozy, and his new life in Colorado.

### ***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

**The Truth About Who You Are:** “We are often split between wanting to do and be something in the world, to feel our importance in some way, or to just be who we are. As if being who we are belies importance. Perhaps we doubt that who we are is enough. Following our drives to be and do something great can lead us down roads that aren’t ours to follow, that aren’t congruent with our essence.” - Ali Schultz

**The Secrets of a Successful Entrepreneur:** “We can give up our power in as many ways as we let fear drive us. The good news is: We can take it back whenever we’d like.” - Ali Schultz

**Enter the Spiritual Crisis:** “Sometimes, you have to drop your old maps and dictionaries and other encoded or learned ways of knowing and surrender to the knowing that stirs in a more full dimension— deeper, larger than just our rationales, and cellularly rooted part— of our whole being.” - Ali Schultz

**Who Are You?:** “We don’t know what will happen on even the sunniest day when we think we’ve got the world figured out. When you feel lost in the ebb and flow of life’s situational circumstances, how do you know who you are?” - Ali Schultz

**When In Doubt:** “Our true, authentic voice is what suffers when we give away our power. Sometimes, reclaiming what’s true for us can be a basic step towards self-validation.” - Ali Schultz

**The Thing About Hard Things:** “Sometimes, when hard things happen, or things feel hard, it can be most useful to reach inside for the core of who you are and what you know there. Where is your attention? What is happening for you? What thoughts are you having? How is your breath? An inquiry like this can be an anchor when the going gets rough, or your palms feel sweaty, or your heart feels so broken. Such an inquiry can lead you to your core—that intact part of you that knows things, too.” - Ali Schultz

**The Lottery of Life:** “How do we choose between our ambitions and what we know matters in life? What might we miss out on if we dive deep into one or the other? What might we miss out on if we lose sight of what matters most to us?” - 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 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 for working 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)

### **Co-founder 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)

### **Inclusivity: Building Organizations of Belonging**

What does it mean to build organizations of belonging? How can you build an organization safe enough for the whole human to show up at work? In this course, we discuss the hidden power and privilege that can pervade an organization and consider what is needed—beyond HR trends, and into matters of the heart—to create and sustain real places of belonging for all employees. We hope, by the end of the course, you have a sense of how you relate to belonging yourself, and how you create belonging in your communities, work, home, life.

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

### **Reboot's Course on Listening**

If the fundamental unit of work is a conversation, listening is the quieter, more powerful component of communication. We've found listening skills to be core to our work with clients and teams, as well as core to our work with clients 1-1. A culture of listening sets up the container for deeper conversations to happen through deeper inquiry. In this course, you'll explore ways to improve your listening practices and better put to use this powerful, yet undervalued, tool.

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

## ***Supplemental Readings:***

### **Reboot Recommends: An Unconventional List of 15 Non-Business Books for Women Entrepreneurs:**

“The following is a list (in no particular order) of unconventional reads, particularly for women entrepreneurs, that can open up new dimensions of understanding who we are, how we got here, how we are in relationship to ourselves and others and the world, and how to navigate our body’s many ways of knowing.” - Ali Schultz

**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

**In The Passing: Tips for Handling Grief with Clients:** “Recognize that emotions may come and go as the grief process progresses, and this in itself may be confusing at times (“I thought I was over it!” or “how could I be feeling that now?,” etc.). Just knowing that this is a possibility helps to support the flow of what’s arising for the person and can allow the emotions to be felt, expressed and moved through in ways that are healthy.” - Jim Marsden

**For the CEO: Things You Need to Think About As Your Company Scales:** “As a company scales, the leader has to scale too. This is often a substantial growth curve where learning the “Being of CEO” becomes more important than the “Doing of CEO.” - Ali Schultz

**Navigating Board Dynamics:** “When the CEO takes his or her seat and makes decisions with authority and conviction, and communicates that to the board, the board reacts really well. The board feels like it’s being led.” - Reboot Coaches

**An Unconventional (Non-Business) Reading List for Men:** “Here’s a list of books which we often recommend to our clients who identify as male who set out on this journey of growth in their leadership and life. These reads can help foster a deeper understanding of yourself, the forces that shaped you, and what holds you back.” - Ali Schultz

**How Early Do You Need to Create Culture in Your Company?:** “Ultimately, your values are what actually happens in your organization, it’s the behaviors that are the living expression of values, not the words on a slide or website, which determine what kind of culture you have.” - Ali Schultz

**How Much Amazing Can You Handle?:** “When life starts feeling good, and we don’t trust it fully, some of us wait for the other shoe to drop. This phenomenon was first introduced to me as The Upper Limit Problem. The upper limit is your internal thermostat to just how much amazing you can handle.” - Ali Schultz

**For the CEO: Things You Need to Think About As Your Company Scales:** “As a company scales, the leader has to scale too. This is often a substantial growth curve where learning the “Being of CEO” becomes more important than the “Doing of CEO.”” - Ali Schultz

**In The Passing: Tips for Handling Grief with Clients:** “We were recently asked, “How can I approach the recent death of a parent?” Our response to that question is below. ” - Jim Marsden

**For Female Leaders: Use Resentment as a Guide:** “To really grow as leaders, we have to be willing to sit in the empty space of facing our fears, of looking directly into the eyes of our demons.” - Heather Jassy

**The Arc of Growth: What’s Needed as Your Company Goes from Ten to Two Hundred People:** “When it comes to consciously growing an organization, what’s needed in a smaller organization differs from what a 300 plus person company needs. From a learning and development perspective, what things become important to focus on depends largely on the size of the company.” - Ali Schultz

**Dear Reboot: Resilience vs. False Grit:** “The world may be changing but it’s not ending. And, I suppose, that’s the ultimate definition of resilience, to see that the world is always changing. Accepting that fact is, I suppose, the ultimate expression of true grit.” - Jerry Colonna

**Love Wins: Resources for Supporting Your Team in Uncertain Times:** “If you’re feeling anxiety or fear right now, you’re not alone. In fact, you’re human. As

leaders, we tend to try to carry the world on our shoulders and hold all of our thoughts and feelings inside. If you're feeling anxiety, fear, overwhelmed, or anything else for that matter, know that you are not alone." - Margaret Hendricks

**Why Listening Matters:** "Attentive, conscious listening not only connects us in meaningful ways with the other human beings in our lives (supporting strong, healthy relational bonds), but it can also profoundly impact practical results in our organizations." - Andy Crissinger

**Reboot Peer Circles: Tips for Launching Your Own Support Group:** "Over the last four years at Reboot, we've learned how to create meaningful connections in virtual environments, and there's no time like the present to share the steps we've found immensely beneficial when creating peer coaching groups. Peer groups are here for support in times of instability and help us to feel less alone with a group who has our backs." - Chris VandenBrink

**The Posture of Listening:** "All good listening begins with and flows from a mindful awareness of our own inner experience. Listening begins with learning to be present to the present moment." - Andy Crissinger

**Different Ways of Listening:** "Too often, our patterns of listening are habitual and automatic; in other words, we forget that we have choices available to us in how we take in and process the data coming at us." - Andy Crissinger

**Dear Reboot: Managing Burn Through Uncertainty:** "Feeling fear in and of itself is not a problem but when it takes the wheel in your leadership decisions, it can cause you to become singularly focused on survival and lead to potentially disastrous decisions." - Jeff Riddle & Jim Marsden

**Dear Reboot: Money Issues:** "All of our beliefs and habits around money show up in our personal finances and at work. Exploring this issue becomes mission-critical for ensuring your company's bottom line and its enduring success." - Ali Schultz

**Dear Reboot: Establishing Company Values:** "What is the list of values you'd create for your organization currently? What are the values you'd like to see in your organization? What are the values that are actively lived out in the organization?" - Ali Schultz

**Dear Reboot: How to Hire Smart, Plan Consciously, and Avoid Pitfalls:** "If you're hiring for any type of management leadership position, lean into this question: what are the types of leaders that you're wanting to bring in? How do you expect these people to grow and develop and build their teams?" - Ali Schultz

**Recipe for a Non-Violent Workplace:** “A non-violent organization looks a lot like humans being better humans. Self-awareness is the cornerstone of any conscious team, as it affects how we are with each other.” - Ali Schultz

**Dear Reboot: Vision & Annual Planning that Sticks:** “Properly looking over the past year, sussing out what went well, what we’d like to see more of, and what we’d like to carry forward, helps to bring closure to what came before and begin the process of looking out and forward to the new year ahead.” - Ali Schultz

**Facing Co-founder Issues:** “The good news is: all co-founder situations, no matter how uncomfortable or unpleasant they can feel, are indeed workable. Founders can feel heard, find their right place in relationship to the organization, and issues can be named and navigated.” - Ali Schultz

**Dear Reboot: What (Really) Happens After You Raise?:** “Celebrate the accomplishment of hard work, while having a nice, grounded, sober appreciation, for the work that’s in front of you.” - Ali Schultz

**Board Management: Thoughts and Resources for Building, Managing, and Navigating Your Board:** “What is often overlooked in board creation and board maintenance is explicit and intentional conscious relationship building. It’s worth spending time thinking about, crafting, and discussing (for alignment and agreement).” - Ali Schultz

**Reboot’s 8 Most Recommended Practical-Tactical Books for Startup Leaders:** How to build a healthy company and culture, fundraise, hire a team — and manage people, your finances, your board of directors, and yourself — consciously, skillfully, and successfully.

**What to Read When: Book Suggestions from the Reboot Coaches:** Ever wonder what the coaches at Reboot suggest to their clients for specific situations in work and life? Wonder no more!

**Best Practices for 1:1s: How To Get the Most Out of Your Meetings:** “How can you ensure your direct reports feel safe and heard? In what ways might you need to use your position to advocate for them?” - Ali Schultz

**Your Operators Manual: Craft Your User’s Guide:** “Taking the time to reflect on who you are at your best, and what you need to be at your best, is the self-awareness needed to begin crafting your own user’s guide. Creating your user’s guide can help you understand what you need to thrive personally and interpersonally. ” - Ali Schultz

**Shadow and Leadership:** “This is the importance of shadow work: If we don’t work on our stuff, our stuff will work on us. It will work on us while even our best mindset intentions are to have an amazing life.” - Ali Schultz

**The Wheel of Life:** “A regular check on how balanced you feel in important areas of your life can highlight useful patterns, help you discover more about yourself, and help you make any desired changes.” - Ali Schultz

**Six Communication Styles to Master:** “All too often, “non-versations” exist in important places in the company. Communication is at the heart of good offsites, resolving co-founder conflicts, effective 1–1s, giving and receiving feedback, having hard conversations, hiring, and firing.” - Ali Schultz

**Facing The Challenges of Virtual Teams: 10 Skills for Managing Remote Organizations Successfully:** “Drowning in anxiety and fear about the status of our belonging in our work environment increases our stressors – both internal and external. Creating trust in our organizations requires that we build safe spaces when the collective feels valued, heard, and seen.” - Ali Schultz

