

Marketing Proposal: Troublemaker Wine

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Executive Summary

Throughout the course, we conducted extensive research focusing on the Troublemaker brand, an extension of Hope Family Wines. Our focus was on discovering and better understanding the troublemaker and their motivations. We began by conducting a situation analysis of the client, Hope Family Wines, using secondary research. Then we analyzed the customers, focusing on the Troublemaker tribe in terms of values and activities enjoyed to better understand the unique characteristics that go into who a troublemaker could be, and competitor analysis.

Next, we sought to gain a stronger brand understanding. We began by developing a few research purposes to fully understand how members embody the lifestyle, preferences, beliefs, and values of the tribe and how these values and beliefs contribute to the Troublemaker wine-drinking experience. We identified information gaps to answer in our second round of research. We then conducted two rounds of in-depth interviews and observations at various locations in San Luis Obispo and social media platforms.

Through two rounds of in-depth interviews and two rounds of thorough analysis, we discovered four underlying themes defining the troublemaker's motivations and connection to the brand: authenticity, connectedness, facing fears, and forward focus. Recognizing the interconnectedness of our themes, we created a metaphor to better explain each theme called the Surfer of Life. Through the metaphor we explain how the four themes are interconnected with the Troublemaker wine and by connecting it with our suggested brand essence: Your Legend Awaits...

Lastly, we developed recommendations to serve as a connection between the brand essence and tribe values woven into the empirical story. They include a poem, serving as a brand manifesto to be used as content for social platforms and featured on the back of the bottle, a Troublemaker Instagram account featuring Insta TV videos with Austin Hope breaking down the formality of wine. Along with a campaign using #Troublelegendary featuring black and white photos with a hint of red highlighting the legendary action. In addition, we recommend attending Pride events across the U.S. to promote the authentic self, and redesign the label to highlight the outside the box thinking and fun troubled nature of the Troublemaker tribe.



Current Situation Analysis

Client Analysis

Currently, Hope Family Wines consists of five individual brands: Liberty School, Treana, Quest, Austin Hope, and Troublemaker. All of the brand values center around creating quality, bold, and accessible wines. Through the current marketing strategy, the Troublemaker blend stands out as the young rebel cousin in a family primarily dominated by luxurious elegance. Everything from the bright red label with bold block text, to the playful name, and the daring blend sets this brand apart. It is the embodiment of fun trouble, creating a wine particularly for those who are searching for something daring and different, while still providing extraordinary taste and quality. Inspired by childhood rebellion found within the sanctuary of vineyard lands, Troublemaker fits right into the family feel. It is a hint of young freedom. To a time when punishments held no real consequences, and responsibilities held little weight. Troublemaker is reminiscent of times of unrestricted freedom, fun, and adventure.

Competitor Analysis

The Troublemaker brand currently engages in marketing strategies that are similar to products such as PitViper Sunglasses, and Chronic Cellars' Purple Paradise. We believe that our tribe is fun and carefree, with a focus on embracing individuality. A company that is not within the same industry as Troublemaker wine, but shares similar tribe values is Pit Viper sunglasses and apparel. Pit Viper specializes in selling flashy over-sized sunglasses that are meant to bring out the badass of the wearer. Like Troublemaker, Pit Viper communicates the importance of being one's self and breaking the status quo. An example of this is how they present the product on their website. Their signature double wides are communicated as "LARGER THAN AVERAGE. Good for you. Double Wide Pit Vipers."

Another brand that we believe are very closely related to the values of Troublemaker would be Chronic Cellars. Chronic Cellars was created in 2004 when two brothers, Josh and Jake Beckett, combined their witty sense of humor and wine-making skills to start a winery. Chronic Cellars is all about, "using the best, or as they like to call them 'chronic', grapes to make seriously good wine for people who don't take themselves too seriously." To us, their label with skeletons rolling the dice as eyes represents a good time and potentially causing some fun trouble which is the exact hope for the Troublemaker red blend wine.



Research Methodology

Research Purpose

This report aims to gain a better understanding of fun trouble as well as the behaviors and motivations of the Troublemaker tribe. We focused on attaining information on how members embody the lifestyle, preferences, beliefs, and values of the Troublemaker. As well as discerning how these values and beliefs are experienced via Troublemaker wine. By combining these two focuses we created a series of information gaps, which we used in-depth interviews and observations to better understand how to communicate with the Troublemaker tribe and to help create a stronger brand understanding for Hope Family Wines.

Information Gaps

- How is a Troublemaker's confidence grown and maintained?
- What does it mean for a troublemaker to be their true authentic self?
- How and why do Troublemakers push themselves to face their fears?
- What drives the tribe to be extraordinary (go above and beyond?)
- How does the Troublemaker claim control in their life?

Methodology

Our team of 8 started by conducting research on Troublemaker wine's marketing strategy, including data regarding their brand, clients, and competitors by examining their social media platforms and analyzing their potential customers. From here, we discovered information gaps (questions we believed we needed to understand better) regarding the maintenance, goals, setbacks, and portrayal of a Troublemaker and the reasoning behind this. For the second phase of our research, we conducted rigorous in-depth research by observing several different sites where tribe members are found. We observed places such as Mr. Ricks, The Station, Shabang, and Giuseppe's. We also observed a few members of the tribe directly by conducting a netnography using both Instagram and a net/ethnography using Facebook. We then continued our research, each choosing a person to interview who we believed to be a member of the Troublemaker tribe, holding 16 interviews with 10 different informants throughout the course, with the average interview time being about 37.25 minutes. Following this, we discovered themes regarding the Troublemaker persona and further refined and developed new information gaps before conducting a second round of interviews, using both our previous and new tribe members to help



answer these information gaps and further extend our findings to help better understand the tribe. After sharing our new findings with one another, we were able to decide on our final themes: authenticity, connectedness, facing fears, and forward focus. These are the things that explain the internal motivations connecting a troublemaker to the brand.

Findings

Consumer Insights-The Surfers of Life

Through the use of in-depth one-on-one interviews and field observations, we discovered that members of the Troublemaker tribe live bold and extraordinary lives. To better understand the interconnected story of our tribe, their strengths, ambitions, and motivations, our group formed the metaphorical story of the surfers of life. This metaphor tells a story of an ambitious surfer who is constantly in pursuit of a legendary wave.

Pursuit of the Maverick

The surfers of life are constantly working towards their unique maverick - their ultimate personal success. The maverick is our tribes main motivator. It pushes them back into the water - into the waves - again and again. We found that members of the troublemaker tribe plan a calculated pursuit for their individualized maverick. Their maverick is the embodiment of personal accomplishment. A success that perfectly highlights the Troublemakers dreams, goals, and inner most desires. Furthermore, this process of hard work for the achievement of individualized success is never ending. Once a maverick is caught, the Troublemaker rides their incredible moment back to shore where they are faced with a new set of waves and an even stronger desire to pursue the next maverick. After our second round of interviews with our informants, we focused mainly on what enables our tribe seek out a wild and bold life through legendary actions. This lead us to four emerging themes from our informants: Authenticity, Connectedness, Facing Fears, and Forward Focus.

Authenticity: The Perfect board

Our surfer rides the tumultuous waves of life on their perfect board. This perfect board is their authentic self. It's what keeps them afloat in the waters of life; without it they would have no means of faithfully pursuing their maverick. The authentic self is who we are today. It is the person who trusts themselves and firmly believes in their own opinions and gut feelings and aren't afraid to show it. The authentic self is built by recognizing the negative pressures of societal norms and successfully rejecting them. Authenticity then in turn acts as the mechanism that delivers the Troublemaker into the future and prepares them for success ahead. Members of the Troublemaker tribe refuse to be stagnant in their journey of personal growth and success. Troublemakers are "world shakers, rule breakers" (Brand Manifesto). One of our informants discussed being authentic and true to yourself and why it's important: "I don't do it for other

people. I have to do it for me because at the end of the day, literally you're the only person that's ever gonna have your back 100% of the time." (ID1-Jaycob 16) Another informant made a comment on being authentic by explaining that it makes you a unique individual, which members of the tribe value highly; "Well in some ways I think everyone is different. It's just whether or not they're willing to kind of explore that. So I think those are the things that make us interesting..." (ID1-Katie 28). With their authentic board, troublemakers can combat anything, simply because they know who they are and who they want to be. An informant described the process of finding his authentic board by asking himself, "what do I want out of life? What type of person do I want to be?" (ID2-Katie 19). Authenticity is what keeps our surfer afloat and it's what allows the Troublemaker to be a unique individual with their own set of goals, dreams, and aspirations.

Connectedness: Ankle Strap

The surfer of life can't go into the water without some form of support. Their ankle strap is what keeps them connected to their perfect board. Without the ankle strap, they would lose connection to their board while surfing the gnarly waves of life. In this case, the ankle strap is the connections and relationships the Troublemaker develops that keeps them connected to their authentic self. The people that are closest, and most important add value to life. They inspire pursuits that align with inner desires. They create connection and accountability to the authentic self. These deep connections are relationships the Troublemaker maintains with friends, family, and the people that keep them positively motivated. The connection the Troublemaker has with these peoples' opinions and expectations are important the tribe, they and are one of the main drivers for Troublemakers to keep pursuing their *unique* maverick and a legendary life. One of our informants describes why these types of connections are important: "I try to surround myself with a small number of people who I feel I have their back, and they have my back. That affirmation is an important motivator... these are people who sometimes will push me to face my fears when I'm not doing it myself" (ID2-Katie 43). The Troublemaker is able to pursue their maverick and legendary adventure with the help of the people that add value to their life. They help to uncover the "possibility within" (Brand Manifesto). Important people, like our informant mentioned, help Troublemakers to face their fears and chase their dreams.

Facing Fears: Fighting the Big Waves

The Troublemaker tribe is not afraid to face their fears. Fears are the expectations and uncertainties that rise like giant waves, threatening to devour the tribe members and stop them in

their pursuit towards their goals and dreams, for the maverick. With prominently bold mindsets, Troublemakers see these waves of uncertainty and choose to dive in head first, understanding that going against these waves will provide a plethora of opportunities for growth. They skillfully paddle straight towards the waves of fear, carefully choosing what perceptions to listen to, while not allowing any negative feedback to hold them back. They are unafraid of uncomfortable reactions and make uncensored decisions to support their passions, “I think the way that I overcome that fear a lot of times is just to be bold. You know, to not be shy or small” (ID2-Katie 50). Our tribe is led by a strong and positive moral compass, which leads them down a path of fearless professionalism. It is known that if they fail, they will be able to rise again, “I acted and conducted myself as though I knew that everything was going to be alright, therefore it was. The strategy was: nothing bad will happen until it does. Life goes on” (ID2-Jack 21). The Troublemaker walks a fine line between pleasing the people that matter and pursuing empowering personal passions. This balance is maintained through the everlasting confidence a Troublemaker holds in their abilities, and a strongly rooted value system that pushes a Troublemaker to be their absolute best and uncensored self. Troublemakers listen to the calling of their soul and passionately pursue that unique path. They actively seek out success.

Troublemakers do not allow external judgement to drag them down, and with every success they grow their confidence and boldness. This encourages the tribe to keep going, to face even bigger waves. For Troublemakers, relentless confidence is the key to facing fears, they hold a high awareness that you have to actively be bold, and that there is no option for deterrence. Once a Troublemaker realizes they are in control of their unique destiny, “They can do anything, they can be anyone” (Brand Manifesto).

Forward Focus: Paddling Through the Waves

Tribe members enjoy living life one step ahead. Their strong goal-targeting mindset and belief that anything is possible is represented by the paddling and dives into the waves and challenges of life. Tribe members are constantly duck diving under the expectations that aren't quite right, while moving towards that one perfect wave: their unique destiny. Troublemakers believe that “destiny is controlled by us” (ID2-Jaycob 23) as they constantly seek out challenging opportunities, or waves that are just right for them. They hold the strong belief that aside from common expectations, “it's when you decide to do what it is that truly makes you happy that you activate [your] destiny” (ID2-Jaycob 23). Troublemakers use their authentic board to combat each wave by being transparent in portraying themselves and doing what they want to do. Troublemakers strive to be extraordinary, continuously facing challenges one wave at a time in

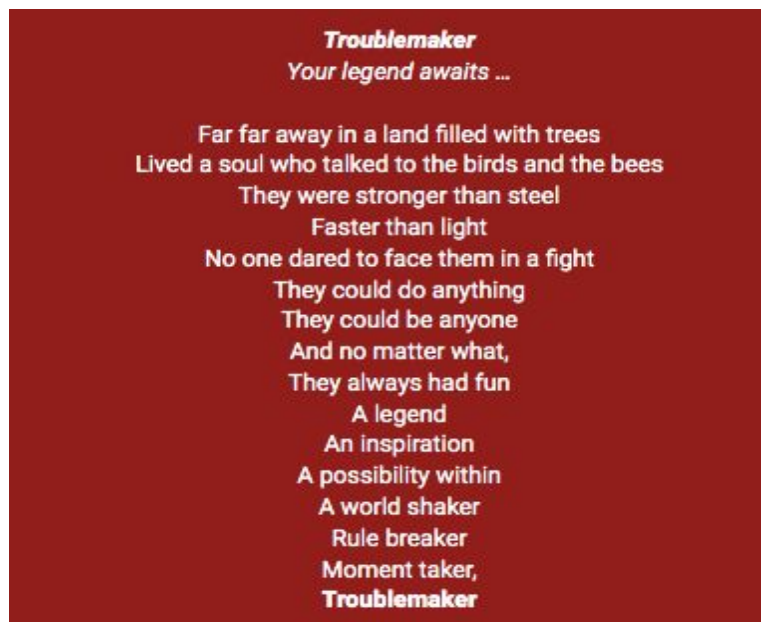
order to work up to their maverick (or main goal) in their seek for growth because “being ordinary is just stagnant..it’s kind of boring” (ID1 Jessica 23). They seek to add excitement and opportunity, rather than live life helplessly. Tribe members’ chase extensive waves because they “have these massive goals and dreams and they are huge...visions of grandeur.”(ID1-Sandra 15). These tribe members actively plan out and work towards their destiny, they have “a recipe of grandeur” (ID1-Sandra 15). Living a lifestyle beyond the ordinary evokes a feeling of excitement that fuels the Troublemaker to succeed. Their recipe is very calculated and they understand that there is always room for improvement. An interviewee explains his calculated recipe, “I just formulate a plan and then I just work through that and if that plan isn’t successful, then I take a step back and look at it again” (ID2-Katie 4). They see life as an extraordinary path filled with obtainable opportunities, and make a conscious effort to pursue as much as possible. Each conquered wave gives the tribe members the confidence to strive onward towards the next, seeking to make a positive impact not only on their life, but to positively impact others as well. Troublemakers live life as “a legend, an inspiration, a possibility within” (Brand Manifesto).

Brand Essence: Legends Inspire

Once we felt we had gained a full understanding of who our tribe members were and what they believed in, we were still left some questions: what motivates our Tribe to get back into the water over and over again? How are they driven to continually pursue bigger, bolder mavericks? It was within these knowledge gaps that we found a space for the Troublemaker brand - *the legend of the Troublemaker*. After a great accomplishment, a crazy adventure, or even just a memorable day, people come together to both reminisce and fantasize. To relive the excitement of a story, and dream about the next big thing. Legends play a key role in motivating constantly evolving dreams of grandeur. The idea that a moment containing greatness beyond belief can live within the constraints of reality, creates an underlying and unfaltering drive for unique success; they are “moment makers” (Brand Manifesto). The spirit of the Troublemaker holds the ability to encapsulate this inspirational figure. We see the Troublemaker brand transforming into a legend of personal greatness, a memento to those who fight for individualized legacies, and a celebration of those who live in the extraordinary through embracing impossibility with the perfect amount of trouble.

Recommendations

After understanding the empirical story of our tribe, we redesigned the marketing strategy of the Troublemaker brand to help stimulate effective communication between the brand and its tribe. Our recommendations serve as a connection between the brand essence and tribe values. There is a strong focal point on rebranding Troublemakers physical appearance and its implicit story through both social media campaigns and social outreach involvement that align with the revamped brand manifesto. This new manifesto outlines the unmistakable greatness that Troublemakers constantly seek, and highlights the immense passion that comes with success.



We believe that this manifesto should be displayed on the Troublemaker website as well as on the back of the bottle. When a prospective consumer reads this message, it will distinguish Troublemaker from surrounding competitors by providing a tangible meaning to a subconscious yet universally practiced drive. The manifesto provides a clear purpose of the brands' aspirations, and serves as the unifying factor in our marketing strategy. The manifesto will be reinforced by a new Troublemaker tagline *Your Legend Awaits*, which we believe perfectly highlights the brands ambition to support and inspire the tribes unique personal legacies.

We also recommend redesigning the front label, to better embody the brand essence and appeal to the tribe's eye. The current label includes shattered glass that easily can be mistaken for bad trouble, so we chose to remove this, as well as, the white frame. Our tribe displays a prominent outside the box mindset. Troublemakers are free, they are not limited to one path in life, so we designed a label that isn't so structured, featuring a free-flowing, brighter red splash as the new "border." We believe this will cause the red to pop off the shelves and make the bottle stand out in a more unique way. We decided to keep the font from the current Troublemaker to preserve brand recognition, but we decided to change the T to keep the emphasis on troublemaker. Our idea is to have an upside-down wine glass, spilling into the splash backdrop. The shape of the upside-down glass resembles a T with wine spilling out signifying trouble. We would also recommend keeping the blend description on the front to aid in consumer understanding and highlight the bold uniqueness of this blend.

Next we recommend revamping the social media campaign. We found supporting data for the continued use of Instagram as our primary social media channel. Instagram is the leading platform in terms of activity-based viewing photos, videos, and promoting business (Statista)¹. We believe that TroubleMaker should reactivate and operate its own Instagram account, rather than continue to be part of the entire @Hopefamilywines account. This action will give Troublemaker the opportunity to post more engaging and interactive content tailored to the tribe. In order to do this, we want to create new content that captures the brand essence with the theme and biography of *legendary actions lead to legendary lives*. These legendary actions can range anywhere from extreme athletes to graduates at a university. We believe it would be a very aesthetically pleasing to edit all of the photos in black and white, with one element of the photo standing out in red, the troublemaker essence in the photo. For example in a photo of the Beatles, their music - the guitar- is the legacy they left behind so only the guitar would be red. This idea connects to the bottle itself: the red label embracing uniqueness with an eye-catching red pop off the black background. Our team also devised a new hashtag, #TroubLegendary. There are currently no posts with this tag, so it is completely original. We would initiate a campaign where tribe members could tag their legendary moments, achievements, and even dreams to #TroubLegendary, and create a space where the entire community can communicate

¹ eMarketer. (n.d.). Social media activities on select social networks by social media users in the United States in February 2019. In *Statista - The Statistics Portal*. Retrieved June 9, 2019, from <https://www.statista.com/statistics/200843/social-media-activities-by-platform-usa/>.

troublemakerwine



5,270 likes

troublemakerwine When we fail we contemplate, when we succeed we celebrate. Let's get to celebrating.
[#TroubLegendary](#)

[View All 27 Comments](#)

4 DAYS AGO

troublemakerwine



5,420 likes

troublemakerwine We make trouble. We make noise. We make memories.
[#TroubLegendary](#)

[View All 97 Comments](#)

6 DAYS AGO

TroubleMakerTribe



8,976 likes

TroubleMakerTribe Bold. Unique. Legendary. No, we're not just talking about the wine.
[#TrubeLegendary](#)

[View All 42 Comments](#)

MAY 25

troublemakerwine



6,890 likes

troublemakerwine So much life to live but only one life to live... Go make some trouble.
[#TroubLegendary](#)

[View All 52 Comments](#)

2 DAYS AGO

Instagram TV is another segment that we recommend Troublemaker to take advantage of. We gathered from Later, a leading marketing platform, “...views on IGTV videos have skyrocketed across the board, increasing by ~300-1000%” (Later)². Austin Hope is creating his own personal legend through his quality wine, and is passionate about making the winery experience and wine culture more informal and comprehensive for everyone. In order to communicate this message, we recommend making 2-5 minute IGTV videos in a series titled Hope’s Legend. These would consist of Austin giving virtual tours of his vineyards and distilleries. He can discuss the wine-making process and highlight the human aspect of Hope Family wines.

Moving out of the digital media world, another one of our recommendations is to collaborate with Pride events. Pride is the national movement organized to assemble support for the LGBTQ+ community. Aligning Troublemaker with Pride enforces our brand essence of celebrating individuality and supporting those who are bold enough to be different. Because the vineyard is located in the central coast, it would be very easy to collaborate with pride events locally, as well as up north in San Francisco and down south in LA. Pride events are made for thousands of people, which means lots of exposure. Our role in the partnership would be to provide our wine at multiple booths at the venue. In return, we can have the troublemaker name, tagline, and hashtag blown up and displayed throughout the venue. Attendees will then be able to see our brand, interact with representatives, and taste the wine. Not only will this cultivate a loyal following of core tribe members, but it will open up doors for more word of mouth to spread. Further quantitative analysis conducted on Statista points to why this would be a valuable strategy for Troublemaker, stating “the potential earned reach of advertising campaigns during the Gay Pride Canal Parade in the Netherlands for companies was impressive. Rabobank ranked the lowest and still possessed the potential to reach 34,187 individuals (Statista)³. The highest ranking company that produced advertising campaigns during the Pride Parade was ING with a potential of reaching 322,655 individuals”. That’s a lot of tribe members.

² IGTV Views are Suddenly Skyrocketing: Is It Finally Becoming Cool? (2019, March 01). Retrieved from <https://later.com/blog/igtv-views/>

³ Adformatie. (n.d.). Potential earned reach of advertising campaigns during the Gay Pride Canal Parade in Amsterdam in the Netherlands in 2016. In *Statista - The Statistics Portal*. Retrieved June 9, 2019, from <https://www.statista.com/statistics/588070/potential-reach-of-ad-campaingns-during-gay-pride-parade-in-the-netherlands/>.

Our final recommendation deals with video advertisement. We believe that the Troublemaker is an inspiring brand that encourages the customer to follow their goals and dreams and to work hard to reach them. For video advertisement we recommend to display several clips of empowering people, in everything from strength, to kindness, inclusivity and authenticity, while reading the brand manifesto. By doing so the customer base will create brand recognition and associate the brand with boldness, authenticity, connectedness, and goal accomplishing themes.



Conclusion

Throughout the past ten weeks we have executed extensive research and created a better understanding on what the Troublemaker Tribe is and what the value the Troublemaker Wine has for its members. By creating a better comprehension of the brand essence, Hope Family Wines will have a better knowledge and base to create an extensive marketing strategy, as well as, brand awareness among its customers. This benefits the Troublemaker Wine because it will distinguish their brand and persona in which its customers can relate to. The brand essence was found through 16 in-depth interviews and 8 observations, and several hours of deep analysis.

The themes found in the research conducted were Authenticity, Connectedness, Facing and Forward Focus, which gave us the knowledge that the Troublemakers are goal targeting individuals who are not afraid to face their personal fears and who values themselves and the people around them. By interconnecting these themes, we discovered the importance of the Troublemaker wine in the Troublemakers life and our brand essence - Your Legends Awaits...Troublemaker wine is the essence of the fabled Troublemaker. It's what inspires individuals to make their lives legendary.

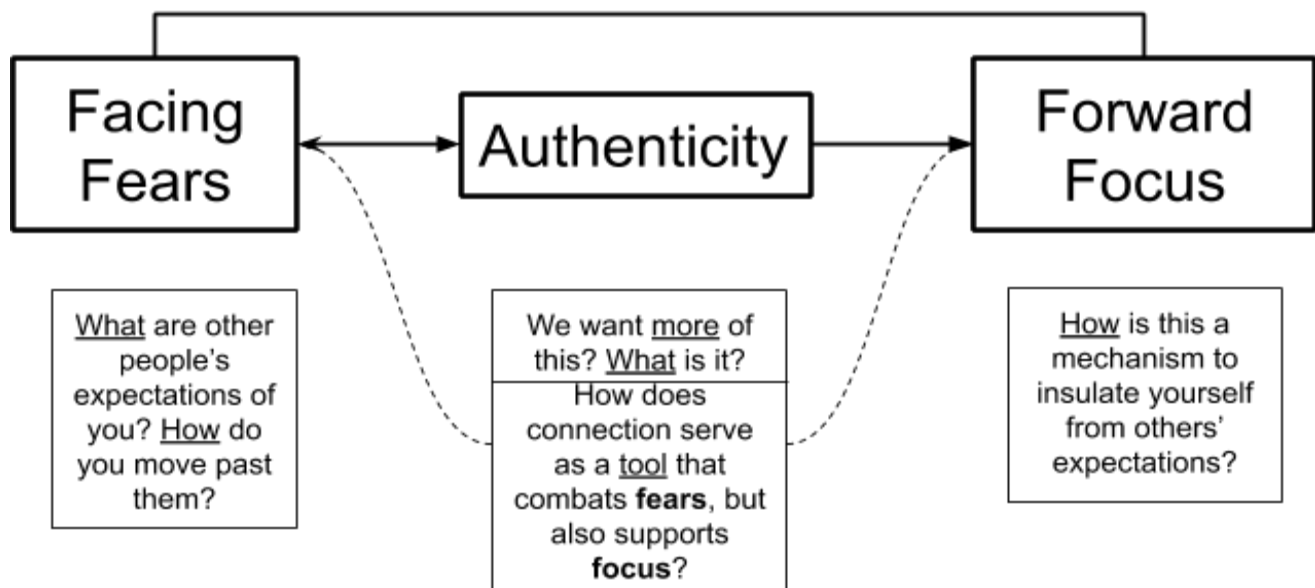
Through our brand essence, we developed several recommendations to create a better customer experience: A brand manifesto, a new logo, a new tagline, a new and original hashtag for Instagram campaign, the Troublemaker Instagram account/Instagram TV, and lastly the involvement of the Troublemaker brand in events, such as Pride.

Appendices

A: Ethnographic Themes- T2

1. Abstract:

After conducting multiple interviews and field observations, our team, The Scenic Route, uncovered a variety of interconnected emerging themes. We found that those who fit the Troublemaker tribe value authenticity through the practice of self-acceptance and positive self-advocacy. Authenticity is who you are today. However, people are not stagnant. Who we are today is a temporary embodiment of past accomplishments which builds the foundation for the feats of tomorrow. Forward Focus is that tomorrow. It is the picture of the ideal self that is created and worked towards through goal-oriented practices and self-accountability. We also found that our tribe openly displays their unique individuality and pursues their dreams, despite the fear of societal expectations and judgements. Facing Fears is the ability to identify that shadow of self-conscious doubt, which is created by society's expectations, and push past this doubt to create an unfiltered and unabashed identity that highlights the authentic self. The Troublemaker tribe is the manifestation of these three themes, they display true Authenticity while practicing an unconcerned mindset of Facing Fears, and are constantly improving their character through a clear Forward Focus.



2. Research Plan

2.1 Project Overview

<p>Focus/purpose of this Research Project:</p> <ul style="list-style-type: none"> ● To gain a full understanding of why customers want to embody the lifestyle, preferences, beliefs, values of the Troublemaker tribe ● Discerning how these values and beliefs are experienced via Troublemaker wine <p>By combining these two focuses we hope to better understand and communicate with the troublemaker tribe to help create a stronger brand understanding for Hope Family Wines.</p>	<p>Information gaps:</p> <ul style="list-style-type: none"> ● How is a Troublemaker’s confidence grown and maintained? ● What does it mean for a troublemaker to be their true authentic self? ● How and why do Troublemakers push themselves to face their fears? ● What drives the tribe to be extraordinary (go above and beyond?) ● How does the Troublemaker claim control in their life?
<p>Research objectives for observation:</p> <ul style="list-style-type: none"> ● What specific surroundings behaviors and beliefs are common to the troublemaker tribe? ● In what situations do customers exhibit bold and empowering behavior? 	<p>What information gaps are addressed by these ROs?</p> <ul style="list-style-type: none"> ● What does it mean for a troublemaker to be their true authentic self? ● What drives the tribe to be extraordinary (go above and beyond?) ● How does the Troublemaker claim control in their life?
<p>Research objectives for depth interviews:</p> <ul style="list-style-type: none"> ● To understand what experiences shape and develop a bold and confident individual ● To understand the elements that inhibit bold and empowering behavior 	<p>(what information gaps are addressed by these ROs?)</p> <ul style="list-style-type: none"> ● How is a Troublemaker’s confidence grown and maintained? ● How and why do Troublemakers push themselves to face their fears?

2.2 Fieldwork plan

Observer	Observation Type, Observation Site	Interviewee
Corinne Cooper	Naturalistic Observation, Shabang	Griffin Nordin
Katie Grey	Netnography/Ethnography, Facebook	Larry Grey
Jaycob Jauregui	Netnography, Instagram	Sara Sparks
Sandra Dejin	Naturalistic Observation, Mr. Ricks, Avila	Joe Brittingham, José Andrés Gonzalés
Jessica Edwards	Naturalistic Observation, The Station	Miles Sundher
Spencer Edelman	Naturalistic Observation/ Mr. Ricks, Avila	Anne Gibbs
Jack Kuzma	Naturalistic Observation, Giuseppe’s Restaurant	Sue Lavigne
Brandon Emba	Netnography, Instagram	Carlos Antonio, Carolina Guzman

2.3 Interview Guide:

Grand Tour Questions (5 mins or less):

- Brief the participant.
- Explain goals of interview.

To explore and understand the Troublemaker tribe, how they view identity, and what is badass

Introduce self.

- What is your name, and how old are you?
- Can you tell me a little about yourself?
- How would you describe yourself to a stranger?

- How would an old friend describe you?
- What are some of your hobbies?
- What are your drinking habits?
- Which situation do you choose beer, wine, cocktails etc?

Structured Topics:

- **IG #1: How is a Troublemaker's confidence grew and maintained?**
 - What do you do when you are faced with a challenge?
 - What is the biggest challenge you've had to overcome in life?
 - What makes you feel confident?
 - How do you achieve it?
 - Do you enjoy that feeling?
 - How do you maintain that feeling?
 - What practices do you do to make yourself feel whole/happy/confident?

- **IG #2: What does it mean for a troublemaker to be their true authentic self? (In terms of Fears? In terms of Dreams?)**
 - What do you think makes you original?
 - What made you become who you are? Did you create yourself or who influenced you to become who are?
 - What is important to you?
 - How do you portray your unique image to the world?
 - What is scary about being who you really are?
 - What makes you feel like you?
 - What are the implications of not being you?
 - What makes you unique?
 - How do you find your true self?
 - How do you display your true self to the world
 - How often do you try new things? Do you like to try new things?
 - Who do your parents think you are, and how does that compare to who you believe you are?
 - Why is growth so important?

- **IG #3: What drives the tribe to be extraordinary. (go above and beyond?)**
 - Where do your goals come from?
 - Who/what inspires you?

- How do you keep to the goals you set for yourself?
 - How do you practice self-accountability?
 - Navigate your tension? (how do you resolve conflict?)
 - What pushes you to want to be different/better?
 - Who or what keeps you motivated? (Why)
 - What gets you out of bed in the morning?
 - If you're thinking outside the box, what is the "box"?
 - What's something that you have accomplished that you didn't think you could do?
 - Or was surprised/impressed with yourself?
- **IG #4: How and why do Troublemakers push themselves to face their fears?**
 - What risks do you take?
 - Do you seek out discomfort? Why? How? (No pain, no gain)
 - What role does discomfort play in their life?
 - How much discomfort do you take on/why? (How do they construct this discomfort to a point that the pain doesn't take over (they can still handle it)?)
 - Describe an experience when you pushed past your comfort zone & how did you know it was going to pay off?
 - How can you sustain the faith that the discomfort will pay off?
 - What motivates you to get outside of your comfort zone?
 - Does affirmation and being close to others (connection) help them face their fears?
 - What expectations are placed upon you from others?
 - Which expectations do you feel you have to live up to?
 - What strategies have worked the best to help you face your fears?
 - Do you believe fear to be perceived? (Is fear a choice/all in your head, how do you perceive fear)
 - Does "shooting for the stars" help TM's insulate themselves from society's pressures?
 - **IG #5: How does the Troublemaker claim control in their life?**
 - Are you are in control of your future?
 - How do your goals align with what others want you to do?
 - How in control do you feel
 - Do you feel afraid to be different?

- How do you overcome that fear?/what do you do
- Who are you feeling pressure from? Why?
- Why are these pressures undesirable or “not your bag”?
- What do you do to overcome your fear of social acceptance/ overcome expectations that do not align with your belief system?

3. Findings

Themes:

Theme 1 - [*Facing Fears*]: Society places an unbearable amount of judgements and expectations onto us, but the Troublemaker tribe is filled with bold individuals who are unafraid of publicly celebrating their unique individuality. Troublemakers dare to think outside of the box. They are mindful of the perceptions of others, but do not allow any negative perceptions to hold them back. They are unafraid of uncomfortable reactions and make uncensored decisions to support their passions. Troublemakers are lead by a strong moral compass which leads them down a path of fearless professionalism that is complimented by unrestricted personal expression. Troublemaker's are confident, and this prominent belief in their own abilities greatly contributes to their inevitable success. “I learned to believe in myself. I really learned that I can do it. Not only me but anyone who sets their mind into something.” (Interview, Sandra, Paragraph 13). This unquestioned self-belief serves as the foundation for Troublemakers to create and pursue unique and unconventional goals.

Troublemakers, however, are often confronted by conflicting opinions from the people they feel closest too. Though they are constantly striving for bold unconstrained acts, Troublemakers also place a great amount of value and respect on their Friends, Family, and other close connections. This pushes Troublemakers to find a balance, with their moral compass holding back actions that could possibly harm others, and encouraging harmless acts of freedom. “For me, I don't really go full force and not care what other people think, or how they react because I don't think that is a cool way to go about things. Like sometimes if you are just having fun and it is not hurting anyone, who cares what people think, but if you are being a jerk or you are being standoffish, eh I don't really relate to that.” (Interview, Corinne, Paragraph 32).

The Troublemaker walks a fine line between pleasing the people that matter and pursuing empowering personal passions. This balance is maintained through the everlasting confidence a Troublemaker holds in their abilities, and a strongly rooted value system that pushes a Troublemaker to be their absolute best and uncensored self. Troublemakers listen to the calling of their soul and passionately pursue that unique path. They actively seek out success.

(Sandra)

- [ID: “ I mean yeah, I am constantly trying, and I have these massive goals and dreams and they are huge, and I am **embarrassed** to talk about them with most people because of the feedback I get from a lot of people like, just like you are crazy. Visions of grandeur. You have heard of that? I'm just like, no, I have a recipe of grandeur.” (Interview, Sandra, Paragraph 15)]

(Katie)

- [ID: When asked about the degree he cares about others’ opinions of him, Larry responded, “I do care..I mean basically I temper it by people I respect. So if there’s someone that I respect, it’s very important to me that they respect me and have a **positive opinion of me**-that they feel that I have a lot of **integrity**, that I’m smart, good at solving problems, those are the types of perceptions that I want people to have.”(Interview, Katie, paragraph 36)]

(Jessica)

- [ID: When asked, are other people’s perceptions of you important? The respondent said, “It depends on the person. I don’t care what a lot of people think about me, but there is just a small percentage of people. **If they have done something** where reached the point **where I care about them** then **I feel like I care about their opinion of me.**”; (Interview, Jessica, paragraph 12)]

(Jaycob)

- [ID: When asked about fear and when it has held her back in life, Sara says, “My entire life before I moved from Los Angeles. When I was running my own business, when I was making like six figures and dealing with clients and stuff, **I was terrified of letting them see me**, who I really am, because I thought they would stop being my clients. Because me, who I really am, I thought would be not that professional chick. I stayed in relationships too long because I was afraid that I would be single for forever or not find somebody better. I was terrified when I first got here because I thought my crazy sociopath boyfriend was going to find me. Afraid of like going to parties by myself because it would look weird going out by myself, which is stupid because nobody thinks that. Nobody even pays attention! Or like going downtown by myself. Yeah, I used to let fear run my life. I think most people do and they don’t even realize it. Afraid if they quit that job that they hate that they won’t have another job, you know?” (Interview, Jaycob, paragraph 21)]

(Corinne)

- [ID: When asked what he was nervous about for his upcoming position Griffin stated, “Getting on a project I don't know a whole lot about, and **not being able to contribute right away**, or making a crucial error that delays or messes up a project is never fun and no one likes to do that, but I understand that **I am not going to know everything**, and they know I am coming in as an entry level position, and I still have a lot to learn. **I am also pretty afraid of not being able to step up for myself** and say like: oh I want to be put up for that project” and just let that opportunity go by, or like “I don't know if I really like this job” **and becoming comfortable in a rut running on cruise control**. (Interview, Corinne, Paragraph 21)]

Theme 2- [*Authenticity*]: This theme is about being true to one's self. These tribe members aren't phased by the judgemental opinions of others and that's what makes them badass troublemakers. Instead of doing what everyone else is doing, they like to be different and stand out amongst the crowd. Troublemakers have a strong confidence about them and they aren't afraid to speak their mind or do things differently, especially if it is something they believe in. “Even though I work in a male dominated industry, I have a million years of experience and I'm a trailblazer for future women in my profession. I like to shake things up and let them know I'm here, I'm NOT a meek, quiet voice in the industry.” (Interview, Jack, Paragraph 15).

Troublemakers are not constrained by routine, they like to try new things. These tribe members obtain their confidence and fearless qualities by exploring themselves through engaging in new experiences-whether it be an activity, event, sport, or even a new food or drink. They enjoy experiences that are “more adventuresome, more unique,” because it allows them to take risks and learn more about themselves (Interview, Katie, paragraph 43). Troublemakers firmly believe they are the captain of their own ship, and that success is derived from their own skills and abilities. This explains their strong sense of optimism and risk-endeavoring attitudes in their strive for independence and positive self-portrayal. “You don't go in with the thought that you're going to fail,” is the mindset guiding their optimistic attitudes (Interview, Katie, paragraph 12). Troublemakers are proud of their authentic self and use it as a tool to inspire others. They believe that advocating self love and acceptance is the key to a better world where everyone can thrive and be the best versions of themselves. Authenticity, thus, acts as a tool to better one's self and to demonstrate to others the raw nature of an individual. For a troublemaker, it is important to to be authentically expressive.

The authentic self is who we are today. It is the person who trusts themselves and firmly believes in their own opinions and gut feelings. The authentic self is built by recognizing the pressures of societal norms and successfully rejecting them. Authenticity then in turn acts as the mechanism that delivers us into the future and prepares us for success ahead.

(Sandra)

- [ID: “I am pretty much what you see is what you get. **I say it like I feel.** My behavior and comments will be consistent. Not everyone is that way. Not everybody says what they think or mean what they say for that matter! I just I have found that the easiest way is to be direct. But in terms of my mindset, I am of the mind that it can be done.” (Interview, Sandra, Paragraph 20)]

(Jessica)

- [OD: The bands trumpet player Laura is dressed in a wild cheetah print dress with fishnet tights and big white hoop earrings. Yet **she seems so confident** and **no one notices how she is dressed** or cares because **her confidence pulls together her look.** Carmine also appears carry a confidence about him as **he shows off his arm tattoo** while wearing a t-shirt. These band members aren’t the stereotypical badass. They are **the hipster badass.**; (Observation, Jessica, OD 9)]



(Jaycob)

- [ID: As a comment on authenticity, when asked if she is happy when people can see her true self, she says, “I mean, yeah I guess. I mean, yeah because it inspires them to do that for themselves. But also **I don’t do it for other people. I have to do it for me** because at the end of the day, literally you’re the only person that’s ever gonna have your back 100%. And when you’re alone, that voice that speaks to you, and lots of people call it god, its you. So what kind of god are you worshipping? Are you worshipping a god that nothing’s ever enough? Or you’re not good enough or you’re not worthy or you’re stupid and you’re ugly. Or are you worshipping a god that says that you’re perfect and whole and capable? So, I have to do it for me because no one else is gonna do it for me. No boyfriend’s gonna do it, no parent’s gonna do it, no friend’s gonna do it. To put that on other people is way too much pressure for them. So, I do it for me.” (Interview, Jaycob, Paragraph 16)]

(Katie)

- [ID: “Well in some ways I think everyone is different. It’s just whether or not they’re willing to kind of explore that. So I think those are the things that make us interesting...the fact that I play piano, or I do this or I do that, I sometimes will compete in a 5K or a 10K run, those **things that make me different are also I think the things that make me interesting** and help bring more to whatever relationship I have-whether it’s Kristin, or whether it’s with my friends, or even with you, I think that those are the things that you should explore as a person,” (Interview, Katie, paragraph 28)]

(Corinne)

- [OD: People are dressed in a wide range of clothes, some people are not dressed up at all, sporting simple shorts and a tank top, while others are wearing fishnet tights and cat ears, tie dye suits, fully sequined dresses, and other full on rave attire. Figure 1 captures the essence of the festival vendors as well as the festival attire. Clothing is a form of self expression, and within the safe artistic space of the vendors, people have the opportunity to strut around in an unfiltered display of their personality. There can be as much glitter or black as needed, and no one thinks twice. Public displays of individuality take courage, but when the entire crowd is participating, that feeling of uncomfortableness has the opportunity to flourish into excitement and introspection. (Observation, Corinne, Figure 1)]



Theme 3 - [*Forward Focus*]: Troublemakers enjoy the rigor of living one step-ahead. Imagination often guides their lifestyle, with a strong belief that anything is possible. This fantastical belief is translated into realistic goals and big dreams that the Troublemaker pursues through structure and planning. Troublemaker's strive for the extraordinary. Living a lifestyle

beyond the ordinary evokes a feeling of excitement that fuels the Troublemaker to succeed. While grateful for the success they already carry, the Troublemaker also understands that there is always room for improvement. They see life as an extraordinary path filled with obtainable opportunities, and make a conscious effort to pursue as much as possible. “Being ordinary is just stagnant and just going through the motions. It’s kind of boring honestly. Going beyond the ordinary is adding excitement to your life rather than being robotic.” (Interview, Jessica, paragraph 23).

This is done though living a balanced life. Organization and delegation are used to structure meaningful days, and through planning time for both obligatory commitments and personal pursuits, the Troublemaker turns time into a collection of worthwhile accomplishments. “I live breath and die by google calendar...I will go work out after class and then prep my calendar and see what I have to do that day. I look at my commitments I have coming up for the week, check to see if I have any financial bills I have to take care of. Right now I am planning a lot of trips and making sure I have enough money.” (Corinne, Interview, Question 11). Time is inherently limited, and Troublemaker’s mold their time into something valuable, extracting the most out of their current situation while simultaneously planning for what lies ahead. Through organization and a conscious awareness of time, Troublemakers are able to ensure successful days, as well as invest time into personal improvement.

“Destiny is controlled by us and it’s when we decide to do what it is that truly makes us happy that we activate that destiny.” (Interview, Jaycob, Paragraph 23). With Troublemakers, there is always a plan for tomorrow, and for the future; there are always dreams that are actively being pursued. This fine-tuned ability to achieve both goals and responsibilities through an organized future-focused mindset is what truly drives the success of the Troublemaker tribe.

(Brandon)

- [ID: “Going beyond the ordinary.... Well for me and my peers the ordinary is usually being stuck at a dead end job doing the same thing all the time. **It’s not a bad life but not the life I wanted for myself. I wanted more.** Being at cal poly and pursuing a career in accounting, is going beyond the ordinary for someone like me. **It makes me feel really good you know. Like the best decision I could have made was to just become someone I never thought I could.**” (Interview, Brandon, paragraph 9)]

(Sandra)

- [ID: When asked about being driven, and if owning his own firm always had been a goal, Joe answered, “Not always no, but I **have always had big dreams and I continue to reach high**. I believe shooting for the stars you know. I think you have to think big. I don’t think most people think big or if they do, they just don’t believe in what really, they are trying to build. I come from a pretty modest background. My family did not have a lot of money or anything. But **I always had a burning desire to succeed, to be great! That is what I want to be, great you know.**” (Interview, Sandra, Paragraph 4, sentence 1-7)]

(Katie)

- [ID: “Yeah, I like that, but I also understand that if I’m going out and having fun with my friends, I also don’t sit there and kind of think, ‘well I have all of these other responsibilities for tomorrow, for example, but I’m just not going to try to think about those or I’m going to blow them off because I’m having fun today.’ **From my perspective, those responsibilities, those constraints in some way are an important part. You go out and you have fun and you do what want to do, but you also still act responsible. You don’t give up your responsibilities at the same time as that if that makes any sense. We used to call it ‘work hard, play hard’.** Like you play hard, but you still have able to work hard,” (Interview, Katie, paragraph 26)]

(Spencer)

- [ID: “There’s **always room to be more**. I want my business to be **bigger**... I want that to be **extraordinary**, so not just the ordinary. That’s kind of one of my things right now that I’m working on is really trying to **grow the krav maga business.**” Interview, Spencer, Paragraph, 20)]

(Corinne)

- [ID: When prompted that he lives by an impressive schedule Griffin went on to state that, “**Yeah, but I like to be busy**. I don’t do well when I have less things going on. My GPA tanks, I don’t work out as much. I just know that if I have a lot of things to in a day, **it make me more mindful of my time that is considered free.**” (Interview, Corinne, Paragraph 12)

(Jack)

- [ID: Sue Lavigne was asked if it's difficult not being able to see her sons for long periods of time because of them being stationed a lot of different places for the Air Force, she responded in a very grounded manner and said, "To be honest, yes. It's difficult as a mother to wake up every morning not knowing if your kids are okay, let alone alive. It makes you put a lot of things in perspective. It's hard to keep a positive attitude a lot of the time, but then I think about my daughter, granddaughter and daughter-in-law's and realize that they need me to be strong for them." (Interview, Jack, Paragraph 18)

Field Notes - Corinne Cooper

Type: Naturalistic Observation

Location :Shabang: Naturalistic, San Luis Obispo, CA

Date: 5 May 2019

Time: 4:00 pm - 10:00 pm

Figure 1:

https://www.youtube.com/watch?v=qMf_VuIH3Ns&feature=youtu.be&fbclid=IwAR2HExstCroQ-TP8K_QMwdPhY6clByZutzSBMGg4Jy_CGOe-C9Q5Ehu87nl

1. Shabang creates an atmosphere of inclusivity and encourages freedom of personal expression through setting up a day long community that is filled with art and music. The festival is set in San Luis Obispo at a grass park on Laguna lake. When you first enter the festival you are surrounded by hammockers and small groups of people sitting on the grass. People are not really on their phones, they are talking to each other, and even to other groups. There are slacklines between some of the trees and a statue with the line-up for the evening in the middle of the path.

2. People seem to be relaxed and comfortable around each other. There doesn't seem to be any place people have to be, so instead they are making the most out of the experiences with each other, and focusing on being present in the moment. Since it is a festival style community it is easier to branch out to strangers, it feels like everyone is there for the same reason, and there is so much extravagance around that strangers don't feel so strange. Figure 2 is a good example of everyone welcoming each other.

3. As you move into the event there are artists painting, sculpting, drawing, and dancing. There are interactive boxes and sculptures people can go into, and lots of art for sale.

Everybody is smiling and laughing, asking questions about art and looking around.

People are dressed in a wide range of clothes,



Figure 2



Figure 3

some people are not dressed up at all, sporting simple shorts and a tank top, while others are wearing fishnet tights and cat ears, tie dye suits, fully sequined dresses, and other full on rave attire. Figure 1 captures the essence of the festival vendors as well as the festival attire.

4. There are many different points of focus allowing people to occupy a space for a significant amount of time while still having a purpose. Shopping can be done silently and privately, or be the perfect opportunity to strike up a conversation. It is an easy atmosphere to feel comfortable in, and feel like you have spent passing time in a valuable way. Clothing is a form of self expression, and within the safe artistic space of the vendors, people have the opportunity to strut around in an unfiltered display of their personality. There can be as much glitter or black as needed, and no one thinks twice. Public displays of individuality take courage, but when the entire crowd is participating, that feeling of uncomfortableness has the opportunity to flourish into excitement and introspection.



5. The main stage was located near Laguna Lake which featured live local bands all day and all night. Figure 4 features this live performance stage. This stage was always relatively popular with the crowd staying dense at the front towards the rail, and more spread out at the back. People at the very front appeared to be the most into the music moving singing and dancing the most, where as the back was filled with some clusters or really intense dancers as well as clusters of awkward stillness or groups talking over the over the music. Nobody appeared to be standing alone, everyone was nestled into the crowd.

6. Live music provides a space for people to connect over emotion, without having to use any words. It feels like you are a part of something bigger, like the sound waves are missing links that connect everyone to the group. Specifically when music is live, there is a universal energy within the crowd. It is easy to become a part of the crowd, you don't need to do or say anything special, for there is a show being put on for you. The only job is to watch, and everyone around is also watching, you are all standing, watching and bouncing together.



Figure 5

7. The other popular dance floor was called Funk Safari, this dance scene featured a large dance area with a couple of platforms, and school bus with DJ's on top playing EDM funk music. The crowd here was more evenly dispersed, with the people on platforms constantly bouncing around. Everybody is dancing in a giant cluster, there are no rows or groups, just a mass of movement. There are less people on their phones recording here, it is more dance focused. Behind the dance floor there was a shaded tent area where people were sitting and just watching the dance show (figure 3). Figure 5 features the entrance to the Funk Safari dance area, and highlights the fact that everyone is smiling and having a good time.



Figure 6

8. Dancing as a part of a crowd is freeing.

You are surrounded by movement and sound and smiles. There is no pressure to say the right thing, or do anything really other than move your body to a beat. It can be as small as bobbing or as big as jumping spinning and dropping. Dancing is an expression of the soul and its emotion, it connects us and heals us together. Physical exercise is scientifically proven to be beneficial for mental health, and when you mix this activity with good music that is being mutually appreciated by a large crowd, their energy becomes the fuel to start a fire of unrestricted movement and personal expression. This provides a space for people to feel free, to move freely and feel freely. It is an easy place to just be, and feel connected with pure strangers.

9. When the sun started to set people started to gather at the main stage by Laguna Lake to watch the sunset together. Once the night had come most of the art shops closed, and the only popular activity became dancing. The dancing got a little bit crazier, and the people got a little bit louder, smiling laughing and dancing non-stop. Figure 6 features some late night Funk Safari platform dancers.

10. The cover of darkness adds an entirely new layer of unrestricted inhibitions. It feels like a secret cover, for no one can see you unless they are right next to you. Your moves are occasionally highlighted by disco lights that make that feel like momentary fame. Everyone around is letting loose, which inspires others to do the same. It is a domino effect of movement, free of judgment or restriction. It takes bravery to express yourself out in public, but when no one can see you, what you do or how you move do doesn't really matter, so people step farther out of their comfort zones than they do in the exposed daylight.

Field Notes - Katie Grey

Interview Follow-Up: Social Media Activity Analysis

Larry Grey: Ethnographic/netnographic Observation
 Location: Facebook/experience

After undergoing the in-depth interview with my dad, Larry Grey, I found a few major insights on the “troublemaker tribe.” To further deepen my understanding of his behaviors and experiences and interactions with the environment, I did a net/ethnography and looked through his Facebook, while recalling back to described events I witnessed alongside him. I sifted through the wide span of Facebook posts, paying special attention to the most recent months, where he was the most active. Through both blog-like and visually descriptive Facebook posts, Larry evidently enjoys his travels, runs, restaurant-reviews, scenery-enveloped meal photography accompanied with an iced cold beer or wine, new experience discoveries, and the opportunity to display his unique and unconfined personal opinions, accomplishments, and opportunities.



Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6

1. Taking
 March and April of

place in
 this year, each picture is representative of

current interactions with places and people relating to past experiences. Figure 1 conveys his business travels as he volunteers to represent his former company in San Luis Obispo as an occasion to visit his daughter. Seated at a table outside Luna Red, Larry enjoys a brightly colored cocktail and Mexican meal while engaging in an extensive and satisfying conversation with his daughter. Larry pauses to pull out his phone and snap a picture recording this delightful event he is experiencing as a byproduct of his business opportunity-captioning it, “Happiness is mixing business with pleasure,” to further record his sentiments towards the experience. Figures 2 through 4 further exemplify Larry’s hunger to relive his past, recording various pictures of his college basketball team (MSU) thriving throughout the season, captioned in all caps or with multiple exclamation points. In figure 2, Larry displays his Michigan State beer glass centered on the table directly in front of the MSU game he is following directly in front of him at the Hopyard Bar and Grill. Figures 5 and 6 represent Larry’s adventure even further back. In Figure 5, Larry presents a plastic, red, alcohol-filled bucket decorated with orange and lime slices on the table in front of his father during his visit on his business journey to Florida. Faintly, behind the blur of portrait mode, his father’s look of inquiry can be made out. Figure 6 pictures Larry’s legs displayed on the sand in front of a calm and steady ocean, red solo cup in hand.

Through the numerous enthusiastically captioned pictures, it is prevalent Larry uses not only his Facebook posts, but his life as an opportunity to dive into and relive his past. It appears that whenever an opportunity presents itself, Larry will take it- whether it be to revisit his younger-self, college-self, or even his early-family oriented self. Larry seeks to portray himself as an adventurous man without limits. He seeks every past opportunity as a chance to become that person again. Throughout his various engagements, it is prevalent that Larry enjoys close one-on-one connections with others by diving into the past. He often utilizes extensive conversations and outings with others to uncover his inner-self. During these events, his feelings become prevalent to him, in which he learns more about himself, his opportunistic quality in particular. As he is uncovering himself, he often pulls it back to his past. In his Luna Red experience, he travels with his former business, and visits his daughter, recording it as “mixing business with pleasure,” to show that traveling back into the past with his business also allowed him to dive into the past with his daughter, as they discussed past experiences leading to the quality of the people each of them were becoming. Another value Larry takes from diving into his past is the opportunity to appreciate his past decisions. Throughout various enthusiastically captioned college basketball games, Larry portrays the significance of his college experience. It is prevalent that Larry enjoyed his college experience and takes the opportunity to relive it when watching his college team thrive while at different social events, such as bars or on the couch at home. When visiting places relating to his early-childhood, such as Florida with his parents, Larry strives to dive back into his adventurous and fun-living self. The wide variety of alcoholic drinks in different glasses, buckets, or cups displayed in each of these pictures brings back his love for new discoveries as a child. He travels back into his childhood days in figure 5, recalling

warm summer days on the beach, red-solo cup in hand without a care in the world, but to discover himself and new experiences. He presents a “bucket of fun,” directly relating his experiences with alcohol relating to exciting experiences. To Larry, these different alcoholic experiences hold a special significance of new and different discoveries. Others fail to understand the significance of these experiences to him, often seeing alcohol as just a drink, which explains the look of inquiry on his father’s face in figure 5. However, online it could be portrayed as a look of disapproval, similarly to how a father would look at his 16 year old son when caught with alcohol. Larry seeks to be seen as young and daring as he shares this with the world.

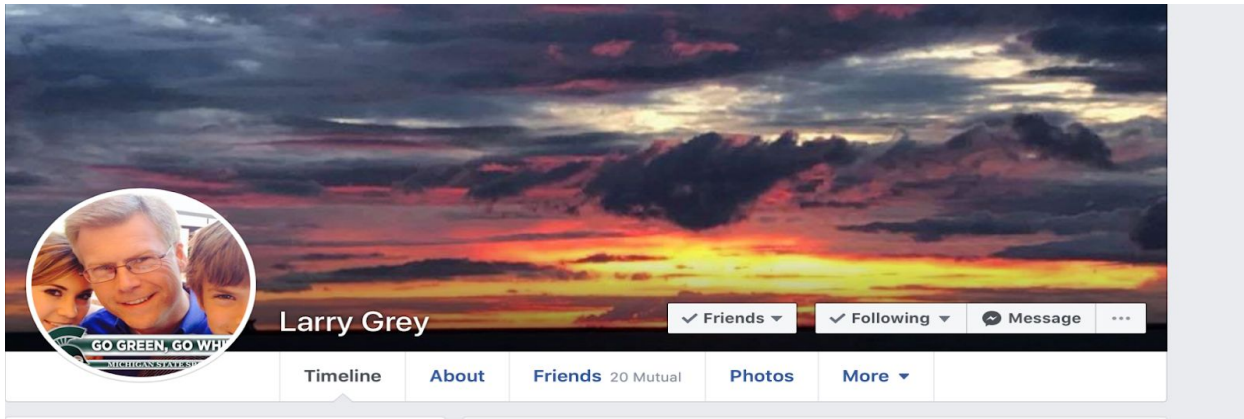


Figure 7



Figure 10



Figure 9



Figure 8

2. With a variety of scenery-filled posts, Larry utilizes his Facebook to document new experiences he found the opportunity to participate in or absorb. Figures 7 to 10 portray the new experiences that came about from making the most of what he was given (**optimism**). Figure 7 pictures his profile picture and header. His header displays a sunset in which dark blue skies fade into purple in the clouds with a sufficient amount of bright light breaking out from underneath.

His profile picture exhibits a picture of him encompassed by his son and daughter with a “Go Green, Go White,” Michigan State banner directly below. In Figure 8, Larry is portrayed on April 5th at precisely 3:57 p.m seated at a waterfall in the heart of Chicago with his wife, excitedly grasping

his beloved glass of dark red wine while enjoying the cool breeze that blows on him while engaging in an in-depth conversation with his wife and interacting with the people and scenery of this new environment. The comment directly below reads, “Only you guys can find a winery in Chicago.” It is later revealed that his son was left behind in the room during this enlightening wine experience that came about during his son’s college visit. Figure 9 records a snapshot of the sunrise he caught just outside his hotel in Lake Buena Vista, Florida during his early morning run, which Larry further emphasizes the value he found in it with the caption “Blink and you miss it,” to which a friend of his responds relating it to the value of their lives (Figure 10).

Through his engagement with scenery and the different events that come with it, Larry reveals his hunger to live life to the fullest. To him, the enjoyment of scenery goes beyond the surface level. Within the beauty of the scenes, Larry seeks not only to find, but portray himself as well. His header displays the optimistic quality of life Larry lives, as just a sufficient amount of light breaks out from underneath the dark colors. In addition, Larry is not afraid to present his passions to the world. He conveys himself as a conventional family-man, presenting himself with both his children in his profile picture, with his college Banner directly below it, showing that these are things that he is specifically proud and passionate about. It appears that Larry is pretty open to portraying his optimism towards finding the best in everything, regardless of societal limits. Though it is 3:57 pm and not yet happy hour, Larry is not afraid to show the world he can still enjoy a cold glass of wine. His explorative and openly unique characteristics shine through as he ensures to include the new scenery behind him in his posting. The comment below further exemplifies his unique characteristic, as it is revealed that others commonly would not be seen finding a winery in Chicago. Larry’s Facebook comments allow others to gather insight into the quality of life Larry hopes to live with wine further enhancing it, as it is usually portrayed in his bold and different experiences. Larry very clearly hopes to live an extraordinary and unconfined lifestyle, engaging in exciting experiences to further enhance his quality and enjoyment of living, no matter the circumstances. Throughout his travels, the importance towards making the best of everything is further emphasized, as he takes time out of his heavily-loaded conference schedule to enjoy an early morning run and all the scenery that comes along with it. Larry specifically enjoys these runs as a means not only to enjoy, but also to think about his life and gather himself. He takes the opportunity in enjoying aesthetic beauty to also enjoy his life and figure out how to enjoy it further by thinking of new opportunities or solutions.

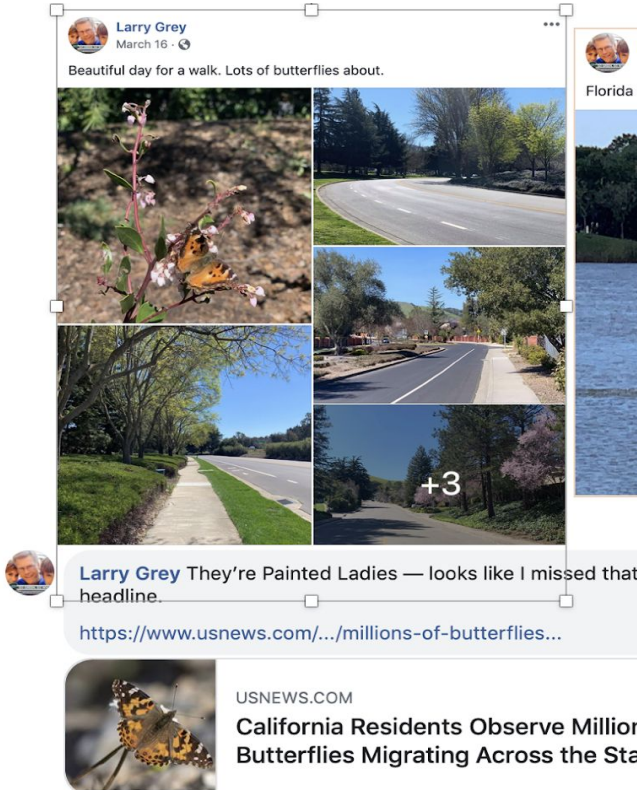


Figure 11



Figure 12



Figure 14



Figure 16

3. In his slightly bolder Facebook posts (figures 11&12) it is clear that Larry appreciates the extraordinary events that arise from the opportunities he chooses to take. Larry frequently posts

about his running occasions aside pictures of the new and beautiful objects and environment that came with it, such as butterflies he later learns migrated from states away (figure 11) alongside empty sidewalks between alternating green and purple trees on either side, in a plaza arrayed with bright red umbrellas on a sunny day, or Florida car-shaped boats captioned as if they are cars driving across water (figure 12). Larry appreciates the uniqueness that arises from challenges in movie characters (figure 13), activities (figure 14&15) and even in drinks (figure 16). In Figure 13, Larry reports Arya, a fighter from game of thrones, as “the biggest badass in the history of badasses.” In the trailer below, Arya is shown in pain, blood streaming down her face, but still continues to fight throughout the trailer. In figure 14, Larry takes the challenge of relearning piano after his break in one of the hardest key signatures. Figure 15 displays Larry’s decision to start an entirely new company aimed at admissions process improvements after the admissions fraud. In figure 16, Larry displays his love for a new beverage called pliny the younger, reporting that it was “worth the wait.”

It is evident that on sunny days, Larry enjoys afternoon runs so that he can explore and discover. He often enjoys the outside to pay special attention to beautifully different objects, such as butterflies or cars on water. He sees the chance to enjoy life as an opportunity to discover unique objects. Often, he does not know what he is going to find, taking pictures of things he finds cool, only to later discover the significance of it after further research. He often lives in his imagination through these events, portraying boat-shaped cars as if they are cars driving on water. Larry strives to be seen as someone who has a wide range of extraordinary experiences. Larry exhibits his tenacity and perseverance with his action television taste, hobby’s, and business opportunities. He defines a badass as someone who will not give up and is willing to go through all the pain and hardships it takes to fight for what they want. He enjoys the outcomes that arise from perseverance. For him, each challenge is thought of as an opportunity to make a positive impact. Though he started his self-started company grew beyond what he ever expected, he left it in order to start an entirely new company to solve the admissions fraud crisis’. Larry lives life through challenges in order to create a better environment for others. He thrives in risky environment because of his can-do attitude. In figure 16, Larry takes time out of his day to wait for a new drink. He did not know whether or not it would be good or worth the time he was taking away from working, but because he is optimistic, he trusted it would be good. As a result, Larry’s riskiness resulted in a positive impact for him, giving him a new drink he ended up loving.

Larry Grey
March 9 · 🌐

Jeff Goldblum is a badass. Thanks for sharing, [Tom Weber](#)



TWITTER.COM
Jeff Goldblum on Twitter
"Your scientists were so preoccupied with whether or not they could, they didn't stop to think if they should... <https://t.co/oBKYZ9I1sh>"

😬 1

Figure 17

Larry Grey was 📺 watching **Supergirl**.
March 25 · 🌐

I'm really liking Jon Cryer as Lex Luthor He shows a depth I never imagined.



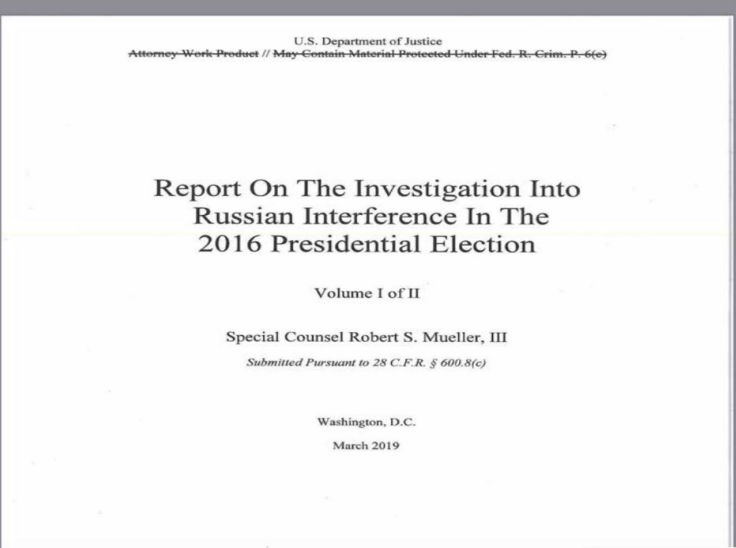
Supergirl
TV Show
1,283,392 Likes

👍 Like 💬 Comment ➦ Share

Figure 18

Larry Grey
April 18 at 2:12 PM · 🌐

I thought I was going to be watching Star Trek Discovery tonight. However, with everybody telling me what I should think about this and what it means (or doesn't mean), I'll be doing some light reading as homework so I can decide for myself.



U.S. Department of Justice
Attorney-Work-Product // May-Contain-Material-Protected-Under-Fed.-R.-Crim.-P.-6(e)

Report On The Investigation Into Russian Interference In The 2016 Presidential Election

Volume I of II

Special Counsel Robert S. Mueller, III
Submitted Pursuant to 28 C.F.R. § 600.8(c)

Washington, D.C.
March 2019

Chat

Figure 19

Larry Grey
April 6 at 9:16 PM · 🌐

Interesting discussion with my son about AOC. Since everything I heard about her was from the media, I decided to do my own research. People love to vilify her. And, I do find many of her positions problematic. However, based on the facts, I've come to the conclusion that many of the characterization of her are unfair — especially since she is disparaged for being an uneducated (or naive) bartender before becoming a congresswoman. I find it inspiring that the reason she was a bartender was as a second job to get her mother's house out of foreclosure (who else from congress are willing to make that sacrifice). This gives her character and depth that I didn't know existed. I do realize that characterizing her as a bartender makes it easy to forget her degree (cum laude honors) from Boston University and her other academic achievements (microbiology, etc.) — as well as her primary job as an educational director. Because of this, I refuse to dismiss her out of hand, and consider her positions and why I either agree or disagree with them.



Chat (2)

Figure 20

4. Larry utilizes Facebook as a way to further emphasize his views. In figure 17, he reveals his appreciation for Jeff Goldblum’s mind depth, stating that he is in fact, a badass. In the link, Jeff Goldblum is responding to a tweet saying, “Scientists say they can recreate Living Dinosaurs within the next 5 years,” with Jeff’s Response: “Your scientists were so preoccupied with whether or not they could, they didn’t stop to think if they should...” In figure 18, he directly states his appreciation of depth, saying that he really likes Jon Cryser in Supergirl because of this. Figures 19 and 20 show Larry refusing to confine himself to common opinion, announcing that he will(figure19) and has (figure 20) done his own research in order to form his own. In Figure 19, Larry refrains from immediately watching Star Trek Discovery to do further research on what it does or doesn’t mean so that his opinion is not confined to that of others. In figure 20, he accepts that his opinion is different than most, yet still chooses to stand by it. He states that after further research, he realized people’s opinions of a certain congresswoman are unfair because they lack all of the knowledge they should have before judging her. He says that while others dismiss her as a congresswoman due to bartending as a second job, they forget to recognize her cum laude honors degree from Boston or to empathize with her over needing it in order to get her own house (figure 20).

Larry is an open self-thinker. In other words, he likes to think for himself and form opinions that way, instead of just accepting what others tell him. Larry divulges into his own intellect, regardless of how he may be judged for it. Because of that, he defines a badass as someone who does the same- someone who thinks below the surface and takes into account the impact certain things will have on others. He is always seeking to gain more knowledge intellectually, praising those who help him gain it with their depth as a person or even character. However, Larry seeks to gain knowledge and insight through examining information or events himself. He trusts his intellect and judgement over others and seeks to gain the most information possible to get a full picture of a subject or experience. Larry is not confined by others’ opinion of him, often engaging in activities very different than theirs. He is particularly insightful in knowing that he is never given all the information necessary right away to immediately form an opinion. Larry seeks to go beyond the ordinary and gain a well-rounded perspective about the information he is receiving. He discovers new information, rather than new opinions on people, especially if they are bad.

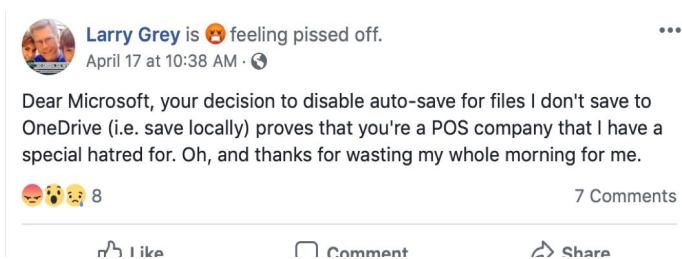


Figure 21

Figure 22

5. In Figure 21, Larry shares a post of the top rated places to consume a Coney Dog, announcing that in spite of the post's opinion, Lafayette Cony island will always be his favorite. He proceeds to reveal that he often snuck out as a child at 2 am to eat here. In Figure 22, Larry shares his rage towards Microsoft's recent auto-save elimination, formatting this post as though it were an email to Microsoft. After disclosing that it caused him to lose all his work for the morning, he accuses them of being an amateur point-of-sale company and tells them he has a special hatred for them due to this.

Larry is very open about his lifestyle. He is very bold in doing so, revealing that he often snuck out to Coney Island as a child in order to obtain one of his favorite hot dogs on a social media platform his parents follow. He very clearly does not care about his differences, apologizing for others dissimilar opinion of Cony Island and stating that he will not change his mind. Larry is not confined to limits, especially not the limits of societies opinions. Oftentimes, Facebook is used as an outlet for Larry to let out his feelings. Though he is aware that Microsoft is a widely loved company, he lets his impulses lead him to draft a hatred email-like post towards them. After receiving many comments in disagreement with his opinion, he refuses to take the post down, as it reveals his opinion even if it is different than others. Instead of constraining him, his impulses allow him to present himself and his opinions even more prominently.

Field notes - Jaycob Jauregui

Type:: Netnography, Instagram

Interviewee: Sara Sparks

Date: April 28, 2019

Figure 1



Figure 2



Figure 3



1. I decided to conduct my field work in the illustrious place that is Instagram. Here I was able to observe and gather plenty of data on Sara Sparks that allowed me to better understand the Troublemaker tribe. In figures 1-3 I observed Sara make posts of herself and others in various locations and settings. Figure 1 shows a picture of Sara amidst nature. It appears that she is at the beach or in the dunes at the beach. She is silhouetted and it is difficult to make out any of her features. The caption reads “I think I’m fly” and it's accompanied with a friend saying “You are” Sara posted this beach picture in January of 2018. Figure 2 depicts three things: Sara’s niece, Sara, and what appears to be a unicorn. It is midday and the photo was taken selfie-style by Sara’s niece. It seems like its midday when the selfie was taken and all three subjects are clearly visible. The caption reads “Salty AF”. This selfie was posted in August of 2017. Figure 3 shows Sara in a Unicorn head-mask. She is posing in front of a business truck that appears to read

“2MEXICANS.COM” It appears that this photo was taken in the afternoon. The caption reads, “Tell me I’m pretty!” This picture was posted in July of 2017.

2. Often times Sara is the center of attention in her posts. Her captions are consistently raunchy and often contain profanity, as demonstrated in Figure 2. It appears that Sara doesn’t hold back on her Instagram posts. Often, her friends comment on her posts and seem to enjoy her content. Instagram is a place where Sara can express herself in various ways. A unicorn motif seems to be present throughout her profile, as one of the figures has a real life unicorn in it. She also illustrates that she is playful and funny. She doesn’t hold back her personality as she is seen wearing a silly and quite ridiculous unicorn mask. She even pokes fun at herself in the caption: “Tell me I’m pretty!” Equally, in Figure 1, she captions the post “I think I’m fly.” Sara poses in this silhouetted photo of herself and hypes herself up. This is also evident throughout her page. It is evident that Sara uses Instagram as a tool to show herself off and even boast. It is a humble ego boost that allows her to easily share the most extravagant parts of herself.



Figure 4

Figure 5



3. Figures 4 and 5 depict Sara with some of her closest friends. Figure 4 shows another selfie style picture. Sara is in the foreground and her friend Katie is in the background. Half of Sara’s face is showing and most of Katie’s upper body is visible. They appear to be in a kitchen. Sara is wearing a headset and Katie appears to be laughing. There is a case of water in the picture as well and cabinets and a refrigerator can be seen in the photo. Time of day is unknown, but the photo was posted in August of 2017. The caption reads “I talk like an idiot, Shaun plays. People are confused and we LOL” Figure 5 shows yet another selfie style photo. This time, a friend is taking the selfie. Sara is amongst eight of her friends. They appear to be at Pirate’s Cove. They are all wearing beach gear; sunglasses hats, loose tee shirts, and bathing suits. The photo looks like it was taken in the early afternoon. This picture was posted in July of 2018. The caption reads “♥ this beautiful life on this beautiful beach with these beautiful people.”

4. Sara loves to show her gratitude on Instagram. Although she is the focus for most of her posts, she still makes plenty of room for her friends to have the spotlight. In Figure 4 she is playing video games and it appears that three people are involved. Shaun is mentioned, and it appears that he is the one playing and Sara is simply on the headset having fun and talking trash to other players online. A rather bold move. I think it’s funny that Katie is laughing at her while taking the photo. Sara must’ve just said something ridiculous to some stranger online. This posts demonstrates Sara bold and fun nature. Figure 5 barely even shows Sara. She is piled in between her friends at the beach. The guy taking the photo has a tongue piercing. That’s pretty rad. Sara has no problem showing herself and her friends off on her Instagram. In her captions she expresses how much she loves them and she exposes small and intimate moments to the public. Sara is not afraid to let her life shine on the internet.

Figure 6

Figure 7



5)



5. Figures 6 and 7 appear to be depicting art. The first shows a meditating monkey man. He is holding up his middle finger and is also something in his left hand. It appears that Sara created

this and captions the post with “Live your truth” Figure 7 shows a woman’s upper torso. She is covered in tattoos and her nipples are censored with images of pink dog paws. The caption reads “I was too afraid to post this picture here because of what certain people would think BUT....I thought of this picture. I took this picture. I love this picture, and she said I could. So deal. It’s a rad picture of a boss ass bitch.”

6. In these two figures, it obvious that Sara isn’t shying away from expressing her opinions and values. She is sharing art and putting her own beliefs out there. Figure 6 shows a meditating monkey flipping people off. She painted that herself and I think that’s badass. I asked her, and the monkey man is smoking a joint, of course. He is meditating, which is one of Sara’s favorite hobbies. Sara is expressing herself through this painting of a monkey by authentically demonstrating her beliefs. In Figure 7 she posts one of her friends who is nude. This is extremely risky, especially in the realm of Instagram, but Sara doesn’t seem to care. She loves her friend and had permission to post this image, so she did it. I don’t think it was for shock value, but I think she did it because she thinks her friends is absolutely beautiful. These two posts are examples of how Sara is able to easily express her artistic abilities and show love for the things she holds dear.

Field Notes - Sandra Dejin

Type: Naturalistic Observation

Location: Mr. Ricks, 404 Front St, Avila Beach, CA 93424.

Date: April 21st, 2019

Time: 6: 6.45 PM – 7.15 PM



Figure 1, Mr. Ricks.

1. This is Mr. Ricks, located on the beach walk of Avila beach. The outside seating is designed with a Hawaiian theme, with the house in a turquoise color and plenty of plants. The tables and seats are high matching the color of the bar. The entrance has a tropical ceiling with dry plants and rough wooden signs warning the guest about “no pet”, “+21 only” and with their opening hours. Music was played on a loud volume, with very diverse theme from the years 2005-2015.

2. The music could be heard from far down the boardwalk, it caught my attention almost immediately and gave me throwbacks from back in the days and when I was younger, and I experienced flashbacks from my high school years in Sweden. It made me almost immediately wanting to sit down with a group of friends and grab a beer. The Hawaiian style gave it a vacation vibe. The feeling that there was no worries and to live right there and then in that very moment.

3. The customers in the bar was in the ages ranging from 21 to 65 years old, and there was both couples, as well as, groups of friends. When I arrived two mothers in their mid 30s finished their drinks and left the bar and met up with their respective family and children outside. There were two older couples, being on dates without their children. One couple sat at the bar table and

were carefully watching people passing by. The female was drinking a glass of white wine while the male was sipping on a beer. Behind them there was another couple enjoying bar food (fried calamari maybe) while spending most of their time on their phones. Both older couples were wearing casual clothing. On the right two different friend groups were enjoying themselves. They were older millennials. Some were drinking beer, some wine and some cocktails. They laughed a lot and pointed on different things both in the bar and on things happening on the boardwalk, such as a dog deciding to take a poop in the middle of the walk way. During the observation, music such as Greenday, Rihanna and Shakira were played. When Nickelback came on the older millennials start singing along and later Snoop Dogg was played, which caused some of the older millennials to start dancing in their seats. Their behavior pulled a lot of attention from people passing by, but the millennials ignored the reactions from those who watched them. On the left side of the bar was another group of four friends, one female and one male have sweaters from restaurant next door indicating an after-work celebration. The third person was male and wearing bright 80s jacket, while the fourth person was a female who wore casual clothing. They laughed and chatted loudly. A bouncer with long hair whom was sitting by the entrance most of the time often came up and spoke with the four people one the left side of the bar.

4. It seemed like the group to the left was enjoying themselves after a long workday. They all seemed to know each other from working in the area, since the bouncer often came up to chat with them. I was surprised to see that most millennials were chatting and paying a 100% of their attention to each other while the older couples had shorter conversations often looking down into their phones.

5. This is the inside of the bar. The bar itself followed the same design as the outside with surfboard signs and fish decorations on the walls. However, the rest of the interior was bare. There was a stage with a few high standing tables in the middle of the dancefloor. The inside was empty from people except for the bartenders. There was one male and two female bartenders, they all had long dark hair. The female bartenders were wearing deep red lipstick with smokey eye makeup.



Figure 2, Inside Mr. Ricks.

6. Entering the inside of the bar was not as inviting as the outside. I could definitely see it being a nightclub at later hours. The bartenders were almost intimidating with their rocking hardcore style, however, after speaking with one of the female bartenders my perception changed as she was very friendly and accommodating.

7. Overall, the bar gave the impression of having a good time. Customers were often laughing, talking loudly and rocking with the music. They did not seem scared to pull attention to themselves and neither cared about what others thought about them. Both with their dancing, and some people's choice of clothing (see work clothes and colorful 80s style). The choice of music indicates that everyone is welcome to sit down, no matter what age. Most customers started to leave after 7 pm as the weather was getting colder and the sun started to go down. The observation occurred on a Sunday, meaning most of them was enjoying the last couple of hours of their weekend before returning to work the next day. A true work hard, play hard lifestyle.

Field Notes - **Jessica Edwards**

Type: Naturalistic Observations

Location: The Station

Time: Friday April 26, 2019 7:50pm



Figure 1



Figure 2



Figure 3



Figure 4



Figure 5

1. Carmine, Laura, and Breneth are playing live music in the corner of the room. The atmosphere is very relaxed everyone is sitting and casually drinking wine having friendly conversation. The space is small as it starts to get more crowded some people are standing in the back of the room.
2. The age range of people is typically mid 20s-60s. Most people are dressed casually with a few dressed up slightly. People sitting at the bar having convo like they are catching up and are close friends. People are in small groups of 2-3. No one is on their phone people are very engaged with the music and their conversations. I think I am the only person on their phone.
3. In (figure 3) you can see that the 2 people who seem to know each other about to embrace each other for a hug. As I was watching their interactions with each other and the environment I felt

that the social atmosphere aided their conversation which took place at the bar where they sat for awhile and took their time deciding on drinks.

4. Employees are very friendly I was greeted right away and given a drink menu. Regulars are taking photos of the band and seem to know the band as seen in figure 2.
5. People who came in larger groups are paying less attention to the music and more on their conversations. The Station has a very social atmosphere, a lot of people seem to know each other as they engage in conversations. However, people in groups of two-three seem to be paying more attention to band. It seemed that the smaller groups had less to talk about so they were focused on the music playing more than talking to each other.
6. A group of people are having a conversation at the bar about going to Sundance film festival next year.
7. They seem to be very cultured in film and they continue talking about their favorite sundance films from this past year. As it gets more crowded it's harder to hear the music over people talking in the small space. Yet the lights and candles create a relaxed ambiance as seen in figure 4.
8. Figure 1 shows Laura's outfit and confidence as she plays the trumpet alongside the band's guitarist and lead singer Carmine.
9. The bands trumpet player Laura is dressed in a wild cheetah print dress with fishnet tights and big white hoop earrings. Yet she seems so confident and no one notices how she is dressed or cares because her confidence pulls together her look. Carmine also appears carry a confidence about him as he shows off his arm tattoo while wearing a t-shirt. These band members aren't the stereotypical badass. They are the hipster badass. The kind of person that marches to the beat of their own drum and dresses however they want. They use clothing and tattoo's as a form of self expression and are badass in their own way.
10. Figure 5 is showing artwork from the entrance to The Station.
11. The Station was one of SLO's oldest gas stations before being turned into a wine bar. The artworks black and white aesthetic gives hints of the old vintage building with a hint of modernism. The Station seems like a social atmosphere where people who don't play by society's norms.

Field Notes - Spencer Edelman

Type: Naturalistic Observation

Location: Mr. Rick's

Date: April 21, 2019

Time: 6:48

Time out: 7:18



1. I hoped to gain naturalistic observations and ethnographic research of the people who our team believes to be part of the Troublemaker Tribe. The specific location I observed was Mr. Ricks. On Sunday, April 21st, my team partner and I went to Avila Beach, San Luis Obispo (we took our own field notes). The time was around 6:45, so the sun was still out, and the weather was around 60 degrees. The place had a bar and a dance room with some tables in the inside and there was an outside area with more tables and the store entrance which is more of what I was able to observe.

2. One of the first observations that I made was the music that the restaurant was playing. The order of the musicians that they played was as follows: Green Day, Shakira, Justin Timberlake, Jay-Z, Rihanna, Kevin Rudolph, Snoop Dogg, Nickelback, and Lady Gaga. So, it was quite a broad-ranging taste in music that was on display.

3. I also noted the people who were there and the groups that were made. Right off the bat, two dudes walked out, seeming at least a little "buzzed", and were walking with one arm around the shoulder of the other person. There was a group of five, two guys and three girls, who finished up their meals and drinks and left the restaurant early on in my observation. There was a

guy and a girl sitting at a far table together, possibly on a date. There was a bigger group of about eight guys and girls at a longer table. It was kind of funny to observe that the guys were sitting on one side of the table, while the girls were on the other side, which made me think that both sides are not that close together yet. However, there was a rather confident guy who was standing up and pretty talkative, especially with the girls' sides. I caught him a couple times dancing with the music too. *[to add more energy to the group]* There was an older couple (compared to the crowd that was there), probably in their 50s, that arrived. They sat at a table which was right by the front entrance. The staff was very prompt in cleaning the area that the couple wanted to sit in. A waiter came and took their drink order right away and brought them out their drinks impressively quick. Another man who came from the inside section of the restaurant stepped outside to smoke a cigarette, and then returned inside. At the middle table, there was another older couple, probably in their 40s. They both had finished their meals as well as one cocktail each and had just ordered another round of cocktails. The couple that I suspected was dating was joined by another couple of a guy and girl. So, it appears as if that group of four is on a double-date. All the meanwhile, the servers have been very fast and thorough in their job duties (refilling, cleaning, checking on customers, etc.). This was a little on the random side, but a dog walked up and was lingering by the entrance of the restaurant. After a couple minutes of confusion, the dog was grabbed by its owner, who happened to be the store-owner of the shop which was right next door. As the owner was taking the dog back, the couple in their 50s engaged the man in conversation, from their table which was right there. They seemed to have a cordial conversation and ended it by introducing themselves to each other and saying goodbye. At one point, when the waiter was checking on the double-date table, he said something that elicited a big laugh from the whole group. There was another couple that arrived and was seated promptly. They were around the same age everyone there (besides the two older couples I mentioned), meaning in their 30s. This couple was definitely the most intimate out of all the tables. They sat right next to each other, talked very close to each other's faces, held hands, and kissed a few times.

Field Notes - *Jack Kuzma*

Type: Naturalistic Observation

Location: Giuseppe's, San Luis Obispo

1. In depth interview with my 56-year-old aunt, Sue Lavigne. I developed insight on how she manages her professional life. I gained a deeper sense on her behaviors and choices in a public setting for both personal and professional persona. Through this extensive interview I found her love and undying passion for life as it pertains to wine drinking. She is an Account Manager for Health Partners and she entertains her clients regularly, so I felt she would be a good fit for the observations and also the consumers I was observing at Giuseppe's Restaurant. My target audience was wine drinkers. Hope Family Vineyard wines are on the menu at this establishment.

2. My beautiful Aunt Susie.

Striped top woman came into the establishment at approximately 6:35 on Saturday. She was ushered to a table and was alone for 12 minutes. She spent the better part of that time looking at her phone. She did order a glass of red wine and sipped slowly. Her counterparts, three other women, around 40-50 years of age and well-dressed, arrived together and proceeded to have a serious conversation. They all drank red and they all had their phones present at the table.

3. Empowered women drinking wine

Lady in white sitting at the bar came in at about 6:00 with some bags so she clearly had been shopping all day. She sat by herself the whole night so she was obviously having a personal day and embracing her freedom. She was very bold and I respected that she wanted to be alone to enjoy dinner and wine for 1. She wouldn't go to a restaurant if she didn't like being around people so she is comfortable in her own skin being alone at a bar having a meal and a great glass of wine is part of her experience

4. Lady in White

Lady in red also sat at the bar on Sunday night, but her purse was reserving a spot for her friend that was on the way. She, also, seemed to be comfortable in her own skin and enjoyed a nice glass of wine while she waited. It seemed like it was going to be a fun girls night, but I left before her friend showed up.

5. Lady in Red

This couple was very relaxed and both were enjoying each other's company, as well as a nice glass of wine, and they seemed to be having a great discussion the whole time I was there on Saturday ignoring the world around them. They were dressed very casually which made it seem like they might've been downtown SLO or even at a Mustang baseball game.

6. Couple goals

These two women have been badass ever since they first aired on NBC in September of 2007. Their iconic talk show has been enjoyed by the American viewer and they are legendary hosts

and wine drinkers. Hoda and Kathie Lee have made it socially acceptable to drink wine before noon.

Field Notes - Brandon Emba

Type : Observations (Netnography through Instagram Hashtags):

Time April 28 , 2019

1. For my observation I went on to Instagram and looked for various Hashtags that individuals who might identify under the umbrella of troublemakers not necessarily in a deviant way but in a form of their alter ego compared to their everyday ourselves outside of work or professional settings. My top 5 hashtags were *#Troublemakerwine* with around 1k search results but more specifically going into the troublemakerwine instagram page and going to “tagged” to avoid getting results from troublemakerwine page. Next was *#wineculture* with around 40k search results, this was to have a basis of comparison for when I later search another hashtag that related more the the “badass tribe and not just wine related. My last hashtag was *#badass* after trying *#agitator* as I thought it would be a good choice as its a synonym for troublemaker but most of the search results were random post, usually advertising a particular product and not a lifestyle or experience.

2. *#wineculture*

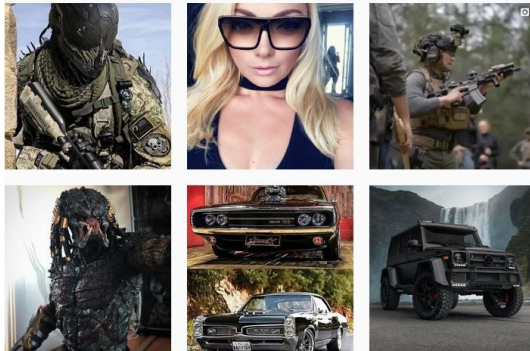


a. Starting out with wine culture, it is to no surprise that wine is heavily associated with fancy lifestyle or a least that's what is made out to be in most of these posts. In the image with the women in the white, part of the caption reads “ and I think it will be a perfect pairing with my *#derby hat this year!*” it is apparent that the derby hat is accessory that amplifies the experience of the fancy lifestyle that goes with wine culture.

The next image also exemplifies the level of quality that is desired when showcasing the experience that come with drinking wine. The caption doesn’t provide much info but the hashtags (*#winelovers #winehouse #winetourism #wineandfood #winer #winetravel #winelabel #winetours #winetasting #wineinstagram #winemakerst*) demonstrates the type of audience the page is reaching for.



3. #badass



a. At first glance, the only common aspect of all these photos is the color black. The black apparel on these individuals to the black paint on these colors. Unlike the post found in wine culture, posts in badass hashtag show a certain lifestyle outside of work and a professional setting. For as in the description of the woman's post it reads #womeninbusiness. Demonstrating that the badass in her is not how rugged or physically strong but her ability to go against the norm.

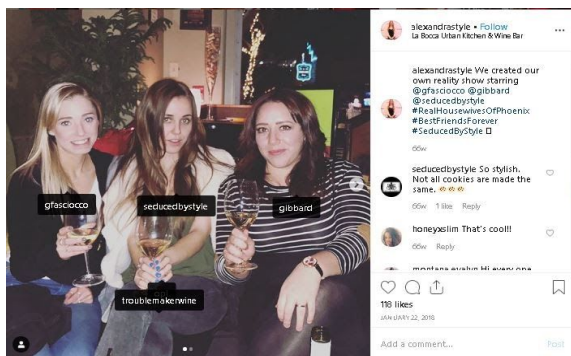
b. This is also shown in the following post. The caption reading "Some people climb mountains to cross life-affirming achievements off their bucket lists. She climbed this one to scope out available real estate with negotiating potential".



4. Troublemakerwine tagged photos.
 - a. While troublemaker wine still holds its fancy aspect to it. It also is used in less traditional settings.



- b. Celebrating a certain accomplishment as it seems. For example in the following post the caption reads “We created reality show starring...”



- c. In these last posts, another accomplishment is acknowledged while using the troublemaker wine as toast for it. The Caption reads “It’s Troublemaker time again! Z fans know that means another book award. I am Raymond Washington is a finalist in the 2016 Kindle book review awards contest and “Celebration time! Once again Troublemaker for the win. Been a dry spell ! Skal” for the following one by the same account.

Corinne Cooper- Interview Transcript

Interviewee: Griffin Nordin

Date: 1 May 2019

Time: 5:30 pm

Location: Kennedy Library, 4th floor balcony

1. Can you tell me the basics of yourself?

My name is Griffin Nordin, I am 22 years old, I am from Carlsbad California, so northern San Diego, and I am a 4th year business student here at Cal Poly.

2. Can you tell me what your passions are?

So the main two things that really get me excited are I love exploring music and basketball. Music started super early, my parents are big music people. Whatever we were doing, road trips, cleaning around the house, or just going to shows locally, music is something we always did as a family. My parents both have very different music tastes, but both love music in general, and growing up for me it was a really big presence. Ofcourse, getting into the cusp of the iTunes boom and spotify and apple music, I really started to have all of this music right at my fingertips, and that really got me excited. I always love making playlists and going to concerts.

For basketball- I picked up a basketball when I was 6 or 7, and always loved playing the game. A lot of my close friends back home we would play together. I am a Lakers fan because I am from Southern California. When I was young the Lakers were really good, but now that I'm older they are not as good, so it has been a rollercoaster, but I feel like the NBA especially is a very unique sports league. They give a lot of power to their players, the players are more outspoken, and you have a lot of visibility. I feel like I can connect with them a lot more.

3. How do you feel like you connect to players?

I think social media has a huge impact on connecting. You can follow players on instagram and twitter. You can see what they are doing on their off days, or how they get hyped for a game. You can see on their instagram stories how they are getting hyped before a game or when they are having a shoot around. There are also a lot of sports outlets such as ESPN or bleacher report or other journalism sites. There are only 5 players on the court and they are not wearing helmets or hats, there are really well known players and it is easy to recognize smaller players and see who the team is made up of because there are less of them and a lot more visibility. I know the NFL has had a lot more issues on silencing players political preferences or social movements, where as the NBA gives their players that platform, and I feel like the league does a really good job about showing the players can do and should do.

4. Is there a certain feeling you get when are doing something you are passionate about, or when you are a part of that group?

I would say it is like tunnel vision, but in a good way. It allows me to focus on what I am doing, or really enjoy myself in the moment and what I am experiencing. Whether it is going to a concert or playing basketball with friends, or watching a game with a friend, or listening to music, it allows me to kind of just sit there or be there in the moment and not worry about the 800 other things I have to do outside like school work or whatever is troubling me about my life like relationships. It allows me to lock in and just enjoy myself.

5. Awesome, What are some things that take you out of that happy place?

Sometimes I'll check my phone and get a bad text or a notification or something like that. You know as a college kid sometimes there is relationship drama or roommate drama and you get texts on that and you are like "oh crap I have to deal with this" or getting a low balance notification and you are like oh... that sucks and like damn I am really trying to enjoy this concert but I realize I have like 12 dollars in my bank account and that's going to be a little interesting. So the externality of my phone taking me out of the tunnel is strong.

6. Are there things you do to move past that to try and stay in the tunnel?

Yeah, I have learned to just remind myself why I am here, whether that is through playing basketball, or for me staying physically fit, going out with my friends and playing a game we really all love, or going to see a band I really like because they are only in SLO or wherever I am at currently for a short time or they don't really play all that often, I just try to remind myself why I am there. This is also not the best financial advice but I have kind of realized that I am at a young part of my life where I will be able to make more money, and college is the time to pull myself by my bootstraps and get creative with what I am working with, there will always be brighter days.

7. Would you say you are a confident person?

I would say I am a pretty confident person. Obviously it comes in spectrums and different times. I am definitely less confident than other times, but I like to generally feel that I am comfortable meeting new people and with public speaking and just putting myself in new situations, obviously there is always hesitation and anxiety that comes with that but I feel like I have made strides to overcome those initial reactions so I would say I'm pretty confident.

8. Can I ask what those strides were?

Yeah, anywhere from having a strong support group with friends and family to going through therapy throughout my college career. It is nice to have someone to talk to in a very judgement free zone, and just express myself by getting that very very removed third view. It is very helpful that (the therapist) does not have any connection to you other than what you are

telling them right then and there. I think also practice and just putting yourself out there is the only way you can get through it sometimes. It's not going to be easy the first time but then you just start to get good at it, like you're gonna fuck up and stutter or forget what you need to say in a public speech. You're gonna come off awkward and weird to people when you first meet them and maybe not make a great first impression, but that's just kinda how it works sometimes.

9. Can you describe your typical day?

This quarter is a little bit different just because it is my last quarter, I scheduled a very mellow last quarter at slowly, so I really just have class tuesdays and thursdays, minus DR. B's class which is not your stereotypical class. For me, you know, I am a peer mentor at the business college, I on average work 7-8 hours a week depending on my mentees needs. So once a day I will usually have a mentee meeting or prep work to figure out what my mentees need like if a mentee wants to work on academic development I will do some research on resources, or professional development, and just brainstorming if I am not physically meeting with them. I try to work out at least once a day. That could be lifting weights or playing basketball, beach volleyball, or doing DR. B's bootcamp. I try to find some time for work, whether that is working on my senior project or getting ahead on my course work.

Also exploring music and sports media, I am a pretty avid website flauter for pitchfork or the cruch, the ringer, ESPN bleacher report.... Just a bunch of different outlets for my two passions, they are like black holes that I get sucked in to and not do work. I am a pretty efficient binge watcher. I mean that in, I find little 20-30 minute intervals where I just crank out an episode on my phone or laptop, just while I am eating or something. That is how I like to destress, if I am working on let's say school later that day, and I know I have like 20 minutes now and I'm not going to have time to sit down later in the night, while I am eating my breakfast or lunch I will crank out a show I am binge watching at the moment.

10. So what are you binge watching right now?

I started Bojack Horseman this quarter, but I am almost done with it. I have been able to crank out a few episodes here and there, so that's the one right now.

11. It sounds like you are pretty good at time management.

Yes, I live breath and die by google calendar, I block out everything from like...., well I always wake up at 8am every day regardless of the day. That is just how my body functions so... on Tuesdays and Thursdays I have class so I typically don't workout before hand unless I'm doing Dr. B's 6 am Thursday workout and then, I will go to work out after class and then prep my calendar and see what I have to do that day. I look at my commitments I have coming up for the week, check to see if I have any financial bills I have to take care of. Right now I am planning a lot of trips and making sure I have enough money for rent, so focusing on my

financial budgeting, and yeah going to class, working on senior project, listening to some new albums or tossing on some netflix, it's all locked in.

12. That's a lot.

Yeah, but I like to be busy. I don't do well when I have less things going on my GPA tanks, I don't work out as much. I just know that if I have a lot of things to do in a day, it makes me more mindful of my time that is considered free.

13. Do you set expectations for your nights out?

Yes and no, like I said I'm 22, so I have been going to downtown San Luis Obispo scene for almost a year and a half now. And on your normal pint night or like a Thursday night, I don't really set any super crazy expectations. It's just you know, going out with some friends, maybe avoiding the one or two bars I don't like because they get packed, or going where my friends are. When I was dating people I would want to go meet up with them but at the moment I'm not really dating anyone seriously, so it's just me hanging out with a couple friends. Pregaming a little bit and hanging out and then hopefully getting back at a reasonable time. Anything before 1AM is pretty good for me, like I said I wake up at 8 regardless so I need to get my sleep somehow.

Other times, when I am going to concerts or wine tasting, then I will really want to make it fun, and make sure all of my friends are organized, I'll be like "hey guys, we should meet up here and get situated and then we will get rides there" and then we will go there and do whatever we want. Like this weekend I am going to Shabang, so that will be really fun. It depends on if it just a casual night out like downtown then not really (set expectations) but when it is very event oriented then yes, I try to keep in mind what I want to do and what I need to do to get there.

14. Can you tell me about an incredible night out you have had?

It was my 22nd birthday this year. It was right before school started so nobody had any academic commitments and people were just working and getting settled for the new year and a bunch of my buddies surprised me and took me to happy hour and we had a couple of beers at Slo Brew Rock and then came back, played some beer die, hung out and watched the sun set and then went to dinner downtown, and from there went out into the bars downtown and it was great because everyone was coming back and I hadn't seen them over the summer for the most part so It was it was nice to celebrate that and it was also my birthday and that was cool because everyone was coming up and giving me hugs and obviously a couple drinks here and there were super nice. It was just really fun, it was the realization that it set the tone for like my expectation of my last year at Cal Poly.

15. That's kind of a humbling thought, setting yourself up for your last year of school.

Oh yeah it definitely has the moments of like, oh crap I'm literally going to be an adult, and be totally responsible for everything I do and say, but overall I think it is important to have that realization because sometimes bliss is ignorance, but it can really hinder you if you are not being aware and being mindful of like, all right I really only have 8 months left with some of my closest friends, so why wouldn't I make every excuse to just go get coffee or go do these cool little trips or fun little bucket list items because if you just get into the routine of going to class not doing much going to sleep and then waking up and doing it all over again time is going to fly by and then it's May and you won't have a whole lot to look back on.

16. What do you do to be mindful?

For me it is a couple things, I definitely have learned to control my screen time on my phone better. I set control limitations on social media per day and I have nighttime mode which automatically puts your phone on do not disturb at 11:30 which is really nice also Downtime shuts off 80% of my apps at midnight except my phone message and google maps, only the bare essentials for if I was out late I could still utilize my phone. That has been really good to make me, you know, if I am out with some friends I will get this screen time limit notification that will say "don't be on your phone" and I will be like yeah obviously, why I am I on my phone, I should be talking to my friends. So that has been a good technology mindfulness tip, but then I also went back to therapy earlier this year when I had a rough start at the beginning of winter quarter, and really was able to realize how lucky I am to be in my situation. Where I am surrounded by a lot of great people at this cool school in this really cool city, and that is something that a lot of people aren't lucky enough to have, so just being mindful of that. You don't need to feel guilty about it, just appreciate what you have.

17. Can you tell me about an embarrassing moment?

So I wear glasses, but I don't really like to wear them out because I have broken a pair or two. I also don't like wearing contacts because my vision is terrible but it's not great either. So I usually just go out without my glasses which is normally fine, but sometimes it gets me into some relatively sticky situations. At nighttime its really dark and makes my vision even worse so there was this girl, who I had definitely met before. Clearly we had had conversations and of course I had a couple drinks in me, and we were in this dimly lit bar and I see one of our mutual friends so I talk to her and then I just go up and go, "Hey! I don't know if we've met, I'm Griffin!" and shes like, "We've definitely met before, I'm" and I was just like, "IIIIIIII.....I'm so sorry... I don't have a valid response to that, I completely just messed up". Then thankfully one of my buddies was like "yeah, he normally wears glasses and he's kinda drunk so just cut him some slack , and he's also an idiot so" and it was pretty bad because I kind of burned that bridge. She just kind of gives me side eyes, and I try to say hi now and she's just like "no, you messed up, you're done" so that was kind of tough. And we still see each other a lot so it's sort of just like a funny joke for all my friends because they know she hates me and

they will be like, “Oh! Griffin who's that” and I will be like “Ok, Stop” you know, it was funny once but now it's not.

18. How does that make you feel?

You know obviously it's embarrassing and I like to think I'm a people person, but at the same time, when I'm not wearing my glasses and a little alcohol is involved it's a little bit tough sometimes. SO it makes me feel embarrassed, and of course it hasn't been resolved ever so it is kinda just like that constant reinforcement. But I just realized you know, it's not like I cursed her out or anything, I try to put it in perspective that I had clearly met her before and it just didn't click fast enough. And I realized I'm not going to see her again soon so eh, it's just life.

19. That probably changes your mindset a lot too, just knowing you're not going to see a lot of these people again.

Oh yeah no definitely. You just start to realize who I want to spend my last few months with and who I could give two shits about. You have to keep that in mind a lot because yeah, it is cool to meet new people but at the same time you don't want to waste energy on people who are not going to leave a meaningful impact. And of course sometimes you don't know if that will happen and you don't want to just be rude to everyone, but if you feel like someone is not really adding value to your life and you have met them 2 or 3 times and kind of just had meh interactions, don't be rude but just keep it to a polite hello and move on. At least that's what I have learned.

20. Can you tell me what success looks like in your career?

I am going to be graduating in June and doing technology consulting for this firm up in San Francisco, and consulting definitely has that reputation of a lot of different projects, traveling, variety, you have to be adaptable and flexible. Something that I learned from my internship working for the same company I'm now going to be working full time with, is never stop learning. Just be okay with knowing the unknown, go research it and next time it is brought up be able to add to the conversation or project. Also Be willing to be a good people person. Another big thing I learned is that people who like you are willing to accept B, B+ A- work, but if you don't really make a connection with the client or the people you are working with, even if you give them A work, they are still not going to like you. At the end of the day it's all about relationships. Being able to make and create relationships is huge.

21. What are you nervous about?

Getting on a project I don't know a whole lot about, and not being able to contribute right away, or making a crucial error that delays or messes up a project is never fun and no one likes to do that, but I understand that I am not going to know everything, and they know I am coming in as an entry level position, and I still have a lot to learn. I am also pretty afraid of not being

able to step up for myself and say like : Oh, I want to be put up for that project” and just let that opportunity go by, or like “I don't know if I really like this job” and becoming comfortable in a rut running on cruise control.

22. How will you push yourself to ask/say those things?

In Dr. B's class we are always asking ourselves, what does it mean to be passionate, what in a dream scenario would your life end up like. It just being comfortable to have that conversation with yourself and actually interact to form a valuable opinion on a person place or experience. So just giving that time, and at the same time, evaluating and being like, alright I've been in San Francisco for 6 months, do I really like where I am living and what I am doing? Am I waking up pretty over life and dreading going to work, or am I waking up like ohh I am looking forward to tackling this project or I have a big presentation and I know I'm going to crush it. Just not being afraid to ask those hard questions, and also having someone else whether it a mentor or a good friend to ask you those questions.

23. How do you seek out those people in your life?

My job has a built in mentorship program so it's really nice on that aspect you have someone who's called an Ipal and is sort of like a peer mentor. They are somebody who is older than you and has been in the company longer than you, and then you have a middle manager in your concentrated focus. So like for me I did a lot of software and data analytics so my guy is an associate manager for that is is there to help me get exposed to more things I am interested in within my field, and then you have an executive who focuses on professional vision, like 5-10 years from now what do you want to be doing? I have definitely started to do that (seeking out people) this year with people I want to establish a connection with, like go ask them to get coffee and just hang out with the people I wouldn't normally want too, to explore that potential relationship and see if you make a connection and enjoy them, continue to make the effort. No one is going to ask to mentor you, you have to be comfortable to make that effort to be like, “hey I really value your opinion, and your experience, can I work and talk with you about certain things” and most of the time they will say yes, unless they are dicks and then you don't want them to be your mentor in the first place.

24. Since you already are a mentor, are there things you specifically look for when seeking out mentors?

For me, I am a pretty look on the bright side of things kind guy. And I just think that things will work out, and sometimes I need that HEY WHAT ARE YOU DOING slap in the face with reality. Not that I completely have my head in the clouds, but sometimes you need that person to ask what happens when it doesn't work out, what is your follow through? Beauce I am a firm believer that eh, it will work out, which most of the time it does but then again I haven't really gone through extreme hardships and real world challenges yet, I have just gone through

school my entire life, so I think having that aspect which is the opposite of my personality is important, but at the same time it is nice to have another mentor who is pushing you like, “Yo, go for this, do it” someone who has your back wherever you at I think it is important to have both sides of the spectrum on it, sometimes people resonate with different things, like me personally, I also need that hard reality when sometimes I don't have enough confidence in my abilities, and having someone to be like, “who cares? Just go for it” is important.

25. Is there a time where you felt like there was an opportunity you should have gone for but you didn't?

My sophomore year I was applying for ambassadors, and at the time there was this older guy in my fraternity who was an ambassador who I really looked up to a lot, and he recommended me to apply. I spent a lot of time on the application it asked for a professor letter of recommendation, and I felt like I had made decent impressions on my professors, but never had that conversation or relationship, so I was kind of struggling for a while, and then I finally asked a professor and she said yes, and then the deadline was getting closer and closer and she wasn't responding to my emails, and after I had talked to her in person she said that she would do it, and then it was like the day of 4 hours before the deadline and I removed my name from consideration, I told them “I think there's a mix up with my professor and I don't think I will be able to turn in my letter of recommendation” and then of course she sent me the letter of rec after the deadline because I just gave her the date and not the time because I thought that was enough but obviously it wasn't so I always kind of wished that worked out because I have always enjoyed the ambassador program and felt like it was a really cool opportunity I missed out on. A lot of my friends later did it and I was thinking about doing it when I came back from studying abroad, but then I realized I needed something that also paid, and I also wanted to get something more relationship focused. Not that ambassadors is not, but it is very open and public whereas peer mentors is a little more private and you get to focus on intimate relationships which is why I kind of switched my mindset.

26. What do you feel you get out of peer mentoring?

Honestly a lot of accountability. Just living your life how you preach it, you know there will be times where I will be like, crap I don't want to be doing this homework assignment, but if I'm here telling my mentees to block out 2 hours for studying and put all your deadlines into google calendar, I should be doing that too. They are easy things to do and in the grand scheme of things it is not taking that much time, it is just the things you need to do as a student. But I feel like it gives me a very vested interest in the students of the college of business. I feel like I have learned a lot as a business student, and have gotten a lot of cool opportunities because I was a business student. And that has allowed me to find success in other people success. For example one of my mentees got off of academic probation for the first time and it was really cool to see that. And my other mentees are adjusting and finding jobs and internships, and it is really

rewarding because I feel like I have had a direct impact on them, which is a very unique thing I feel like a lot of college students don't get to have.

27. How do you celebrate your successes?

My parents both worked a lot growing up, but they always made the effort to be at the dinner table. If my dad was out of town he would always try to call around dinner time so we could all chat. I really like to go get lunch or dinner with my friends and celebrate what we just did. Like one of my buddies just got a job and we are going to go get lunch tomorrow. I am super excited to do that because I know he has been busting his butt and was super stressed but now he has a super cool job in LA. For me, the unique thing about getting meals or having dinner, especially ones that your friends or you prepare, make you feel a lot more connected. I really enjoy to do that. If one of my friends did something cool i'm not going to go out and buy them a gift per se, unless I believe it will be super beneficial, I'm more into asking to get a beer or lunch and converse about their success. For me experiences are a lot more memorable and the act of celebrating. And with my mentees especially like getting coffee or for example one of my mentees and I went to go play basketball for an hour, and we didn't even really talk, but it was because he knew he earned what he was working for, busted his butt and was just able to hang out with me at the end of the day.

28. If you were a child looking back on yourself now, how would you grade yourself?

I think I would give myself a decent grade, growing up my parents were very against drugs and alcohol and I feel like I have drank a lot more than the average college student, and obviously that has a lot to do with who I surround myself with and what friend groups/ events I attend. And before marijuana was legal I had smoked it, so that is something that my younger self would not be super proud of, but at the same time I have been able to get involved and still be apart of some cool organizations and when I was younger I would always get involved with some pretty fun organizations and I feel like I have done a pretty good job of that throughout my college career, whether that is peer mentoring or my fraternity or Information system association, I feel like I like the fact that I am still making connections. My sister and I fought a lot when I was younger, she is 4 years older than me and she was always like the bossy older sister and I was the knucklehead younger brother, so now that we have a pretty close relationship I think that is pretty cool, and something I probably wouldn't have imagined as a younger kid.

29. Do you look up to your sister?

I do now, I feel like at the time she would just boss me around and act like she knew more than me and we are very different, but I respect her and look up to her in the sense that she is very caring and family oriented and career driven. She knows what she wants, and like me hangs out with her friends, goes and has a lot of cool experiences and does that very well. Whether that is going to the final four or going to visit girlfriends across the country, she does a

good job of keeping up with her connections. I definitely respect that and look up to that and hope I can do that as an adult, because I definitely know that I am not going to end up in the same place as all of my college friends, but my sister has done a really good job at continuing to be there for all of her friends.

30. What parts of yourself does alcohol bring out in you that you like and don't like?

I'll start off with what I don't like first, I feel like I am a very talkative person already and I don't have trouble expressing my opinion. I am a naturally loud person and sometimes that gets cranked up a lot, like I talk too much sometimes and don't stop, or am a little louder than anticipated, and am not aware of how loud I am being. I don't enjoy that because obviously, no one likes that loud talkative guy that won't shut up or let anyone else speak, so I have definitely noticed that if I am too drunk. But also I am a very caring person, I express more of my sentiments and emotions to a lot of my friends by just saying things like, "I really care about you or I am really glad we got to meet up and we are enjoying this last year together". I am very open with how I feel and I definitely enjoy that alcohol exemplifies that, it hasn't really caused me any harm per se, I am a very communicative person in general and alcohol sometimes allows me to communicate how I feel with someone whether it's friends or a girl, overall I feel like my words are pretty good.

31. What makes you feel free?

If I am at some sort of bar or concert or disco or DJ set or whatever, and there is just music playing, and I am a little buzzed and have some good energy going, the music is cranking and I am just vibing, oh there is nothing stopping me, I feel like I can do anything, I like shaking my booty. I feel like I am in pretty good shape so at points when other people need to stop and take a break I can just keep going. I feel like people are drawn to that too and it makes me feel like it is a cool thing and makes me feel really self-confident. So yeah, when I am dancing I definitely feel free.

32. How do you relate to the word badass?

I think there is the stereotypical badass who doesn't take shit from anybody, has extreme confidence and does whatever they want. I would say that I embody some of those things but I am a pretty mindful and aware of others. I pick up on body language cues and realize when people react to certain things/actions. For me, I don't really go full force and don't care what other people think or how they react because I don't think that is a cool way to go about things. Like sometimes if you are just having fun and it is not hurting anyone, who cares what people think, but if you are being a jerk or you are being standoffish, eh I don't really relate to that. But I think at the same time you can be a badass in the business world, being confident when you are presenting, honing your craft, networking and all those things are badass, and resonate with me.

Interview Transcript

Subject: Larry Grey

Date: 26 April 2019

Time: 2:16pm

Location: FaceTime Phone Call from San Luis Obispo, CA to San Ramon, CA

1. How would you describe yourself to a stranger?

I am a happily married family man who lives in CA, tries to stay fit and eat somewhat healthy. Hmm.. let's see... I think that's mostly it

2. How would an old friend describe you?

That's a good question...I guess they'd describe me as someone who is friendly and open, likes to have fun...all that stuff.

3. Can you explain a bit more by what you mean by 'likes to have fun.'

Yeah, I mean instead of sitting at home, you know reading a book most of the time, which I enjoy doing once in a while, I do enjoy, you know meeting with friends and getting into interesting conversations and doing a lot of things socially. I think it's always been part of my personality.

TOPIC I

4. What is valuable about going beyond the ordinary for you?

For me, I think the biggest value is just having more interesting experiences, you know, I like to experience different things, see different things, you know, and if you're just doing ordinary things there isn't that much interesting going on.

5. Can you tell me about an interesting experience that you had from going out beyond the ordinary

I think that one of the things that I enjoy doing that is not necessarily out of the ordinary is when I travel, I like to go out, see the sites of where I'm at, try new meals, try different things. If I'm hanging out with my friends, we like to do the same sort of thing. You know, go out and try new places, experience new things, that sort of thing.

6. How does it make you feel when you're trying new things, and what sort of new things do you try?

Um... I guess I feel like when I try new things, it kind of opens up the world to me in certain ways. So, a lot of times, for example, if I'm traveling somewhere I always try to find out what one of the most unique local places to go and do things and that sort of thing. And I may

like it and I may not like it, but if I try, now all of a sudden, I can make a decision whether I like something or don't like it. And if I like it, now I have something else that I can talk about and I can try to do in the future and that sort of thing.... So I'm more adventurous I guess.

7. What do you mean by adventurous?

I mean if I have a number of options available to me and they all seem relatively equal, I would almost always choose the new experience over something else. So for example, if I'm going to a restaurant and the restaurant is known for or has a dish I've never tried before but it's recommended, the one that I haven't tried before may be the one that I try out as opposed to something that's safe and that sort of thing.

8. When did you start wanting to try new things and go beyond the ordinary/was it always a part of you?

Good question...I think that it's hard to know whether it's always been a part of me...probably.

9. When did you notice yourself doing more adventurous things?

Well I think I noticed myself engaging in more adventurous things when I would be traveling and other people would be traveling as well and a lot of times the people I would be traveling with would stay in their hotel room and get room service because they were too busy and that sort of thing and I would prioritize not getting room service and not staying in the room, but just experiencing the area that I'm in. So probably when I started traveling a lot is when I became really aware of it.

TOPIC II

10. What is your definition of personal success?

I guess for me, personal success is really measured by the impact you can have on other people's lives. You know, like I feel really successful when someone comes to me and says, 'You know what, this was the impact that you had and you helped me in this way and that sort of thing.' That to me is probably the biggest measure of personal success.

11. Can you explain an experience when this happened?

yeah of course the most experience was when I was moving from my old company and had my going away dinner, there were a number of people who walked up to me and basically said 'I really appreciated the opportunity and the help that you gave for me to kinda get to where I am. You gave me advice, you helped me reach where I hadn't anticipated I could reach career-wise.' (He gave advice on how they could be successful where they hadn't anticipated they could be career-wise)

12. Did you think you could be successful at first?

Um, yeah I mean otherwise I wouldn't have tried. I mean I knew that there was a risk of not being successful, but you don't go in with the thought that you're going to fail.

13. What did you learn from starting your company?

I built a lot of experience in areas that I hadn't before, but I think a few of the things that I learned was how important having a good network of people you trust and how important your integrity is so that when I go out and talk to people with the new company, they'll come back and say, 'hey, you have a lot of integrity, I trust you, I'm going to do what I can to help make you successful based on what I know about you.

TOPIC III

14. So would you explain yourself as someone who would rather hangout w/close friends or a lot of people?

I would rather hangout w/ close friends. I mean I have fun with colleagues and that sort of thing. But I have the most fun with my close friends.

15. Can you tell me about an experience you had with your close friends?

One of the things that we would do years ago is we would get together once a month and go out and just go to different restaurants and go to a few bars here and there and just kind of go throughout all of SF. And it was nice because we would just sit there and have all these deep convos about what was going on in each other's lives, and just different other things-politics, all sorts of other things.

16. How do you want others to remember you??

I would say the most important thing is that people would remember me as someone who has a high degree of integrity, someone who's trustworthy and has integrity and someone that they were happy to have had as part of their lives.

17. "What role does alcohol play in your nights out?"

We enjoy having and enjoying diff types of beverages so we might try different cocktails, Adam has a whole book of different cocktails that we'll try different drinks once in a while on. We'll look for interesting bottles of wine to drink. We go and we enjoy, it's definitely a big part of when we go out and do things.

18. What environment are you typically in?

More recently it's been more at starting at a friend's house because we don't get to see each other quite as much so we're fine not having to go from one place to another, just enjoying all the drinks and all that. Talking to each other and that sort of thing. All at Adams place, but a lot of times, for example, in a few weeks we'll be having a few people come over to our house to play Texas Holdem, you know and a lot of times it's just that. Sometimes it'll be just going out on the town, so we'll do that. A lot of time what we'll do is we'll go one place for cocktail's, we'll go to dinner someplace, we might go to Buena Vista bar for cocktails later. That sort of thing. But most of it is just having a nice place to sit and talk and catch up and that sort of thing.

19. What is something you have done that is rebellious?

Other than quitting my job and starting a new job? Or starting a company? That's probably the most rebellious thing that I did. I can't really think of anything else.

20. What did it feel like when you started your own company?

At beginning, anything is a possibility so going off and kind of imagining what this thing is going to be, what you're going to do and that sort of thing, and then as time goes on, you get more pressure and more responsibilities and that sort of thing.

21. What types of pressures and responsibilities?

Well, for example, if you hire somebody as an employee, now all of a sudden, you're responsible for making sure that you can pay them-that they can pay their rent and feed their families and all that sort of thing. So all of a sudden you're not just taking responsibility for your own life, in some ways you're also taking responsibility for other people's lives. So that adds a lot of pressure to the process.

22. Has that ever held you back?

I don't know if I would call that holding me back, I think it's in a reality of a lot of things that I've had to make decisions on. Like sure, if I didn't have to pay for employees and make sure that I had enough money to pay them a salary, there might've been other things that I could've done, but I wouldn't have had those employees to start with, so I wouldn't say it held me back, it did create a number of challenges to overcome. So for example, when you hire a new employee, you wanna make sure you have enough money in the bank so that if something goes wrong from a sales perspective or collecting money, that you still can pay them. So I guess if I didn't have to worry about that, it wouldn't have held me back, but again, I think of that more as like the realities of the world, if you know what I mean.

23. How did you overcome the challenges that came with your company?

I think the biggest way to overcome it is you think outside the box and you look at what you can do to address it. So one of the biggest things that we did to address it at the time was we brought in outside investors who could make sure we had the backing if we had a problem. Now that created it's own set of issues- giving up control.

24. Do you like control or do you feel it holds you back?

Well it depends on who you're giving up control to. If you're giving up control to somebody who has your, the company and all of your collective best interest at heart, then that's not a problem. But if you give up control to someone who wants to take control of the business and a number of other things, that's a bad thing and that was one of the challenges we had to deal with later on was that we did bring in some people who did cause some issues.

25. How would it make you feel to not be constrained by society?

Because there's more to it than just those constraints as stand alone things, my view is that there's a reason why those constraints exist. So yeah, if I wasn't constrained by making sure that people were being paid or that I didn't have responsibilities or that sort of thing, then for me, and I don't think my life would feel as satisfying as it does right now, because I wouldn't be doing anything that's that interesting (out of the box).

26. So you like going beyond the ordinary?

Yeah I like that, but I also understand that if I'm going out and having fun with my friends, I also don't sit there and kind of think, 'well I have all of these other responsibilities for tomorrow, for example, but I'm just not going to try to think about those or I'm going to blow them off because I'm having fun today.' From my perspective, those responsibilities, those constraints in some way are an important part. You go out and you have fun and you do what you want to do, but you also still act responsible..you don't give up your responsibilities at the same time as that if that makes any sense. We used to call it 'work hard, play hard. 'Like you go play hard, but you still have to be able to work hard.'"

27. So do you like being different?

yes

28. What type of different do you like to be?

Well I mean that... well in some ways I think everyone is different. It's just whether or not they're willing to kind of explore that. So I think those are the things that make us interesting...the fact that I play piano, or I do this or I do that, I sometimes will compete in a 5K or a 10K run, those things that make me different are also I think the things that make me interesting and help bring more to whatever relationship I have-whether it's Kristin, or whether it's with my friends, or even with you, I think that those are the things that you should explore as a person?

29. What led you to start exploring these things?

Boy that probably started when I was in Junior High School (Middle School) and I was already different because I moved from a Rural community to an Urban one. So I lived in a town in Pennsylvania that was REALLY small and then I moved to the Detroit area in Michigan and so I was already different. There was no way for me to avoid being different. I didn't wear the coolest clothes, I didn't know all the coolest songs or anything like that and I was teased and bullied a lot because of that and I didn't do drugs, but there was a lot of people there who did do drugs and it seemed like I was an easy person to pick on and so one of the things I did at the time was embrace my differences. It was one of those things where it was like, 'alright, well guess what, you can judge me any way you want, but I am going to go into my music and do that because I know you can't do that and I'm going to swim competitively because, again, that's something I can do that other people can't do. And so those differences were, in some ways, almost a lifeline.

30. How?

Well it was something where mentally I was able to cling to those things when people would tease me or treat me badly-put me down, and that sort of thing.

31. How did clinging to your differences stand out as a lifeline for you?

Well, it was something that I could be proud of. I could say, 'you know what, what this person says doesn't matter because here are other things that I do that makes me unique-that makes me someone who's valuable.

TOPIC IV

32. What is something you have done that you regret?

I think early in my career, there were a number of times that I got angry and spouted off communications in ways that turned people in power off. So for example, one of the things that I did very early in my career was there was something that I wanted to learn and I couldn't find any materials provided by the company for that. So I sent off an email to all of the managers in that company complaining about it (laughing) and that was definitely not the smartest approach to take. So I think early in my career I was very passionate and what I have learned since then is that a lot of times you have to play the long game versus the short game and take incremental steps in the direction you want to go, you don't try to accomplish it all in one false swoop. Realizing that there's politics and you have to change people's minds and things like that and if you alienate them, they're never going to listen to you.

33. Looking back, how would you have dealt w/this situation differently?

I think looking back, what I would've done in this first piece is I probably should have spent more time figuring out the right person to talk to and engage with them in a conversation as opposed to just sending off an angry email.

34. Why do you think you felt the need to accomplish it all at once, as you said, when sending this email at the time?

I think the biggest thing is that I didn't understand it as much about PAUSEkins of the psychology behind things with people. So, you know, if I send something off that's angry or whatever, the first thing people are going to become is defensive. So if that happens, then you're never going to accomplish what you want. So once I had that realization, I realized I needed to be more patient about things. Not giving up, you know, just being smarter about it.

35. Do you care about other people's perceptions of you/what degree?

I do..I mean basically I temper it by people I respect. So if there's someone that I respect, it's very important to me that they respect me and have a positive opinion of me.

36. Positive opinion?

I mean, again, I would say that they feel that I have a lot of integrity, that I'm smart, good at solving problems, those are the types of perceptions that I want people to have.

37. If you could change one thing about your daily habit, what would it be?

I would say that I probably procrastinate things more than I should.

38. Why do you think you do this?

I think part of it is how I'm built- you know, how my brain works bc a lot of times what I find is that when I procrastinate certain things, I'm thinking about them in the back of my mind and a lot of times when I actually sit down and do it, I think I do a better job for certain things if I do that. But not everything is appropriate for that type of process. So in other words, if I'm writing a document or an email, sometimes procrastinating is good bc it helps me go through, 'what do I wanna say, how do I wanna say it, what's the message,' and kind of mentally prepare. But if I procrastinate too much, of course, then sometimes I might miss an opportunity. So like in the business world, I could send out a great email that kind of engages people, but if I wait too long than they may have moved onto something else. I may have missed my window of opportunity. So a little less procrastination, how's that sound?

39. If your younger self saw you now, what would they think?

Damn he's old!!!(laughs) Nah, I think um, I think my younger self would be surprised that I took as many risks in life as I did. I think my younger self anticipated that I would be kind of working as a manager in a big company in their computer systems department.

40. "Is this what you wanted at the time?"

Um, I guess so. I mean I didn't really think much about other opportunities. It was just like 'alright heres the path that's set in front of me that's the easiest path and I'm going to start following that path.'

41. What led you to move off from this path?

"I guess as I learned more about what I was signing up for on that path and what some more of the other opportunities might be, for ex., the first step that kind of came in is I started working for a software consulting company and expected again that I would go up through the ranks there and maybe get hired into an information technology role and industry, but as I went through and started taking those steps, I saw other opportunities. So for example, I was working on a project with PeopleSoft, and I was like, 'wow this thing is really cool and I like the people at this company, maybe I should go work there. So I kind of explored that as an opportunity and ended up doing that.

42. Anything else you'd like to talk about?

"One thing that I don't know whether it makes sense or not, but as we discussed this, a piece of data that may be interesting or not in terms of what we initially talked about of me feeling that I'm adventuresome in certain things is that I enjoy different Kraft beers- so I'll enjoy a beer, but I don't want a Budweiser or whatever, I like the different Kraft beers that are more adventuresome, more unique, that sort of thing.

43. What makes them more adventuresome and unique?

Well because if you look at a bunch of the big brand beers, they just have..they're not as willing to take risks, you know, it's kind of bland to me. Whereas if I'm going to a place, almost every place I go to has a local beer or a local winery or something like that. And so a lot of times if I'm traveling, I may go to a place and go up to the bar and they say, 'what type of beer do you want,' and I just say um, 'what do you have good that's local?' and the reason again is that it's an experience I wouldn't have had bc I'm here in something that's local so I can't get it where I live at home, so why not try it?

Jaycob Jauregui

Interview Transcript

Subject: Sara Sparks

Time: April 28, 2019 3PM

Location: SLO Brew, San Luis Obispo

1)If I were a stranger and we just met today, like we did at Pirate's Cove, how would you describe yourself?

I don't know, how did I? I'm pretty good at it. I'm half hippy, half witchy, and half namaste. I'm half fuck-outta here. I am authentic and the typical free spirit, tree-hugging, liberal.

2)And you feel that all of those characteristics are part of your identity?

I feel that no matter what I evolve into, that my identity is not tied to anything like that because people are fluid and they change. So, those are traits that I possess at the moment. But I suppose the only thing that I identify with is what's intrinsic I me. My identity would be someone with a kind heart and that's it. All those other things they can change. Maybe ten years from now I'll be someone totally different, you know?

3)Do you think that's cool?

I think that's human. I think when you cling on too hard to some outside source as some form of identity, if you lose it, you don't know what to do. And then you feel like you're no one, but you're inherently valuable.

4)So, where are you from originally?

I was born in Oklahoma and that's not my fault. I was there just long enough to learn how to mispronounce a few words and then I grew up in Los Angeles, also not my fault.

5)Why did you move to the beautiful Central Coast?

Oh man, that's a long story too. It was a series of unfortunate events. I moved here because I found out that the person I was seeing wasn't who they expressed themselves to be even though we lived together for three years. Long story short, they were a sociopath and I was in art class one day and all of a sudden my gut was like 'something's wrong with my dog and my boyfriend did it'. It was a really strong feeling and nobody believed me and they told me like, 'calm down, oh, you're just paranoid.' So, it was a five hour art intensive, so I came home hours later to find my twelve year old little maltipoo beaten nearly to death and my boyfriend did it. So, I left a career of ten years and everyone I knew behind and jumped off the first cliff I could find which was my sister calling me and saying 'I know that you said no a million times, but I just found a two family house in Paso if you want to rent it with me.' So, that's what brought me and then Paso was super boring and lonely and fate brought me to San Luis Obispo!

6)So, you mentioned listening to your gut and understanding those feelings. Are those really important to you, do you often listen to those?

That is the only thing I do now. That was a huge lesson, you know? It was my intuition it was my gut. It was future Sara looking at me through my memories saying 'Yo, you're right.

Something's wrong with Teddy right now.'

7)Cool, so now that you're here in SLO, what are some hobbies you have?

I literally hug trees. I see nature a lot, going to Pirate's Cove like every single day during the summer. I play ukulele. I sing well and then I sing terrible karaoke. And, I don't know what else do I do? I wouldn't call it a hobby, but reading tarot. That's a big part of my life. Oh, and yoga. I do a lot of yoga.

8)Particularly what are you passionate about?

Love and authenticity. Those are the two things I'm passionate about.

9)How do you put love out there?

By loving yourself. If you show yourself the kind of love that you want other people to show you, or you show yourself the kind of love that you show other people it comes to you. Yeah, by fixing my own house, you know, my saying.

10) You mentioned earlier that you like to go to Pirate's Cove a lot. Do you think that the people you see there and the people you go with there share those two values of love and authenticity?

I think that a lot of people hope to or claim to, but I think the people that go to Pirate's, at least while they're at Pirate's embrace authenticity. Because you're not going to go to Pirate's if you're the kind of the person that's like incredibly insecure with like a cute topless hippie chick coming up to you and asking you to borrow a lighter to hit her bong, or something, you know what I mean? You're not gonna go down there, you're gonna go somewhere else, so people are just free to be themselves, you know, without fear of societal repercussions.

11) If you're feeling stressed out and overwhelmed, how do you let off steam?

Yoga, meditation, journaling, incense, weed. Oh, and going into nature with my friends.

12) What about going into nature with your friends is important?

You get to share your energy. So, we don't give anything back to the Earth, really. We just take and take and take and take. The one thing we can give back to the trees who don't need us to survive is our bodies when we die, but instead we wrap it up in a box to make sure they can't get to us. We burn our bodies so that it can't have it or we hide it in a box. We take so much from plants and trees and all we do is rape them. So, when I go into nature with my friends we go there intentionally to show our gratitude. That's why we hug trees. You know, just give what we can and share energy. Appreciate what's true in life. What's true in life isn't our brick and mortar buildings and cars and things like that. It's this Earth that we can from that we're part of. And the trees are our brothers and the stars are our brothers, which is crazy. So, its that fact of remembering where you're from.

13) Do you feel like most people have the same opinion and thoughts as you?

No! I think that most people have been taught that we're the superior beings on Earth and that Earth is for us and they have a selfish mentality. Also it's pretty hubristic to think that everything goes down so small to a microscopic level that we can't see, and that there's nothing bigger than us! It's silly.

14) When you came down here, do you think your perception of yourself and the way other

people perceive you has changed?

Absolutely, yes.

15) **Has it changed for the better?**

The better. I mean, its cool, but once you stop caring about what people's perception of you is, if you're doing it from an authentic place for yourself, their perception of you usually changes for the better. When you show your humanity to other people it inspires them also to show their humanity. So, they can feel comfortable with being human. But it only works if its coming from an authentic place. Like, if you're gonna be like 'I don't care what people think of me' and then doing a bunch of weird stuff to get attention from those people that you say you don't care what they think about, you're not gonna be received they way you want to be received. All I care about is being true to myself and kind to myself and compassionate and loving myself unconditionally regardless of what anybody tells me what I should or shouldn't be doing.

16) **Are you happy when people can see that you are so self-loving and kind?**

I mean, yeah I guess. I mean, yeah because it inspires them to do that for themselves. But also I don't do it for other people. I have to do it for me because at the end of the day, literally you're the only person that's ever gonna have your back 100%. And when you're alone, that voice that speaks to you, and lots of people call it god, its you. So what kind of god are you worshipping? Are you worshipping a god that nothing's ever enough? Or you're not good enough or you're not worthy or you're stupid and you're ugly. Or are you worshipping a god that says that you're perfect and whole and capable? So, I have to do it for me because no one else is gonna do it for me. No boyfriend's gonna do it, no parent's gonna do it, no friend's gonna do it. To put that on other people is way too much pressure for them. So, I do it for me.

17) **Just a general question now, which I think is fun because I answered it pretty well when I was interviewed: How often do you leave your comfort zone and do you enjoy it?**

Well, ever since I moved out here I left my comfort zone. It was the most beautiful terrible experience of my life. Some parts of it were literally terrifying. Like, ego death is a huge thing. That's when you lose your identity. When you think you're this person and you're associated with all these things and you find out that none of those things are real and they fall away and you have to figure out who you really are. That was really uncomfortable. Also, in my work I leave my comfort zone a lot. Because we get complacent then your mind will find ways to create chaos so that we can have change and remember that you're alive. So, if you don't become complacent and you are willing to allow change and allow flow then you don't have to create chaos. You just get to like step out of your comfort zone and get rewarded.

18) **Can you give me an example during the time you've been here in SLO that you stepped out and have been rewarded?**

Well, I know a lot of people want me to read tarot for them and that was a huge stepping out of my comfort zone of just telling people that's something I did and reading for them. Oh, okay, it's silly, but I would never do anything by myself. I would never go eat somewhere by

myself or like go to the movies by myself. I hated it! I mean, it's still something I'm working on, but I hated it so much because I didn't have any friends. I didn't know anybody yet. So, I still wanted to go out and do things, I was getting lonely and sad, so I stepped out of my comfort zone and I went and I had lunch by myself and I was so proud of myself. It showed me that I could do it and that it was okay. And now I do it all the time. And it's like anything else. The first few times are scary and then it becomes just normal, you know. I ate poke by myself and that was my comfort zone step out. I was super proud of myself, are you kidding! I took myself on a date. We went shopping and then we went and had poke.

19) Do you think that's something that not a lot of people do?

Yeah, of course. You look around and there's very few people eating by themselves. But I think there's two types of people who do it. There's people who don't care, like my sister, she goes and eats by herself all the time and she's like this beautiful woman just by herself, you know?

20) I've only ever done lunch. That's usually because of being in school for the past however many years of my life, so I'm eating lunch alone a lot. Even at Cal Poly. I've never done like breakfast or dinner or anything like that.

I just don't want fear to stop me from doing something that I want to do. I want to honor the promptings of my soul. I want to honor my gut. And if my soul is like, 'I wanna go have dinner somewhere', but I'm like, 'But I'm scared, people will think I'm a loser!' Well the, if I listen to that fear then it's going to lead me down a path that brings more fear.

21) Fear. So, when have you let fear get the better of you and not allow you to do things like that?

My entire life before I moved from Los Angeles. When I was running my own business, when I was making like six figures and dealing with clients and stuff, I was terrified of letting them see me, who I really am, because I thought they would stop being my clients. Because me, who I really am, I thought would be not that professional chick. I stayed in relationships too long because I was afraid that I would be single for forever or not find somebody better. I was terrified when I first got here because I thought my crazy sociopath boyfriend was going to find me. Afraid of like going to parties by myself because it would look weird going out by myself, which is stupid because nobody thinks that. Nobody even pays attention! Or like going downtown by myself. Yeah, I used to let fear run my life. I think most people do and they don't even realize it. Afraid if they quit that job that they hate that they won't have another job, you know?

22) Fuck that that's freedom! I love leaving a job that's shitty!

Yeah, but you have safety to fall back on. The people who don't, they think they're trapped. Or like a family to take care of, they think that they have to stay at that job. But that's not true. If you follow the promptings of your soul, the universe aligns itself so that things get taken care of. People mostly live in fear. They're either dating someone they don't really care about because they're afraid of being alone. They stay in a relationship where they know they're

being treated poorly because they're afraid they won't find somebody else. You gotta get comfortable with yourself.

23) What happens if you don't?

You're gonna regret everything and you're gonna die with regret. You're gonna live the destiny that you create. It's our fate to die, but it's our destiny to become immortal. Fate is the things that are gonna happen and you have no choice. Death is your fate, you know. Aging is your fate. There's nothing you can do to stop it. But destiny is controlled by us and it's when we decide to do what it is that truly makes us happy that we activate that destiny. And that's why people are on TV making cupcakes for a living. Because they're like, 'You know what, I just loved it and I wanted to do it and I was willing to take the risk.' All those things that we tell ourselves that we can't do because we use our logic: like, okay, 'I want to be a baker, but I can't. I have to be an accountant because that's what my parents want from me. That's what's gonna pay the bills.' And then you're just miserable your whole life, when really you should just pursue your passion. If you pursue your passion and you do it authentically, people will see that and then that'll be your profession.

24) Do you think everyone should take risks?

Yeah. Taking soul centered risks.

25) What do you mean by soul centered?

You do it because you want to do it. Deep down, you crave it. You don't do it because you're afraid of what will happen if you don't.

26) Does that tie back to the gut feeling that you listen to all the time?

Yeah, yeah, yeah. How do I live downtown SLO in a two story townhouse with my best friend?! My female soulmate! I have a roommate that when she's gone, I'm sad. When she's home, it's perfect, it's wonderful, and it's safe. I have a little backyard for my two dogs. I live in San Luis Obispo and I work at Lush and I pour wine. That doesn't happen! You see that stuff on like Friends and stuff where these people who work at a coffee shop live in this sick ass flat downtown. That's not real! But it's real for me because I just went with the flow and I went with what my soul wanted. And things are gonna be different ten years from now. I don't know what I'm gonna be doing, but I know it's going to be something wonderful because I've seen the results of doing what my heart and my soul want and not worrying about the repercussions of it. You live authentically, you listen to your moral compass, you speak the truth, and you let karma fall where it will.

27) So you mentioned your roommate Devyn. Let's talk about Devyn and how you guys met.

I was debating between San Luis Obispo and Morro Bay to move to. Morro Bay was more affordable and by the beach, and I was like 'I can go there'. The only reason I was considering Morro Bay was because I honestly thought it was a far fetched dream to be able to live in San Luis Obispo. I ended up here and then one day I walked into Lush with my sister because she always wants to go downtown to go to Lush and they just happened to be hiring and the manager was like, 'Oh, you should apply' and I was like 'Eh, I don't know' and she said,

‘Oh, it's only casual hours its like 5-12 hours a week’ so I said hell yeah I can do that. It’ll be fun! I’ll get like a discount. So, I just decided, like, ‘I’ll submit my resume and if they contact me after I submit my resume that means this job is meant for me and I don’t have to worry about it anymore.’ So I submitted my resume and they called me so I said ‘Oh, this job is for me.’ So, I had to show up for their hiring party and I had to beat out eight people, but when I got there I was thinking in my head like, ‘Oh, how sad all these people came here for no reason’ because obviously this job is for me. Or else I wouldn’t have prompted to do it. I wouldn’t have wanted to. Anyway, I got the job and she was my hiring manager. She was the only person I couldn’t tell if she liked me or not. Everybody else I could read like that. She was actually the one who was like ‘Yeah, I wanna hire her.’ And then I accidentally ran into her boyfriend at Pirate’s and then he told her about me, and it just happened to be like, she doesn’t have any friends here. She’s from Fresno and she never, like, aligned with anyone. So then one day after work I was gonna go downtown with my friends who I call the Goddesses and I was like, ‘Oh, do you want to come with me?’ we just happened to close that night together. And she was like, ‘Yeah, I’ll come.’ And then we walked to her house and we smoked weed and we became best friends. It blossomed from there, but she’s my soulmate. We were definitely like sisters or mother and daughter in a past life, you know.

28) So when you invited her out that night, do you think that was a risk taking moment for her?

It absolutely was. Yeah, she’s my manager. And then also on the way home she was like, ‘Dude, do you smoke?’ and I was like, ‘Girl.’ and I handed her my pen. That’s a risk moment! I know that’s not like the kind of risk that we’re talking about, but it was. She had to show her authentic self to me. And trust that it was safe with me.

29) Authentic self. Would you align that description with ‘unabashed individuality’?

Yeah! Even if it doesn’t align with me, if you’re authentic to yourself, that’s cool. You’re my kind of people. As long as you’re authentic to yourself! Lots of times we think we’re being authentic, but we’re being authentic to our parents’ ideals, or society’s ideals, or our brothers’ and sisters’ and friends’. You can tell when someone’s being truly authentic to themselves because there’s no ego in it. Like, I don’t get mad if your views are not my views. Unless you views hurt people, that upsets me. Like, if you’re a white supremacist and, like, blowing up minorities, like yeah that’s gonna piss me off. But, you know, most people are mundane.

30) Would you say you look up to Devyn?

I don’t look up to Devyn. I don’t look up to anybody but myself. I’m my own hero.

31) You can be your own hero and still look up to people.

I admire certain people. I admire Gila who is my hypnotherapist. I appreciate, love, and respect Devyn. And there’s definitely parts of her that I admire, but I look to myself to be my own hero. I’m freaking strong and I’ve gone through so much stuff and got through it. Everyone should be their own hero because we are the star of our own movie unless we make ourselves background actors. But it's our movie. It's our choice if we’re the hero or not. I don’t aspire to be like anyone else. I aspire to be authentic to myself. I don’t mean that like in a egotistical way

when I say 'I don't look up to anyone.' I mean, I admire and respect other people. I'm not them, they're not me. We all have our own stories to write.

32) Fun one! Do you have any guilty pleasures?

I have lots of pleasures, I don't know if I feel guilt about them. I like shit TV. I guess that could be a guilty pleasure. Like Family Guy and American Dad. I'm obsessed with Harry Potter. I don't feel guilty about that. Yeah that's hard because you have to feel guilty about it! I don't feel guilty about any of the things I enjoy.

33) Why is that?

Because they bring me joy, so why would I feel guilty about that? I mean, it's not my problem if you don't like it.

34) Is joy always intrinsically good?

Joy, yes. There's a difference between joy and happiness. Joy is always good. If we're like throwing this sadistic spin on joy, then that's not true joy. Joy is the rejoicing of your soul. There might be something that brings you pleasure or happiness that is harmful to other people. That's not really truly bringing your soul joy. Sometimes it takes multiple lifetimes to find that little light that is your soul, but its always there. Like, Hitler probably has to live a lot more lifetimes and really shitty, terrible lifetimes. It's always there and joy is what makes that flame light. But pleasure is the human condition. If I like it and it's not hurting anybody else then there's no reason for me to feel guilt. I don't think I'm, I don't know, maybe not cool enough to have like real guilty pleasure. I like to smoke weed and do yoga.

35) You're not cool enough? What is something you like that you're embarrassed to reveal to others?

I'm no embarrassed to reveal anything about myself to other people because you can't hurt me with my vulnerability. Its my choice to let you. If I share it with you openly, then I'm in my power. But, honestly I can't even think of anything, I don't know. Hooking up with a nineteen year old boy that one time.

36) Sometimes I'll eat flowers.

That's a good one! I don't have anything like that! I like hands? I don't know. I can't think of anything I feel guilty about. Running topless on the beach.

37) Why do you like running topless on the beach?

Because its freedom! Because it's not fair that a woman wears a bikini to the beach and she has like stretch marks on her belly and everyone's like, 'Oh my god, she's so brave!' But a big, fat, gross, hairy man can wear a tiny little thong walkin' down the beach and its nothin'. Hess not brave! Nobody cares! It's just a dude. Women are so body conscious because they've been forced to be. And it's not fair. So my titties are a little fatter than yours, not always! Not always! The big, fat, hairy, guy wearing' a speedo walkin' down the beach, his titties are bigger than mine and he's not wearing a top. I didn't know how freeing it was until the first time I gotta do it. It was perfect, there was literally nobody on Pirate's, just me and my girlfriend, for really sad reasons; somebody had fallen off the rocks and got airlifted and everybody left. We got there

as the helicopter was lifting off. Everybody left. It was just me and my girlfriend, so I was like ‘This is my opportunity’. A girlfriend of mine, yeah. Anyway, I took my top off and I was like ‘Oh my god. This is right.’ And so now it's not my problem if you sexualize me, that's your problem.

38) Let's talk about SLO Brew. We didn't end up going to Pirate's Cove today because its cloudy, but when we showed up here you started talking about the river and how its pretty and nice, so why do you like this spot so much?

I love the creek. I love the creek, its beautiful. Its beautiful that we didn't destroy it, you know what I mean? They built around it and there's still this beautiful creek. I remember I told someone that actually showed me the creek, I had never seen it before, it was so beautiful when I first saw the string lights, you just don't see stuff like that in LA. And I told them, that like, I would go down there and spend all the time I needed to reevaluate my feelings. If I was feeling bummed, or whatever I would go to the creek and sit there and watch the butterflies and like, write or whatever. And they were like, ‘Ha, with all the homeless people?’ and I said, ‘Yeah, with all the homeless people.’ They get to enjoy it too, you know what I mean? Its this tiny little beautiful slice of nature. It doesn't matter if you're the person who drives the brand new Tesla or the person who sleeps there at night. You want to enjoy it, everybody gets to enjoy it. Because its beautiful.

39) Is there anything in this interview that I haven't covered that you'd like me to ask you?

No, not really. I think I've said it all for now.

Interview Transcript- Sandra

Subject: Joe Brittingham

Date: April 29th, 2019

Location: Face-to-face, 300 James Way, Suite 230, Pismo Beach, CA 93449

1. Could you please start with telling me a little bit about yourself?

Well, I could go on and on. Is there anything specific you would like me to go on about? Is it personal or business?

2. Probably a little bit of both. Maybe start what got you into your choice of business?

Sure, that picture on the wall there is my grandparents Sebastian and Francis Randino. He is the one who though me about stocks at a very young age okay. I mean he was always watching the market. This was before the internet right. He was always watching the stock market. He would be in his chair taking notes. I was always curious of what he was doing, so I just showed interest from a very young age in what he was doing, and he taught me about dividends and how to pick stocks, and you know earnings. He pointed out the things he looked at, he used to subscribe to Value Line Index. Anyway he was the one who used to drip on me over the years, over the years and so I always wanted to be an investor but it did not occur to me that it was what I should be doing for a living until I was about 25-26 and started of with Edwards Jones Investments and had my own branch there. This is some years ago and I was with about 16+ years and after that broke off and went independent and started my own company about 7 years ago.

3. Because you were studying something else in school?

I was Business Economics in the first couple of years, but I just grew tired off all the supply and demand charts. Not really losing interest, but I did not really know what I wanted to do. I was a young man back then. But I was super interested in phycology, so I changed to years into my college from business economics to psychology. But my background that got me really interested in business was the summer job that I took in college in the five summers working door to door building an organization and recruiting students to manage them. You would be the perfect example as someone I would have referred to me as sharp or good student who might want to make some money during the summer and see parts of the country I don't know. Yes, as a student I would hear about you and I would call and say hi, we are having group interviews at campus if you would like to join us we would love to tell you what we do and we built teams that way through the school year training the students to be more independent when they were out there in the summer where they would go out and work really hard through the summer. It was a great thing; I am really glad I did it you know.

4. It sounds like you are very driven and always been very forward. Has the goal about having your own firm always been a goal of yours?

Not always no, I have always had big dreams and I continue to reach high. I believe shooting for the stars you know. I think you have to think big. I don't think most people think big or if they do, they just don't believe in what really, they are trying to build. I come from a pretty modest background. My family did not have a lot of money or anything. But I always had a burning desire to succeed, to be great! That is what I want to be is great you know. I believe everybody wants to be great. But I was very fortunate to get that books sell experience. But I got so much feedback, but the success principles were just drilled in. I was doing it for 5 years so by the time I graduated college I had more real-world experience than many people who had been in their carrier for a very long time and to this day it is still paying back.

5. Do you think your psychology major might have helped?

Sure, because you know you deal with people, selling to people. I mean, everybody is a sales person. We all are trying to convince other people to do what we want them to do and so we all are trying to be persuasive which is selling. And that could be whatever it is a relationship or a business or your home life. It is a constant effort to influence others. I think, this is a personal feeling, but I think people can only meet you as deeply as they have meet themselves. So, if you don't know yourself very well then probably you won't be able to go very deep with other people. But if you go deep in your own psych and your own mind and know who you really are and your plus and minuses the more you can really connect with other people. So, I feel that, you know psychology was a major I chose when I was only 20 years old. I was just really interested, so I followed my interest you know. I did a lot of personal exploration trying to get to know myself. I think as a result psychology have been huge for me. In form of listening to people and understanding the creature that is sitting in front of me and what makes them who they are and what makes they them and what their buttons are and what to say and not to say. But the more you deal with people the more your kind to learn to read signals that might not be said. Can I give you an example? It was a Japanese lady; she is passed away now but we still have her as a client. We had met several times, and she did not have a ton of money, but she had \$80,000 or so that she wanted to invest. She was a quite demeanor and mild manored lady, you know just calm. You knew what to expect when she was around you and so I was presenting to her this mutual fund and I had done my presentation and so we were just talking and suddenly HER VOICE LEVEL WENT UP LIKE THIS, she was asking a question. Her voice level went from here to here. It was just a question and it dawned on me in that moment that she already decided she is investing, and I recognized from psychology but more from my experience selling book door to door dealing with people at the door and so on. But it dawned on me that she had made a decision but that she was nervous and expressing her nervousness with this elevated voice and I don't think a lot of people would recognize that as a buying signal. I knew right then that she was ready to be closed. Closed meaning getting this done. I could just feel that from my experience in

psychology I recognized there was a massive change inside her emotionally, she was just expressing her nerves, and I learned that by selling the books by being a trained observer, a human observer. It turned out she bought; it was right. But it is an example I use, because they are not going to teach you that in a book, not teach you that in school. That is something you learn dealing with people who are very irrational and very emotional.

6. So, if we go back a little bit and step away from work. Would you like to tell me about your other passions?

Kitesurfing, yeah yeah and family is a big passion. They are growing older now and seeing the chapter when they were young and little and travelling, I miss that. But we certainly enjoy the coaching.

7. Do your whole family do kitesurfing and how come you started with that and what got you into it?

No, just me. I just loved it. I used to be running on the beach. The market closes at 1 pm, so I normally just used to go to the beach after that. I have always taken a couple of hours in the afternoon to go do something physical that I enjoy. I think it is super important. It was basically something I saw that I thought was really cool looking, so I decided I wanted to that. So, basically I just picked up and now it's been 18 years.

8. How old are you if you don't mind me asking?

I will be 50 in august. Happy early birthday. How old are you? Little bit older than a regular college student, I am actually 25. Okay, you seem a little bit more mature than most students. Most people still think I am 21 actually. Well, you still look very young, but you seem more mature and probably being foreign is a part of that too. I think you guys have a little different growth track in terms how you see the world. Maybe. Getting to travel to helps a lot too. Yes, exactly. Well, you guys get the opportunity to do that a lot more than most Americans' do.

9. Ehm, but I would like to ask how does the kitesurfing make you feel?

Amazing, I love it.

10. For example, how would you describe the feeling before your kitesurfing?

Excited. Night before Christmas you know. Whooo, I got present under the table or under the tree and I can't wait to see what's there.

11. And how would it compare to when you are down?

Total release, it's the best.

12. Is it stress or?

Nah, a lot of this is just, I used to run a lot you know and through my 20s and early 30s I used to run a lot and when I was your age, I used to run around 50 miles a week. 40-50. I was much leaner, and I had a lot of endurance on the ground and I just lost interest in it. When I was about 34, and just got bored with it and it is good for you it is just hard on your knees and so I deal with a lot of old people, so I see what happens when you abuse it to much. “Knock on wood”. So, I used to do a lot of that, and it used to be my release, so there was nothing better than coming back after a long run with salt crystals and feeling that second wind of runners high you know. That is what I get from kitesurfing, it is just the best. You are out there on the water; you are slashing you are ripping and it’s a full body work out. You are jumping and here are a few photos. So, I mean it’s just awesome and I love it. Like today, it’s a little bit of rain and there is no wind today but, that flag over there is my wind teller. But tomorrow it will probably come in. We are in the season for heavy wind so there is a good chance that I will be on the water tomorrow if it is windy.

13. I feel like you are a very confident person, so I am wondering how did you get to that point? How did you find yourself?

Well, I am glad that you feel that way. Thank you. Hmm, that is a really good question. I think the book sales was the most important part of that. Because, I learned to believe in myself. I really learned that I can do it. Not, only me but anyone who sets their mind into something.

14. So, would you say it is when you go outside your comfort zone?

Yeah yeah, I think that is what it takes, and you know what I put on the slide up there with the comfort zone where the magic happens. I think I used that slide, didn’t I? I am sorry, I do not remember right now. That is alright, yeah, I just remember if I used that slide. But there is your comfort zone right, there is an arrow to this little circle and another arrow to this other circle outside the comfort zone and there is where the magic happens right? Because it is outside your comfort zone. I believe that you become a lot more capable and confident when you take the fear in front of you and just face it straight on you know. Sometimes you might not succeed, but you learn to face the fear and that is the important part and sometimes you overcome it.

15. Do you still feel like you have fears and things you would like to overcome in the future?

I mean yeah, I am constantly trying, and I have these massive goals and dreams and they are huge, and I am embarrassed to talk about them with most people because of the feedback I get from a lot of people like, just like you are crazy. Visions of grandeur. You have heard of that? Im just like, no, I have a recipe of grandeur. It’s a recipe haha. First off, you have to believe that you are capable and then you just picture it and reverse it from there. You start with the end in mind. I think I have a pretty balanced life, there are some things I want to change but any time that I feel that I am getting hold back by being comfortable from being in this comfort zone and I want to get this result and I have to face this fear to get there. Every time I do that I grow and I

have had to do that. I mean going into this business was by far the biggest. I mean going out to sell books when I was 19, I had to do that because my whole family was against that idea, but I could see from all the students that I had spoken with that and all the people that I had spent time with that had like confidence, a good handshake, a good eye contact they had developed this ability to connect with people. I could see that they I had something, and I knew it was by going through the door to door experience that summer that's how you do it. You can't purchase that; you have to do it yourself. That was the first time, or rather one time I had to push outside my comfort zone, and it was the best decision I ever made. Coming to here from Edward Jones, well now I have four kids all in their trials wearing.... They were all little kids at the time and there were some things that the company did that I did not agree with that made me say that's it. We are leaving and in less than three weeks we literally packed our stuff and moved from the office downstairs to this office up here and that was way scarier. Because, I had a very good career there. I was making a very good income and a couple of nice trips every year. I could coach my kids' teams. I mean, I did not want for anything. I had the life I kind of wanted; I just did not have a business that was mine. I was running their business; I was an employee and it was never really bothering me because I was doing fine. But when they did that whole contract thing without getting too deep into the weeds on it, I was like, mmm that's not good. I need to have my freedom. So that was probably the scariest jump that I ever made. It is one thing to have faith in yourself, right or something else. It is another thing to walk the faith. That was a true walk of faith, because I put all on the line and that was damn scary. I just believed, you know what, I have good relationship with my clients, and they would like to come with me. Might not get them all, but that is okay. I was pushed into a corner and that was what we did. What I learned from that is, what was the term I used in my presentation. "The cave you fear to enter, holds the treasure you seek." Right? That is my attitude.

16. Do you have any ideas or recommendation on how to overcome these fears? How to dare to face them?

Well, I prepared for it. I looked at it for a lot of years. I was always so afraid of it, I was just nonono this is good I am comfortable right where I am, and it just wasn't time. And then I finally decided that I will stick it out as long as it makes sense to me, but if anything, ever happens then I will jump into independence and that was what ended up happen you know. My attitude is to better prepare and then not do it than be put in a position unprepared. For instance, if I had not done all those dry runs looking into independence and looked at that very carefully. Then there would have been no chance that I would have left and gone to the other side in three weeks. There is just no way, but by spending a lot of time earlier preparing and to understand and asking a lot of questions to a lot of different people, I was ready. So, when it happened, we bounced and that was that.

17. So, to go back to the part where you have a lot of goals for the future. What would you say is holding you back from going there today?

I wouldn't say anything is holding me back. I am still pursuing them; I am just don't necessarily know how to get there okay? I think business is going to be a big part of it. Things are coming together. For instance, I brokered a sponsorship for the Necker Cup event. I don't know if I spoke about that. So, the challenge is that in my business I have security licenses right. I have licenses to sell stocks and bonds and mutual funds, securities right. So, the regulators are Finrun and the NCC, but Finrun basically don't like to see advisors like me holding up all kinds of different shingles. Like this or btw we do massage therapy or whatever. You know what I am saying, I mean I have a restaurant or whatever what the business is. They don't want us to take too much time away from what we are here to do. Which is to manage assets. So, anything that is outside that normal course of business requires outside business activities for me. So, that is a little bit of a road block and I am not really ready to let those licenses go. I can still do what I do without my licenses, but it would just be a different way of doing it. But it is a major project to do that and it would take some real planning to do that. But if I decided to go from let's say a business advisor to a registered investments advisor to a RAI, then I would have to let go of licenses and you know I could do it to where I could pursue it to where I could pursue other thing. I can still do it in this one, I just need some approvals for registered investment advisors right. So, you know that's part of the challenges. Not knowing what they would approve or not approve my broker dealer but, I do have one approved for this outside activity for the Necker Cup which is where Richard Branson is and the events that he has. Yeah, so I basically have, brokered if you will sponsorship. So, I found a sponsorship that basically allow a company to represent the event and I knew the founder of the company right and I put it together. It was a lot of work; it was a lot of hard work. I mean I was really really focused to make that happened. But I made a little bit of money and I get to go to these events. So, that is leading to some good things. I wouldn't say anything is holding me back, I'm just in no hurry. An ideal situation would be, I would be able to build up a portfolio big enough where if I wanted to spend my time playing music or do something else, I could really go for it. But I am not going to put myself in a starving situation with hope and dreams. I want to get my stuff ready first and I am a few years ahead of you right so I have had the opportunity to put money away early so that it is working out pretty good.

18. So, apart of your passion and work. How does a regular night look for you? If you are with family or do you go out with friends?

It was very different the first few years of my business. I was working very hard and I spent most of my time working. And I still do, but today most of my work is spent thinking. I am trying to think how to work smarter, because it is all people and relationship. When you boil it down it is all people and relationship. And as a leader and businessowner it is all about how you well you can run systems and manage people. Same as a coach, you have to surround yourself

with people who can help you do that. Divide and concur. So, whatever it is your family or your team it is really the function of what you put into it. Typical evening is pretty mellow. Back in the days I used to go to the gym, but my son does that now. I am more chilling watching billions and some of those shows. Off course we have computers now, when I was your age, I don't even think we had internet barely. World have changed a lot, just hanging out mellow. Sometimes I come in here to do some work, like tonight I have to make some calls.

19. I know you are going on vacation almost once every month, and I would like to ask what is your wine habits? In what kind of setting do you normally drink wine?

Yeah, I mean I do not see them as vacations. I see them as a part of my journey. I am always working, but yes, they are sure enjoyable. I don't think that's bad to enjoying your work. But yes, you can call them vacations I guess, but it is normally in business interest. We drink a fair amount wine, my wife and me. I do a lot of small dinner events. The place I normally go to now is called the Oyster Loft. So, I got some dinner events where I bring in some clients and prospects and we will enjoy some local Pino, I have some friends that makes some. It is a great area for it. I would say it is a staple to the diet if that is what you are asking.

20. I think that is pretty much what I had in mind. Is there anything else you would like to tell me about yourself? That I might have missed out on?

I am pretty much what you see is what you get. I say it like I feel. My behavior and comments will be consistent. Not everyone is that way. Not everybody says what they think or mean what they say for that matter! I just I have found that the easiest way is to be direct. But in terms of my mindset, I am of the mind that it can be done.

21. Hm, because I was thinking. Kitesurfing is a little bit of an extreme sport I would say. Does it give same adrenaline as running?

No, more. It is just so much more interesting. You are jumping and rolling. It is just a bunch of fun stuff you know and there are all these beautiful places where you can go and kiting.

22. Have you ever tried it on snow?

No, I have never tried on snow, but I want to! I just haven't really had the opportunity, but I would love to. It would be a whole other experience. Because, you do not need as much wind because it is flat, and no waves are moving. I would be stoked to do. A little bit harder of a fall maybe.

23. How do you feel society look at you and does it matter to you?

You cannot please everyone that is just it. Have you always had that mindset? No, I mean everybody wants to be liked. But there is something called an alpha male you know, and you get two guys in a room. If there are two bulls in a china shop, then there is a little bit of

uncomfortable checking to see who the alpha is. It is just nature, and I have found that sometimes I come across that. But I don't know if it is that or what. But the way I look at it. The matter who you are or what you do or how you do it there is going to be a sea of people who really like it and there is going to be a sea of people who don't like it. No matter who. The key is to make the people who don't like it make them not matter. That is the key. And life is to damn short to give a shit if you ask me. I mean life is to be lived. How do you say your name again? **Dejin.** I cannot say that; you gave me a challenge. So, okay the point is that you Sandra have the world of Sandra and that no one else not even your mother or father is really privy to. I mean they know a good part of it. But there are things only you know about you. Everybody is that way. How can you go around and try to please everyone else when it is your experience?

24. Have you ever felt insecure in your life and did you get out of that?

Offcourse, you just have to keep marching. Keep going. You have to set goals. I am really good at setting goals and I write them down. I will show you. It helps me set the north star and it is just more important to me than what somebody thinks. I also recognize that what somebody thinks can change tomorrow based on most people check with others like am I okay, am I thinking right. Most people are social that way. But before the summer started, I had all these goals set. 12 weeks of travel, 3 for family 3 for Kristin and me, 3 for kiting, 3 for business. Well they are all kind of business related. But, 3 specifics for my company's business. Which is 84 days I think I am going to exceed that. 100 days of kiting, I am on 20. My goal is to face Richard Branson in the finals at the Necker Cup. I get to play with all these crazy guys! I book the things first, I put them in stone first. Then I build all my marketing and event planning around that. March, I went to Atlanta and did my TED talk. That was the last time I went outside my comfort zone. The last stretch, I was scared but I am glad I did it. April, and I am currently at 20 days kiting. Here we are, we have another trip with the family to Shaver Lake. Then I go a couple of more weeks here and two dinner events and then I am going to Rom, well not only Rom but we are doing Tuscany coast and the -- coast, so total 9 nights in Italy so I will be gone second half of May. After that I have more events, and then I am going to Brazil and then Peru and then Brazil and then I am meeting my family in Oklahoma to see my dad. This is a long time for me to be gone. This is two full weeks that I am out of the office. It is longer than I want to be. One week here and there is easier to prepare, this is bigger, but it is a special occasion, so I definitely want to do that. I will be here for the 4th of July. More events, I will fill these with dinner events and then I am going to Cabarete and then it is a business trip there. I don't have anything built out for September, October or November yet, but our family are going to do something here and we will probably go somewhere like to Sedona or maybe Mexico, Cabo or something. October, not sure yet. I am probably going to do something like Morocco, maybe Spain.

25. Do you go to the same places or do you always go somewhere new?

No, I am trying to see as much as I can now. I mean I am going to the Necker Cup a lot right, so that will be in December. Here, here and here and then Kristin and I have been talking about going somewhere in Bali now for some years and we are having our 25th anniversary now in October so I might go to Bali in end of the year to see them release those lights. I don't know if you have seen. That is what they do in Bali on New Year's Eve. [In Scandinavia it is very popular to go travel to Asia after your high school years, I have not gone though because skiing was my life and that's where all my money went.](#) Anyway, so writing them down is what helping me not give shit what other people think, because that is more important to me than what anybody else thinks. I think that's their imagination anyway.

26. [So, if you did not get your degree in finance, how did you get the job with Edward Jones?](#)

Because I had real experience. I had sold books for five years; I had built teams and organizations and I understood how to deal with rejection and how to overcome rejection. I had proven that I had made results, so what they were trying to weed out. I had everything already on a plate and as I mentioned about the whole resume thing. But it doesn't matter because the resume is just to get you the interview. It is in the interview that you are selling yourself. The resume is giving you a chance to get in the game and sell yourself. So, it is important from that standpoint but if you really know how to deal with people and how to deal with decision makers then you can build relationship with the decision maker and you don't need the resume because she already likes you and they are the ones who decides. So, when I was interviewing for full time staff for the first time for my firm, I did all of the hiring myself. I took all these resumes, and some of them was 3-4 pages long and some of them had misspelling and it was terrible. So, I couldn't go through all of them, I did not have time. So, I took all that looked good in one pile and the rest was tossed. The ones with 3 pages, I did not even look at it. I mean the ones that looked good and was clean they got a phone call from me and if I liked what I saw we sat an appointment and that's how I decided. Now, the person I ended up hiring did not even bring in a resume. It was a gal from the bank a couple of blocks down who knew I was looking for someone and she had a really good employee who wasn't happy there but that she really cared about. So, she came over to me and said that I think I might have the right person for you. So, I interviewed her and did not even look at their resume. I liked her, gave it some thought and gave her the job. It's been great. 12 years we worked together. Now she is my biggest client, now I work for her. Her husband inherited a lot of money, so I treated her right so now she is a client. You never know. The key is to understand that there is a decision maker. This is what I am always trying to teach my staff, is that if they need to get something from someone or call someone, just the person who is answering the phone might not have the knowledge to fix the problem. It has to escalate from there to the supervisor who is a little bit more experienced. But the key is to get to the people who have authority to decide on something. The manager of the store often like to feel like they are the decision maker because they manage the store manager,

but the truth is they don't make the decisions because, the boss the owner is the one who makes the decision because they are the ones who have financial risk.

Jessica Edwards 13

Interview Transcript

Interviewee: Miles Sunder

Date: 29 April 2019

Time: 3:30pm

Location: 1810 Hope St (his house)

- 1) **What is your name, and how old are you? Can you tell me a little about yourself?** My name is Miles Sunder I just graduated as a 5th year business major with an Entrepreneurship concentration
- 2) **How would you describe yourself to a stranger?** I would say outgoing and very oddball type of dude.
- 3) **What do you mean by oddball?** I will be myself and **don't try to be someone I'm not**, no filter, **I don't really care what people think**. They are either going to like me for who I am they are going to see the full me and either take it for what it's worth or not.
- 4) **What are some of your hobbies?** Playing basketball, breeding lizards, attempted brewing alcohol, and beer dye.
- 5) **How did you get into your lizard hobby? When did you start?** I just got into it because I have always had an entrepreneur mind set and was also really into reptiles. I started in eighth grade when I had a really rare chameleon and a bunch of my friends wanted one and I couldn't figure out how to get another one. Then i finally found a breeder who had another one and thought I should do it cause there was clearly a market for them because you can't find them at a regular pet store. So i spent the next 2 years figuring it all out it terms of logististics getting the lizards, how to keep them alive, while going through the stress of breading them.
- 6) **How did you find people to sell your lizards to?** Different types of marketing forums, classified groups, pet stores I am in contact with across the country that will buy like 20-30 of them at a time, retail and overnight shipping. There was an established model for selling exotic fish so I tapped into that and used it for reptiles.
- 7) **What is your drinking habits?** I would say that i drink socially probably 6 days a week **with large groups of people**. Whether that is at the bars or at a house or **social gathering**.

8) Which situation do you choose beer, wine, cocktails etc? It usually depends on the amount of time the drinking is going to happen. If it is going to be an all day affair then probably something not as strong like beer or wine rather than a stronger mixed drink or shots. If its a going out at night setting then it's probably going to be harder drinks.

9) What type of activities do you think you would drink wine at? A more formal event or with a smaller group of people at a nicer event.

10) How do you drink wine casually? Probably a dinner party or just hanging out with friends watching movies on a wednesday night.

11) What is your typical price range you would spend on wine? If it is just a casual send probably under \$10 a bottle. But if it's a special occasion or im with a girl on a date \$20-25

11) What are you passionate about? Making money. Starting something from nothing and finding away to turn it into an entrepreneurial venture.

12) How does performing these activities make you feel? It makes me feel successful I feel like it's a good measure of how much time and effort I am putting into something.

13) what are some other entrepreneurial ventures have you had besides your lizards you mentioned before? I also had an Ebay business in middle school where I sold rare lego collectables, baseball cards, Yu-Gi-Oh! Cards, and pokemon. I netted probably 10-12 thousand. I have probably been most successful with my lizards with my current breeding program I am making 80,000-100,000 dollars worth of lizards per year and in the next couple years if things go right it could turn into a 150k-200k income source.

14) **Would you say you are a confident person? What makes you feel most confident?** For the most part yeah. I would say when I was younger people heard of my small business ideas and thought they were dumb and doubted that I could make any money off of it. That I wouldn't succeed and that I wouldn't make any money off of it. **Friends** in middle school and high school always **gave me shit** for it and then **at a certain point I just didn't care**. I had the mindset that **I was just going to do things my way** and then I realized when I started making money and being successful people's opinions changed. So I think that helped me attain the confidence to be myself and not care what other think.

15) **Are other people's perceptions of you important?** It depends on the person. I don't care what a lot of people think about me but there is just a small percentage of people. If they have done something where reached the point where I care about them then I feel like I care about their opinion of me.

16) **Who are those types of people can you explain?** Close friends from high school and college , parents, roommates, mainly anyone who has had a positive effect on me.

17) **What is a description of a typical day/week/month at your job?** Get up whenever I feel because I make my own hours. Then spend maybe two hours feeding and taking care of the lizards and watering their plants. Watch netflix, drink, hangout with friends. For the week I feed the chameleons every 1-2 days then give them water daily. The skinks I only have to feed twice a week. Then selling them is all dependent on when the eggs hatch for the chameleons.

18) **How do you let off steam?** Going to the gym, playing basketball, jujitsu, go hangout with friends. Typically it's either some sort of athletic outlet or going and **surrounding myself with a good group of friends** to just get my mind off things.

19) **Describe a time you've gotten into conflict/does this happen often?** This one time my friend was really annoying me when we were drunk and I decided to cock back and punch him in the face but instead I slapped him really hard.

20) **Would you say that most of your conflicts happen when your drunk or sober?** Drunk. To be completely honest I can't seem to think of many conflicts I have had with people when im sober.

21) **When did you start/stop caring what others think of you?** Probably like midway through high school before then I was pretty self conscious about what other people thought of me. **Once I started to prove everyone wrong** and make money with my lizards. **I was just like alright I am done caring what other people think** cause if I let what other people think dictate my actions there's going to be a lot of chances that successful opportunities in life that are going to be squandered.

22) **So did being successful financially with your lizards give you confidence?** It was more than that. It was also having something that people are close minded about and telling you that there is no way that can work as a successful business it's not going to be profitable. **Basically everyone telling me that I was wrong and then being right about it.** Whether it was making money or on the other side of it if no one is doing this and there isn't enough research to have a book or

method on how to breed and sell exotic lizards. A lot of the information I found through internet threads, forums, or had to learn by trial and error.

23) What is valuable about going beyond the ordinary? How does it make you feel? Being able to differentiate yourself. **Being ordinary is just** stagnant and just going through the motions. **It's kind of boring honestly.** Going beyond the ordinary is adding excitement to your life rather than being robotic. It makes me feel good it makes me feel like i'm accomplished. Money is one way of how I measure success but the other is going against the grain and finding ways to achieve things like that make you feel good and do something that others can't do.

- **IG Gap #2 How can you become a badass?**

24) What does success look like in your Career, Future? Social circle? I am unsure of what direction I want to take in my career future. As far as my friends go just maintaining good relationships with friends that matter and being able to find the time to hangout with friends and enjoying that time. **The biggest thing is just having fun with the people I surround myself with.**

25) How does it make you feel when you are with your friends maintaining those relationships? It feels good, happy and joyful.

26) What is the first thing you do when you get home from the day? I don't really have a set routine.

27) What is your definition of personal success? Just being happy with where your at in life whether it's socially or with relationships or business or career. Being happy with it but not

being completely satisfied to where you are just staying there. You have to be happy but also motivated to keep self improving or improving in whatever your doing. I think that starts with enjoying what you are doing.

28) How do you celebrate your successes? There is no need to. There isn't really a celebration because it's an ongoing thing continuing to be successful that's providing self gratification in itself.

29) What gets you out of bed in the morning? The biggest thing is if I were to just sleep or just check out of life I got hundreds of living creatures that rely on me is the biggest motivator. There is expectations that I have placed on myself that I don't have a choice. The other is motivation is to get through the next accomplishment whatever that ends up being.

30) What types of risks do you generally take? Well when dealing with living animals there is always a lot of risks. For example one particular lizard I had there was only two of them and they were worth \$10,000 each. One of the lizards got a rare disease where it had a tumor in its eye and it died then I was out \$10,000. So I would say there is a huge amount of risks and things that can go wrong.

31) How about social risks? Socially I don't take too many risks. Mostly just with my business and financial risks.

32) Do you like to try new things?/what? I kind of have the mindset within reason don't knock it till you have tried it at least once. Like without being an absolutely crazy idea I'm all about giving things a shot. Whether that's a new food or a new group of people I haven't met I am

down to try it. Or when it comes to work if someone suggests a different way to stack the lizard cages and habitats differently. I will try it. I feel like i'm open to trying new things.

33) **What about when it comes to drinking do you try new things?** If there is a good deal on something I have heard about. The thing with booze is I don't think there has been a time when I look at the label and think something looks good **it's more a word of mouth thing**. If **someone gives me a good recommendation then i'll try it** but some days I will go in and know what I want rather than risk it. But **I don't like getting stuck in a routine** and I want to try something new.

34) **What makes you decided to try something new instead of sticking to the usual when it comes ?** Part of it is my mood that day and how things are going. The other part of it might be how long it's been since I have snapped out of my usual White Claws and Tequila. It's my favorite go to but there is only so much of it I can drink before **I get bored and want to try something else**.

35) **How often do you leave your comfort zone?** I don't leave my comfort zone when it comes to social outings very often.

36) **What is on your bucket list?** I don't have a bucket list because **if something is important enough for me to put on a bucket list I kinda just go do it**. If something comes up that I find important enough to say I need to do it at some point in my life then I would start planning how I am going to do that right away.

37) How far in advance would you you plan things out like that? I have been talking about wanting to do a Europe trip next year for about 2 months now. I plan to go about 6 months from now. If it doesn't work out I would table it then I guess I would have something on my bucket list. But I feel like life is short and unpredictable and you never know what is going to happen. So if it's really that important to you just try to make it happen sooner rather than later. I feel like everyone that talks about their bucket list it's because they are tabling things they want to do for later in life so they can do what they feel like they have to do now.

38) Is there anything bucket list like that you have already done? Yeah when I was 16 I had convinced my parents to let me fly out to Germany alone and just explore. I also had a friend who was an exchange student from the year before that I met up with there and spent most of my time there with randomly sending stuff and going having experiences.

39) What are some of your strengths? I would say leadership, strategic planning, entrepreneurial mindset, and seeking out business ventures other people haven't thought of.

40) How do you want others to remember you? I don't know if I really care? I feel like once I am gone I'm gone. It doesn't really matter.

41) Is that why you think you don't have a bucket list? Sort of that's part of it. The other part is I see so many people talk about the want to do things and then a vast majority of them never do it.

Cause I don't know if I have talked to that many people who have had their bucket list who have crossed off even a majority of it.

42) Is part of the reason you feel you don't care how people remember you because you don't care what people think of you? No I just think that worrying about that is extra effort that you don't need to waste. Whatever you end up doing people are going to come up with their own opinion regardless. So if you are happy with how people look at you and how you are perceived when you are still around then people are going to take that and move forward.

- **Topic 3: Why is being a badass desirable?**

43) Can you describe your perfect night? Sunday night with my close friends had a good day of playing beer dye hanging out maybe BBQing and it's the last episode of Game of Thrones and Cersei dies. That or being a tropical paradise type of place being able to relax by the ocean. It's warm, it's all moonlight your with a good group of people just hanging out.

44) So would you say that having the right people with you is a big part of your perfect night? Yeah it's about having good friends and just hanging out and having a good time. Everyone having good vibes.

45) What does a typical night with your friends look like? What role does alcohol play in your nights out? Alcohol is a pretty big role. I would say that it's not to often that some level of alcohol isn't involved in a night out. Our nights out tend to be going to bars. So I would say that alcohol plays a prominent role.

46) What is something you have done that was rebellious? Well I have never really been told no by anyone of authority in my life. So I haven't really had to rebel. But the closest thing was probably in high school when the class president myself and 8 other guys that were all top students in the class planned the senior prank. We snuck into campus late at night but we got caught in the process. The plan was in the quad we had dug up part of the grass area already had figured out where all the pippings where so we wouldn't cause damage to the sprinkler or water system. We had planned to fill the hole with concrete and have a statue of Thor's Hammer that said dedicated to the class of 2014 because one of our friends neighbors was Chris Hemsworth. He was going to showcase it for us the next day. But since we got caught and the principal wanted to punish us by not letting us walk at graduation. But he couldn't not let the class president walk and the valedictorian and the rest of us. They made us remove the statue since they caught us while we were pouring the cement. They wouldn't let us get our diplomas until we helped clean up all of graduation. Me and 3 of my friends didn't shake the principals hand at graduation and we held up our plaques with empty diplomas. That was the closest I got to a rebellious moment.

47) What did that feel like? It felt pretty hilarious.

48) Were your parents upset at all? No they thought that it was hilarious as well. When they looked at our plans they were just shocked all the parents and teachers were shocked how much detail and thought we had put into it. But none of the parents really cared they just thought it was hilarious. We didn't really do much damage.

- **Topic 4: IG#4: What is holding you back from being a badass? (future's shadow)**

49) What is something you have done that you regret? Looking back what would you have done differently? Going line dancing at the graduate on my 20th birthday then getting accidentally

stamped as being 21 and getting too drunk. Then getting kicked out and beaten by the bouncers. I wish I had never gone to the grad that night.

50) Do you ever find yourself avoiding the things you want to do? No I think I have the absolute opposite problem.

51) What do you mean by that? My fomo (fear of missing out) is so hard I continuously do everything I want to do even when I end up suffering because I didn't do what I was supposed to do instead.

52) Can you give an example? Well pretty much the only thing I put before fun experiences is taking care of my animals. But there was a week where I went home to see a basketball game and I forgot to give my chinchilla water and it died.

53) Do you ever find yourself avoiding doing the things that you know are good for you? Yeah because I am an impulsive person and make impulsive decisions.

54) If you were sent to jail for a terrible crime, who would you care most about finding out? (who wouldn't you want to find out?) Probably my grandma. I would want her to think I am doing all right

55) What is your biggest dream? Become a marine biologist.

56) What is your biggest fear? Dying alone or spiders.



Spencer Edelman - In-Depth Interview

Subject: Anne Marie Gibbs

Date: May 3rd, 2019

Time: 10:30

Format: Facetime call

1. **Tell me about yourself. How would you describe yourself to someone who's never met you?**

I'm 48. I'm married have three daughters who are 23, 18, and 15. I own two business. I'm an entrepreneur and also a nurse.

2. **Can you tell me more about the businesses you own?**

I own a personal training business that I've had for eight years and then I own a business where we teach krav maga, self-defense, and I've had that for about two and a half years

3. **How'd you get started in both of those businesses?**

Well, I got started in personal training, because, actually, I helped a girl that was miss Arkansas nine years ago get ready for Miss America. And she, at the time I was not a personal trainer, but I helped her get ready for Miss America, because I've always worked out and exercised. She ended up being first runner-up and so at that point I thought, I could do this. So I opened my own business. Prior to that, I had been a stay-at-home mom for fifteen years. Then, once I got my youngest daughter to school, actually used my nursing license I had for a long time and worked for a neurosurgeon for a while but I was working a lot more hours than I wanted so I'd quit that job. I wasn't working at the time and that's when I trained Alyse Eady for Miss America. And that's what kind of got me into that business.

4. **You said that fitness has always been a big part of your life. Around what age did you get started and how did you get into fitness?**

I mean I was just always into it. When I was a kid I always saw my parents working out or doing things like that. So, I probably started working out when i was a teenagare probably, thirteen or something. I think I had a membership at a gym in Benton. And I was active I did cheerleading and stuff like that. But I always enjoyed

working out it was kind of a, you know, as I've gotten older it's really been kind of my stress relief. It's really good for anxiety and things like that.

5. **What type of training is it like when you're working with Miss America models?**

What's your training method? It really depends on the person; it depends on their body type. If it's a body that's a little bit bigger and I need to pull a little weight off its gonna consist of more cardio. If it's somebody that's really tiny, and i need to put a little muscle on her, then it's not gonna be much cardio, it's gonna be more weights, heavier weights, less reps. I mean I always incorporate weights. Even if it's a bigger girl, I'm a gonna incorporate weight that's what I like. She'll probably do more weight less reps (gotcha, very cool)

6. **What would you say are some of your hobbies when you have free-time?**

When I have free-time, well, I like to shop [laugh]. And, uh, I like to shoot my gun when I have time, which lately hasn't been much. Um, you know, I like to work out. Sometimes I get really busy and that's a problem because I take care of everybody else's stuff but I don't get my own workouts in. So you know that's something I enjoy that I need to do.

7. **What are your top three favorite places to shop?**

Well here in Little Rock, Barbara Gene is probably my favorite place to shop. They just have really nice couture clothing, so yea that's probably my number one here.

8. **And were you born and raised in Little Rock?**

I was born in Little Rock. I was raised in Benton which is about thirty minutes outside of Little Rock. It's a smaller town than Little Rock is. And then I moved to Little Rock after graduation, so I've been here for about thirty years.

9. **What would you say are your drinking habits?**

How often do you drink, how much, what type of alcohol do drink when you do choose to drink, stuff like that? Lately I haven't drank as much. I've just been trying to be a little more conscious you know on my eating and my weight a little bit. But typically, maybe once a week; a couple glasses of wine. I like red wine. Typically, like kind of a

pinot blend or something like that. But I don't necessarily like something super dry I kind of like a little bit of sweetness to it.

10. What are you passionate about?

Um, I'm passionate about self-defense. I'm really passionate about teaching kids; that's one of my favorite things. The self-defense business is teaching kids how to defend themselves because, um, I just see it change them so much, especially little girls. I just see their eyes light up and see their self-confidence grow. I'm really passionate about that.

11. What sense would you say you feel when you see those looks of confidence on your kids' faces?

I would say it makes me excited; it makes me happy for them. I feel like it's just pouring a little bit into them that could really make a difference in their life.

12. With yourself, what do you do that makes you feel confident in yourself?

Well working out for sure. Knowing self-defense, how to protect myself. That makes me feel really confident. Yea those things probably.

13. How much importance do you place on others' perceptions of you?

It depends on who it is. Some people I just, you know, I don't really care what they think about me. And other people it matters, you know. I try not to put too much importance on that. I feel like my intentions are good so, it just depends.

14. Who would you say are some people whose perceptions of you that you do place a lot of importance on?

Um, probably my kids, my dad, my husband. You know, my business partners. Yea.

15. What would you say a typical weekday looks like in your life, from start to finish?

Get up, go to the gym. I start personal training people in the morning. Depending on the day, I may train six to eight people. A lot of times, that's back to back so I don't have much of a break. I try to, after that or sometime, I'll usually eat something quick while I'm training people or maybe after I finish. Then I try to go do some cryotherapy, try to maybe get a workout in. And then I have krav maga in the evenings.

16. Has there ever been a time where you've had to defend yourself physically?

No. There actually has not been. I've had a lot of people ask me why I do krav maga, if I've been attacked before or anything like that. Actually no, there has not been a time that anything like that has ever happened. It's just one of those things I think everybody should know self-defense. It's better to have it and not need it than need it and not have it. And it's just a great exercise. It's a good way to stay healthy cause you're really having to use your body. So it's a good workout, but you're also learning something at the same time.

17. Can you put in layman's terms, what exactly is krav maga?

Krav maga is the hand to hand combat system of the Israeli military. It was developed in the 1940s to learn in a relatively quick amount of time. It was also developed for anybody to be able to use. Whether you're a small female against a larger male, whatever. Everybody in Israel [military] has to learn krav maga, whether you're male or female. Everybody learns it.

18. What was it about the krav maga style of defense that made you want to pick it up as opposed to another form?

Well, krav maga is not really considered a martial art. We don't really have competitions or anything like that in krav maga. It doesn't have the art form so much, as like a taekwondo does. [Excuse me I have to go let my dog in- no worries]. It is practical self-defense; that's one reason I really liked it. If somebody attacked you when you're walking to your car or somebody grabbed you and tried to take you somewhere, anything like that, krav maga is really what you want to know how to do because it is very practical. Anything you learn in krav maga are things that you would learn that would save your life. It's really street fighting. It's practical; that's why I wanted to learn it.

19. In conflicts, physical or not, how do you handle conflicts? Describe a time when you faced conflict, either in your personal or professional life, and how did you resolve it?

I really don't like conflict at all, I try to avoid it. It makes me really uncomfortable. I kind of avoid conflict a little bit. And then when I'm pushed into

conflict, I come out swinging, I guess. I mean I haven't really had a physical conflict with somebody where I had to beat 'em up or try to [laugh]. Um, conflict is always upsetting to me and that's one thing I'm kind of working on myself is handling conflict a little bit better. I've had conflicts with one of my business partners. It's just very uncomfortable but I'm trying to work on that to just be able to, um, communicate a little better. Instead of just trying to blow it off, which is like what I do sometimes. Or, if it's conflict like somebody just in my face, then I just kind of get mad. I don't really like conflict so, but anyways it's a part of life.

20. It seems like you've really gone out and made something for yourself rather than settling for what life throws at you. How does going beyond the ordinary make you feel?

Good. There's always room to be more. I want my business to be bigger. I want everyone in Little Rock to know what krav maga is. I want everyone to know at least a little bit how to protect themselves. I want that to be extraordinary, so not just out of the ordinary. That's kind of one of my things right now that I'm working on is really trying to grow the krav maga business.

21. Do you see yourself as sort of an ambassador for krav maga? Or is it just something that you feel passionate and want other people to know about?

Probably a little bit of both. I would be an ambassador for krav maga and I would want everybody to know it also (Very cool).

22. In terms of making your business bigger, can you objectively describe what that success might look like in your career?

I'm about to probably enlarge the space that I'm in right now to have more floor space for krav maga. Eventually, I'd like to have a much bigger facility and, um, maybe some different locations.

23. How do you see success growing in your personal life?

Success in my personal life, let me think. You know my kids going, being happy, and leaving the nest; flying around the world; and being good, productive human beings.

I feel like that would be a success from raising them and sending them off in the world to make their own way and hopefully do great things themselves.

24. That's very admirable. What motivates you to wake up in the morning and get out of bed?

Coffee! Coffee is what motivates me to get up in the morning [laugh]. Besides that, I mean, I love all my personal training clients. Teaching people new things, that motivates me.

25. When you first get a new client, how do you make that initial impression that would hopefully build a long-lasting relationship?

Typically, when I first get someone that comes in, we sit down and have a consult. I learn a little bit about them. I ask them a lot of questions about if they've had any injuries, what their general health is like, do they have any chronic illness or anything like that that's going on in their life. I think I said injuries, allergies to food, all that kind of stuff. I try to get a pretty good, real well-rounded picture of what their health is like. Because I try to take all of those things into account when I'm training them. So that's important to me, before I even start training somebody.

26. Are there times in your life when you feel like you're outside of your comfort zone?

Oh yea. I mean, trying to build the business and possibly moving it. All those things kind of put me outside of my comfort zone because I'm like looking at things going okay well how much is this gonna cost. You know, it can be a risk. So, I think anytime you're taking a risk like that it can put you outside of your comfort zone. In my training, I mean krav maga is very aggressive and you're tired, and you gotta keep going you gotta keep pushing. That takes me outside of my comfort zone. When we have a belt test, you know, those are about four-hour tests, and that will take you out of your comfort zone because you are kicking ass and getting your ass kicked (laugh). That can take you out of your comfort zone. And we also have training for instructors. Right now, once a month, matter of fact I'm going here in a little bit to just kind of practice for our training that we have next weekend. Yea, that can physically push you outside of your comfort zone.

27. What goes into consideration for you when taking a risk?

Can be in terms of growing your business, or krav maga, or anything. I really try to look at it from all angles. Where my business is now. What I'm doing to increase my number of students. I just had a new website built. You know, just all the space. One of the spaces I was looking at, they had required specific signage. Well I checked to see the cost of that signage is \$5,200 just for the sign. And so, there's all these things to take into account before I make a decision because I don't wanna make a decision that would end up making me more stressed out or put me in a bad space. So, we'll see

28. What would you say is the biggest you've taken, either professionally or personally?

I think just starting the business in the first place. I had been a stay at home mom for fifteen years. I finished nursing school in December '94 and then I got pregnant with Suzanna in February. So, I mean, I've been at home a long time. Then when I got Liza in school, I was like *I need to do something*, my brain is turning into jello. So I went to work as a nurse, which was a risk because I've been home for fifteen years and I hadn't really worked as a nurse after I graduated school. But then I quit that nursing job because I was working 12-hour days and stuff. And then just going *I'm gonna open up a personal training business. I don't have any clients or anything but I'm gonna do it*. So that was risky. And then I took over the krav maga school two and a half years ago. I mean that was a risk. I did not pull that many people from the school where it was. So you know, that was risky. But I worked hard to get it where it is. But I wanna take it further.

29. What are some of your strengths?

I like to help people. I like to teach people how to do things. My confidence. Just being strong and trying to be a good role model for other people to be healthy and to learn to protect themselves, or just to be strong in general.

30. What are some things that are still on your bucket list?

That's a hard one. I want to go to Israel and train with Mossad. I definitely want to go to Israel for sure. I'd like to say jump out of an airplane but I really don't want to do that (laugh). But yea that's one of my main things, I really want to go to Israel, but I'd also like to go to Israel and do krav maga.

31. **With everything else that you see yourself accomplishing, how do you want others to remember you?** I know this is kind of a dep question. I would want to be remembered as being compassionate, and loving, and strong. Yea as being a good parent, that's important to me.

32. **Can you describe what a perfect night out would be like for you?**

Actually a perfect night is a perfect night in [laugh]. Sitting on the couch and watching Game of Thrones. Perfect night out, probably just a nice dinner with my friends, my kids my husband. And just sitting around and talking, and laughing, and you know having fun. That's a perfect night out to me.

33. **What are some things you do that make you feel free, in terms of not really feeling like you have to conform to any of society's norms?**

Yea, that's a big one for me. I don't like to conform to society's norms so much. I don't like the whole PC thing that's going on right now. I'm a woman, I own my own business, but I'm not a feminist. I don't really agree with the whole feminist movement and the Me Too movement and all that stuff. I definitely don't conform to those norms. I think a lot of the norms are women are victims, like we're victimized. I think women can do anything. Everybody can be a victim of something or somebody, male or female or what. I think that strong women is what we should be seeing. Not society's norm of women kind of being victims and I think that's unfortunate.

34. **Looking back on your life, what would you say is something you may have regretted or is there something you would have done differently?**

Hmm. I don't necessarily regret anything. Even though there's things that I've done wrong and maybe I could've done things different. But at the same time, I think all those things have shaped me to who I am today. I think all those things that we may have done wrong shape us to who we're supposed to be. I try not to necessarily have a lot of regrets.

35. **What would you say is something that you would like to improve about yourself?**

Currently, for me to be a personal trainer, I should be eating really healthy but I've been eating horribly recently. I've always had a sweet tooth. If there's something I

can change about myself right now, I would like to change from eating sugar and junky stuff. I would like to be a little more self-disciplined in that department.

36. What would be your perfect cheat meal?

Let me think. Oh man. Well last night I went to see Avengers and my cheat meal was popcorn, M&Ms, and sour patch kids [laugh- love it]. Besides that, gosh, I like all food. Cheeseburger and french fries, maybe a coke, that would be a good cheat meal. Or maybe some pecan pancakes loaded up with butter and syrup on them would be good too. (you're making me so hungry right now).

37. What is your biggest fear?

An asteroid hitting the earth [laugh]. Failure. Failure is probably one of my fears. Or of course being a mom, something bad happening to one of my kids, that's a huge fear. I just have to turn that over to God, otherwise I'd go crazy.

38. What is your biggest dream?

My biggest dream would be to really grow my business. More so, the krav maga aspect of it than the personal training. And just really see that take off. For people when they hear krav maga, they know what it is and just something people will be more aware of and really grow that.

39. Is there anything else that we haven't covered that you'd like to talk about or say?

I can't think of anything; we've covered a lot.

Interview Transcript: Jack Kuzma

1. Tell me a little bit about yourself and your business background?

Well, I'm 56 and I have three adult children. I have two sons that are Air Force pilots and a daughter who is a lawyer. I'm proud that my kids are successful but mostly that they are happy. I went to school at the University of Wisconsin and got a business degree. I started out managing clothing stores, but that was short-lived. I have worked in the healthcare industry for 30 years. I've been in sales for 25 of those years and in management for 5. I have a very highly motivated sales staff and they keep me very busy. Traditionally, at least within my company, my position was held pretty dominantly by men, so I feel fortunate and also challenged with this opportunity. My sales force has a wide range of client base, so it keeps the job interesting.

2. How often do you entertain your clients?

We entertain clients on a regular basis and that can range from a professional sporting event to a nice dinner.

3. What kind of social setting do you find yourself in? Do you socialize on the weekdays or weekends mostly?

I probably socialize once or twice during the week. Last week I attended an awards banquet for my industry in Minneapolis. Usually, I take clients out to lunch or dinner. When dinner is on the agenda I usually have it planned for a nicer restaurant near the client's home or work. Lunch is more work related. The dinner plans are more social and less about work, more

like a thank you for your business. Weekends are saved for family and friends and it's probably less about the restaurant and more about the backyard bbq.

4.Can you think of a situation that you might have chosen wine as your “drink of choice” over maybe a cocktail or a beer.

Yes, I purposely choose wine as my drink of choice for many reasons. First, it's my sipping drink. I tend to drink wine more slowly and it goes well with or without food. Second, I think it is more socially acceptable for a woman to order a glass of wine rather than beer or hard liquor. I do this with clients because I perceive it to look more professional. An example of this was just last week at the awards banquet I attended. Wine and beer were the only alcoholic beverages served. Hard liquor would have been a possible detriment to the perception of this very professional evening. However, I will say that when I take my clients to a sporting event, beer is an appropriate drink of choice. The atmosphere is less formal and let's face it, there are no good wines at sporting events.

5.Sounds like you adapt well with social situations.

I think you have to be aware of the situation you are in and read the client and react accordingly.

6.Do you ever drink wine at home or mostly when you are in a social situation?

I drink wine all the time, is that a socially acceptable answer? laughs.... Most of my friends enjoy wine too and I will say that when I'm out with friends we usually get a bottle to

share. I have wine at home too and if I'm making a terrific meal I definitely pull out and enjoy a bottle.

Wine is great because you can enjoy a glass with or without food and I think that makes it a versatile choice.

7. Are there certain emotions that you associate with drinking wine?

When I think of having a glass of wine it's usually for a fun, festive occasion. I often think of great meals and good friends. The flavor is like no other, so it has positive memories and conjures up good feelings and I enjoy the way wine relaxes me.

8. Do you prefer reds or whites?

If I'm just sipping wine on the boat or at an outdoor event in the summer when it's hot I choose a pinot grigio, because it's lighter and fruitier. My go to is chardonnay because you can sip that alone or pair with fish or chicken or anything really. In the winter I like a bold cabernet or red blend because we tend to eat heavier foods that balance well with red wine like pastas or beef. I also experienced prosecco in Italy and that was a great find. I don't like sweet wines or champagnes so I'm not a rose or white zinfandel fan. Basically, I'm probably considered a wino because I'm pretty easy going with any pour I'm offered.

9. What is the price range you stick too when selecting a wine?

I think it depends on what you are going for, but I believe there are good wines out there in all price ranges. Usually I spend about \$20 for a bottle of chardonnay but more for my reds.

I'm not a wine snob by any means, but I know what like and I tend to stick with a few brands pretty consistently because I know they are good.

10. What brands do you like?

I enjoy California wines very much. I like Butter Chardonnay because it's so rich and bold. Tolosa, a winery by you, also makes a good chardonnay, basically you can't loose with a California chardonnay, it's fun to try new varietals. For a real treat I like Cain Five Red Blend, it's so amazing but the price tag is not always in the budget. I'd call that my special occasion wine.

11. Have you heard of Hope Family Wines?

Yes, I have had Liberty School Cabernet. Austin Hope is a wine I've heard of but not tried.

12. Have you heard of Troublemaker wine?

Oh my, you won't believe this, I do Christmas presents for my sales team and I went with a wine theme this year. I was looking for a wine with a funny name and my sales force is so outstanding and sometimes they are outspoken and I call them my trouble makers. I was at Total Wine looking for a bottle with a funny name or a cool label and I found Trouble Maker. I bought six bottles for the team along with other wine paraphernalia. I haven't actually tried the wine, but it was under \$15, around \$13 maybe, and I usually spend around \$35 per person at Christmas. Perfect price point and perfect label. On a side note, and I think it's important to say this, two of my sales team members are men. I bought them growlers of beer from a local brewery and not the wine. Mostly because I know that they aren't wine drinkers and I wanted to

gear their gift toward something that they would enjoy and they are craft beer guys. They are no less troublemakers and their beer was called Electric Mayhem. (laughs)

13. So the label and name got you to make the purchase?

Yes, it definitely did, it was a perfect find. When I'm bringing a gift for a friend sometimes I look for a great label or a catchy name to coincide with the occasion. For birthday presents for friends I've bought Cupcake Chardonnay and for 50th birthdays I've bought Old Bitch or Sassy Bitch wines. Some labels are very creative and they make for a really fun gift or to commemorate an occasion.

14. When you say your sales team were trouble makers is that a good distinction?

They are trouble makers in a good way. They fight for our customers and work very hard to give great customer service and that takes extra time and effort on their part. They do this because they are exceptional people and they listen closely to what their customers are telling them because they care. That's not always an easy find in the health care business so that makes me very proud. The trouble maker part is that they make the customer service staff at our company crazy and me crazy most of the time too. They are definitely a group of rebels.

15. Are you a trouble maker?

Oh, that's an open ended question. Yes, I am pretty badass. For a few reasons. First, I've raised three amazing kids and I'm an awesome grandma. Second, even though I work in a male dominated industry, I have a million years of experience and I'm a trailblazer for future women in my profession. I like to shake things up and let them know I'm here, I'm NOT a meek, quiet

voice in the industry. Lastly, I am more of a trouble maker and much more confident after a couple glasses of wine. (laughing)

16. Do you put pictures of yourself drinking wine on social media?

I'm of the old adage that once a picture is out in cyber space you can't get it back. Yes, I like to party as much as the next person, but I don't think it's wise to show pictures of yourself with a drink in your hand acting all crazy all the time just to prove that you are the life of the party. The life of the party has nothing to prove! I am on Linked-In, Facebook and I snapchat with my kids. That's about all I can handle, but I think social media is a valuable tool for many reasons.

17. Thank you for talking to me about wine, your professional life, and how this all connects together. One last question and this has to be a quick reaction so here goes. When you think of badass empowered women and wine what comes to mind?

Huh, Hoda and Kathie Lee, drinking wine every morning on the Today Show (I tape it). They are iconic and they have made it socially acceptable to drink wine in the morning, they are my heroes!

18. Is it hard to not be able to see your sons for long periods of time?

To be honest, yes. It's difficult as a mother to wake up every morning not knowing if your kids are okay, let alone alive. It makes you put a lot of things in perspective. It's hard to keep a positive attitude a lot of the time, but then I think about my daughter, granddaughter and daughter-in-law's and realize that they need me to be strong for them.

Interview Transcript. - Brandon Emba

Interviewee: Carlos

Location: Library

Time: 12pm

1 Can you tell me a little about yourself and how your closest friends would describe you.

Im 26 years old, I am student at cal poly about to graduate with my bachelors in business with a concentration in accounting. I like to hike and spend time with small number of friends on the weekends. Throughout the week I usually just wake up, go to class, study, eat and watch some netflix, ending the night with cleaning and organising as to get ready for the next day. I try to work out a bit when I have nothing planned but its not planned. Although I should. I never really used that gym much.

2 What are you passionate about?

Im passionate about getting my degree and start working but i'm passionate about being able to provide for my family back home. With a good job and a good income, a lot of our problems will be no more.

3 How does working to make this passion a reality make you feel?

Very proud of my small accomplishments. Like I said, being able to provide for my family will allow me to finally start my life beyond just getting things done. I'm excited to find new hobbies and travel a lot.

4 Would you say you are a confident person? What makes you feel confident/empowered?

Not really. For the most part I tend to be a very shy individual. Hence why i love accounting so much. Sure there are moments when I need to be on my toes about speaking to people like in interviews or getting help in general about subjects I find difficult but for the most part I keep a small circle of friends.

5 What is a description of a typical day/week/month at your job?

As of right now im not working. I decided to spend my last quarter at cal poly just basically studying and hanging out with friends.

6 How do you let off steam? What do you like to do with your friends to relax?

We like going hiking a lot. Every mountain out there i've probably tried it. We also like to drink wine and play board games. Sometimes both together, no i'm kidding. We tend to drink responsively.

7 How important to you are your friends opinions?

From my close friends, alot. I like them to know who I really am and not a misconception of I might be. We usually have late night talks while playing board games and drinking wine. Sometime even when we're watching a show together and we end up forgetting that we were watching the show. But from other people or not so close friends, I don't really think about it too much.

8 When did you start/stop caring what others think of you?

Sometime after I started college. I wasn't the ideal student and that bothered me for the longest but once I actually started going to school and getting good grades, I figured I'm doing the best I could be doing for myself and that no one got me here but myself. I figured that everyone has different stories that got them where they are and that we all have different struggles, what matters is that just keep going, trying our best.

9 What is valuable about going beyond the ordinary? How does it make you feel?

Going beyond the ordinary.... Well for me and my peers the ordinary is usually being stuck at a dead end job doing the same thing all the time. It's not a bad life but not the life I wanted for myself. I wanted more. Being at cal poly and pursuing a career in accounting, is going beyond the ordinary for someone like me. It makes me feel really good you know. Like a the best decision I could of made was to just become someone I never thought I could.

10 What does success look like in your Career.

Making at least above 60k a year. I know for some that may not seem like enough but my families have been living on less than 50k a year in a combine household income. I figured 60k a year is a good place to start.

11 How about in terms of friends?

I hope that I stay in touch with my current friends. I hope we all become successful one day and we can be like those friends on tv where they are in a good looking backyard along with their families cooking a nice bbq.

12 In terms of Romantic relationships?

I hope to meet someone fairly soon. I always wanted to be a young father and being able to play with my kids at the park.

13 What is the first thing you do when you get home from the day?

Take a nap.*laughs* like I said Im 25. I know i'm not old old but sometimes a tough day really takes a small toll on my body. I like to just eat and watch some netflix. If its by the end of the night, I'll drink a small glass of wine.

14 Why wine and not other types of alcohol.

Wine is looked as more acceptable to drink on a regular basis i think. It's also doesn't get me drunk or buzzed it just relaxes me while i'm eating.

15 What makes you feel free?

Going home *laughs*

16 You home a lot?

I try to go home at least once a month. See my family and some friends that I have there. Although it's not the same kind of freedom I have here in Slo. I live on my own, there's no one I need to tell where I am or going.

17 What pressures do you feel like society has placed upon you?

There's very little space to fail. Small failures can be very detrimental at this point. But I try not to let affect me. To an extent it keeps me on check. Keeps me going. I gotta constantly try new thing I don't like or may not enjoy but things I have to in order to succeed.

18 Is performing outside of your comfort zone something you are able to do?

Not really. Only when I have too. Which seems to be most of the time at this point.

19 How much do you value other people's opinion of you?

I welcome good criticism, when it's meant to make me a better person, yes. That usually comes from my close friends.

20 What is something you have done that you regret?

When i started Community college I didn't put that much effort into it as I should of.

21 Looking back what would you have done differently?

I would have put more effort into my education from the beginning. Maybe save up more money and spent less time going out so much.

22. Do you ever find yourself avoiding the things you want to do?

Yes, sometimes I just want to go to bed early or go out more but I have to stay on schedule and organised

gets phone call

Hey sorry about that, I think im gonna have to leave early. Im so sorry.

23. No its fine, We were almost done.

Okay, yea sorry. This was really interesting though. I wish you luck on this. Hope I was helpful.

B: Interviews Round 2- I4

I:4 - Corinne Cooper

Theme 1- [Mindful Movers]: Movement is healing. It is an act of personal expression, a form of personal improvement, and an indicator to mental health. Our tribe lives an active lifestyle. They work on improving self confidence through exercise. Working out gives our tribe bodies they are proud of, and provides a safe space to find mental clarity. Through pushing through their limits physically, Troublemakers are able to constantly grow their capabilities, and their confidence that challenges can be achieved. Individual exercise requires a lot of self-accountability and provides a space for introspective reflection. It can also be used as a tool to reflect on emotions and focus on purging negative energies. Physical activity demands full mental presence, and this presence brings about reflection. This purging and focused healing, combined with flowing serotonin can help vastly improve the Troublemakers mental state. When mental stability is high, confidence follows, with Troublemakers looking and feeling good.

Physical activity can also be a way to create an identity. The actions we take define who we are, and when a Troublemaker is investing a lot of time into a physical activity, it become a part of them. It a positive way to escape the pressures of life and focus on our individual needs instead. Physical actions lead to passions which shape who we are. And when there are a few activities that define us, it is easier to feel confident in the world, for you have a place you fit.

Group activities, team sports, and other goal oriented athletic activities are a key platform for growing personal connections and developing self identity. Teams hold people accountable, they teach the importance of working together and require a ton of time management. It feels good to be a part of a team. To work towards mutual goals together, and gain confidence through consistently achieving new things with new people.

Other more individualized movements such as dance, become an outlet for personal expression, embodying emotion in its raw indescribable form. Movement as a demonstration of passion is freeing, healing, and connecting. The way we move our body defines who we are, our steps speaking to our personal beliefs, slowly bringing us closer to our dreams. Dancing can evoke a sense of freedom, it can be used as a form of celebration and incentive to complete goals so celebration can follow. Life is constantly in motion, yet the Troublemaker tribe is mindful of this and seizes the opportunity to make their movements count.

- [ID: When asked what makes him feel confident, Griffin replied, “**Being physically active is really important in terms of body image confidence**, and it is also proven that exercise helps promote serotonin and healthy blood flow and more brain activity. In theory **when your brain is working better you tend to feel better** and more confident.” (Question 13)]

- [ID: Continuing on what makes him feel confident Griffin stated, “Going along with that, **dancing is always something that has made me feel super confident.** Not to brag, but I feel like I have pretty good rhythm and dance moves. So sometimes when some people are more reluctant to dance, where I am not and whether **it attracts girls or friends or just a fun time** I love it. You know when there is a dance circle I will go into the middle of it and it is super fun because everyone is hyping you up and that makes me feel super confident.” (Question 13)]

MY OLD ID’S:

- [ID: While describing his passions, griffin brought up basketball and explained how this was a platform to create and grow personal connections stating that, “I picked up a basketball when I was 6 or 7, and always loved playing the game. **A lot of my close friends** back home **we would play together.**” Question 2 Paragraph 2]
- [ID: When asked what truly makes him feel free Griffin responds, “the music is cranking and I am just vibing, oh there is nothing stopping me, **I feel like I can do anything,** I like shaking my booty. **I feel like I am in pretty good shape so at points when other people need to stop and take a break I can just keep going.** I feel like people are drawn to that too and it makes me feel like it is a cool thing and makes me feel really self confident. So yeah, when I am dancing I definitely feel free.” Question 31]
- [ID: When asked how what steps he takes to stay present and mindful, Griffin describes how he uses movement stating, “Yeah, I have learned to just remind myself why I am here, whether that is through playing basketball, or for me staying physically fit, going out with my friends and playing a game we really all love” Question 6]

Theme 2- [Forward Focus]: Troublemakers enjoy the rigor of living one step-ahead. Imagination often guides their lifestyle, with a strong belief that anything is possible. This fantastical belief is translated into realistic goals and big dreams that the Troublemaker purses through structure and planning. This is complimented by the Troublemakers unfaltering self accountability skills. Troublemakers are constantly working on self improvement, and developing strengths to help them succeed in life. Stagnation is not an option. They are honest and realistic with the goals they set, and do everything in their power to achieve everything on their list.

Troublemaker's strive for the extraordinary. Living a lifestyle beyond the ordinary evokes a feeling of excitement that fuels the Troublemaker to succeed. While grateful for the success

they already carry, the Troublemaker also understands that there is always room for improvement. They see life as an extraordinary path filled with obtainable opportunities, and make a conscious effort to pursue as much as possible. “

Being ordinary is just stagnant and just going through the motions. It’s kind of boring honestly. Going beyond the ordinary is adding excitement to your life rather than being robotic.” (Interview, Jessica, paragraph 23).

This is done though living a balanced life. Organization and delegation are used to structure meaningful days, and through planning time for both obligatory commitments and personal pursuits, the Troublemaker turns time into a collection of worthwhile accomplishments. “I live breath and die by google calendar...I will go work out after class and then prep my calendar and see what I have to do that day. I look at my commitments I have coming up for the week, check to see if I have any financial bills I have to take care of. Right now I am planning a lot of trips and making sure I have enough money.” (Corinne, Interview, Question 11). Time is inherently limited, and Troublemaker’s mold their time into something valuable, extracting the most out of their current situation while simultaneously planning for what lies ahead. Through organization and a conscious awareness of time, Troublemakers are able to ensure successful days, as well as invest time into personal improvement.

Everytime a goal is achieved, the troublemaker finds great pleasure in checking off that task from the list. This continual process of achievement leads to confidence in one’s own abilities and the development of even bigger, bolder goals. A Troublemaker defines themselves by their success, not their failures and leans on past experiences for knowledge and drive to continue. Once a hard challenge has been overcome, a Troublemaker is filled with confidence to move into the world and take on exciting new tasks. The Troublemaker sports a very open mindset, and is willing to try new things with new people as long as they can fit it into their busy schedule. However, working hard to accomplish *every* personal goal is a Troublemakers number one priority.

“Destiny is controlled by us and it’s when we decide to do what it is that truly makes us happy that we activate that destiny.” (Interview, Jaycob, Paragraph 23). With Troublemakers, there is always a plan for tomorrow, and for the future; there are always dreams that are actively being pursued. This fine-tuned ability to achieve both goals and responsibilities through an organized future-focused mindset is what truly drives the success of the Troublemaker tribe.

- [ID: When asked what gets him out of bed in the morning Griffin responded, “Probably my google calendar haha. I know that sounds pretty corny but **I love just scheduling everything out. And it fun for me, when I am going through my calendar, to check off all the things I have done.** I really get satisfaction out of completing lists and getting stuff done, checking things off and moving on to my next task is exciting. **A lot of times I am looking pretty far ahead, I am**

checking to see what I am doing tonight and I can't wait to hang out with friends, or go into town. My google calendar really lays out everything that is in store for me and keeps me accountable to it.” (Question 10)]

- [ID: When asked what pushes him to be better Griffin responded, “Internally I am always thinking about my inherent capabilities and how they can grow and **how I can add value to myself is exciting. I don't want to let myself stagnate.**” (Question 11)]
- [ID: When asked about a challenging situation Griffin started to talk about a time he got lost in Vietnam, wrapping up his story by stating, “And **I guess just being open and trying to make some sort of connection with someone saved me.** He helped me to make my flight on time it was really cool. I tried to give him some money to thank him, and he wouldn't take it, he was just this cool little kid, he couldn't have been older than 10 or so. **I guess just persevering and using any skills you have, even if it's just drawing pictures, can really get you through anything. And once you get through something like that you can get through anything**” (Question 8)]

Interview Transcript

Subject: Griffin Nordin

Date: 17 May 2019

Time: 9:00 am

Location: Kennedy Library, 2nd floor fish tank

1. What expectations are placed upon you by others, and which do you feel you have to live up too?

I'll go two-fold with this question I guess. Technically, since I am still a dependant for the next few months, I feel like there a lot of expectations from a parent. My parents always wanted me to do well in school and be involved. Ultimately they sent me to college and get a job. They want me to do well in the world and have the tools I need to succeed. They want me to do better than they did. That is the ultimate goal. For me that meant getting good grades, because good grades give you a good gpa which you can put on your resume, which will help to get a good job and internship to build that resume even more. Maybe also doing some extra curriculars and getting involved with some organizations to make myself more well rounded. Initially, first year I definitely messed around too much, didn't really have that good of a gpa, didn't really do anything crazy. And then my parents were kind of like, alright we are going to harp on you now, so we won't have too again later. And then I figured it out afterwards and got my stuff together. So there is always sort of that external pressure, my parents sacrifice a lot and have done a lot to

get me into college, and hopefully end up getting a good paying job to support the lifestyle I want to live. They want me to have a better life than they did.

In terms of peers, for me, friends expect me to always be there, and help them whenever I can. And at the same time, I definitely have the reputation of a very outgoing person that likes to have a lot of fun and do a lot of fun activities and celebrate. For me the thing is my friends always expect me to go out and have fun and that's really not the worst expectation but sometimes it can be a little burdensome when you are not always in the mood to go out. It feels like you are letting your friends down when someone is like: "oh come out! It's a friends birthday" but I have like two midterms the next day and I am like arghhh.

2. Do you feel like the expectations placed upon you help or hinder you?

I would say they definitely don't hinder me. I think they give me a framework to work within a little bit. Like here is what I hopefully can do, and what people expect me to do, which is usually relatively realistic. No one puts anything super crazy on me. My parents just expect me to get a good job, which is pretty manageable to do in college. My friends just expect me to support them and be there for them and celebrate whenever we want too. So not the craziest expectations but obviously if expectations are there and you don't meet them, you let someone down whether it is yourself or someone else. So that in theory hinders me, but I don't think that is a very consistent thing, or the worst thing. Sometimes life happens and expectations just aren't met and that just gives me something to work towards in the future. I still think expectations are helpful to you, they are basically just like goals you can achieve in life and it is important to have something you are working towards.

3. Can you give me an example of a time when an expectation wasn't met?

Yeah, I guess i'll go back to my freshman year, getting below a 3.0 gpa the entire year was kind of a rude awakening to me of the fact that I really need to adjust my study habits and figure out what I am doing wrong and focus my time a little better and work on time-management. So that was a big awakening. Also the summer after my sophomore year I was really trying to get an internship, but I couldn't quite get one of those big brand name internships which kind of sucked because I had raised my gpa a lot, and gotten involved in a lot of cool organizations, but that just gave me the motivation to really just bust my butt. I worked 40 hours in the job I had and figure everything out and push myself harder for next summer.

We are always getting better.

Yeah

4. What do you do to face your fears?

I don't know if this is a true strategy, but I just try to think about what would happen if I didn't do something versus if I did do something I am afraid of. For example when I decided to go to China I got super excited at first and then I got really really nervous about a month or two out. I was just like oh crap, what am I doing. And I thought about it and was like, well what happens if I didn't go to China? I've kind of screwed myself in terms of classes for the fall. I don't know what I would do, I would probably just have to go home and work. I would also lose money on my program. And if I do face my fears and go, I will probably have fun and meet some new people I will enjoy. Overall it will be a new place where I am experiencing new things, which then at the basis, or the bottom level it will still be better than what I would be doing if I didn't face my fear. I just try to think of the consequences of doing something or not, and the consequences of stagnating or regressing when not facing something, and believing I am capable of progressing as an individual.

5. Do you believe fear is a choice?

Sometimes, yes, but I feel like it really has to do with previous experiences and how your subconscious handles that fear. I think the way you internalize things is sometimes not always your choice. Like maybe you are afraid of bees because you were chased by some once. But I also think in situations where you can choose not to go up to someone because you are afraid of rejection or someone not liking you is definitely a choice. You have never interacted with them and you don't have any tangible experiences to prevent you from having a logical fear of them, so partly yes but partly no.

6. Do you feel like you are more fight or more flight?

I mean, I have done some pretty crazy things, but naturally I do feel like I am a very conscientious person in terms of how I do things, so I would say I lean a little more on the flight side. Self preservation is pretty built in. I think it is mainly because of my parents have always told me to just not get in trouble. Like I can have fun and do what I want, but say I am at a party and the cops come I will have to figure out how to get out of there without getting in trouble. And I am mindful of the risks I take, like if I am cliff jumping I better know how to swim, and jump far enough.

7. How do your goals align with what others want you to do?

My parents have traveled the world a ton in general, so for me they always told me that while I was young and didn't have any commitments I should explore and travel the world. I think that is super cool because that is stuff I am already interested in, I like to travel a lot and see what the world has to offer. In terms of more professional things, I feel like I am a part of very niche jobs and technologies, and no one really has expectations for those because they are not as exposed. The people I am close too, unless they are industry professionals, don't really know what I am talking about so they can't really place expectations on it. My mom and my dad really just want

me to have a good job that challenges me and pushes me, and they understand that I am not always going to be at the same job. They have had a ton of different jobs so they totally get it if I bounce around.

8. Can you explain a situation where you were faced with a challenge, and how you handled it?

Ok so this one time I was stuck in Vietnam in this little village. I was with my friends, and one of them was vietnamese and 2 were not, but we were all traveling to different towns and villages, and one of them was were the vietnamese girl's family lives. And I was supposed to go meet my family in another part of southeast asia after, and my friends were just going to continue on. I thought I had booked the right bus to the major train station, but instead I ended up in this really small village, no one really spoke english and I didn't have any cell service. I didn't speak vietnamese at all, so I was trying to figure out if anyone spoke chinese, and no one did, so then I was trying to pantomime "bus" and the city. I tried to say the city I was going too, but I was probably saying it wrong because no one could understand me. So basically what happened was, I was able to draw a bus and try to spell the city out in english and people could kind of decipher phonetically what I was saying. And then after I said it slower with different tones, this little kid basically walked me to the bus station and told the bus driver and I literally just opened my wallet because I didn't understand the number system and this little kid helped me out so much. And I guess just being open and trying to make some sort of connection with someone saved me. He helped me to make my flight on time it was really cool. I tried to give him some money to thank him, and he wouldn't take it, he was just this cool little kid, he couldn't have been older than 10 or so. I guess just persevering and using any skills you have, even if it's just drawing pictures, can really get you through anything.

9. How do you practice self accountability?

I write down goals and then will go back and reflect on them. I use internal reflection as a tool and honestly evaluate how my actions compare to my ideal self. I think it's just really important to review goals and not be afraid to ask yourself hard questions. And then make a change.

10. What gets you out of bed in the morning?

Probably my google calendar haha. I know that sounds pretty corny but I love just scheduling everything out. And it fun for me, when I am going through my calendar, to check off all the things I have done. I really get satisfaction out of completing lists and getting stuff done, checking things off and moving on to my next task is exciting. A lot of times I am looking pretty far ahead, I am checking to see what I am doing tonight and I can't wait to hang out with friends, or go into town. My google calendar really lays out everything that is in store for me and keeps me accountable to it. So for today I have coffee with Corinne this morning, and then I am working on my senior project afterwards pretty much up until class and then I am going to work

on a group project after class and then I am going to work on a case study competition and then me and my buddies are going out again because they are only in town for one more night. All of that is locked in to my calendar.

11. What pushes you to want to be better?

I think naturally exposing myself to things online, like reading about a new company or technology or person that I would like to be a part of. Also seeing my all my peers around me doing really cool things and pushing themselves to be better pushes me. Internally I am always thinking about my inherent capabilities and how they can grow and how I can add value to myself is exciting. I don't want to let myself stagnate. We are in a really unique position right now, we are learning a lot constantly, and soon will be tossed into the real world and left to our own devices. I think really just utilizing what we have learned through relationships and the ability we have gained over the past 23 years of our life.

12. What makes you unique?

I think I am generally a pretty positive person. I really like to treat others with a certain amount of respect. For strengthsquest, my top strength was consistency, and while we were training no one else had that strength, but it was my top strength. It is basically treating everyone the same and making sure no one is left out. I always try to reach out to people and be very intentional with my relationships, and that's something I have always been really proud of. Whether it is getting coffee or going to work out, you meet a lot of people in your college lifetime, and I think it is really easy to just spend time with your usual people. But just taking that little extra effort to go out and do something you wouldn't normally do makes things more memorable, it gives you something to look forward too. I think my combination of interests also makes me unique. I am very passionate about music, but at the same time I am very technology focused, with an emphasis on travel, and the ability to network with people. I like very hard skills with technology and software, and being able to connect that to passions and hobbies of mine like music is really cool.

13. What makes you feel confident?

Being physically active is really important in terms of body image confidence, and it is also proven that exercise helps promote serotonin and healthy blood flow and more brain activity. In theory when your brain is working better you tend to feel better and more confident. Also public speaking: If i know I did well on a speech and then people come back and compliment me, that makes me feel pretty confident. I have a pump up playlist I keep on my phone that has very high energy sounds. I usually listen to that before going into a test or an interview or something like that, that really pumps me up, I will sing along and bob with it and sing and dance. Going along with that, dancing is always something that has made me feel super confident. Not to brag, but I feel like I have pretty good rhythm and dance moves. So sometimes when some people are more

reluctant to dance, where I am not and whether it attracts girls or friends or just a fun time I love it. You know when there is a dance circle I will go into the middle of it and it is super fun because everyone is hyping you up and that makes me feel super confident.

14. How often do you try new things?

This year I have made myself a bucket list so I feel like I have put in a little more effort into doing new things recently. I have really been trying to go to places I have never been, or find hidden spots in slo. I went to bike night for the first time a few weeks ago and that was super fun. Realizing my situation and what little opportunities I have left has been a good motivator for me to try new things. When I studied abroad in China I chose that place because I thought it was unique and would set me apart a little bit. Everything works out for a reason, as long as you are being safe I really believe that it will work out and create a memory.

15. What is scary about being who you really are?

I am definitely not as confident or as sure of myself as I may seem. I always try to be this light hearted happy person that doesnt get down very often, but in reality, I definitely have had my depressive episodes and struggle with that. Anxiety has been a huge thing my college career, but learning that it is something that is just always going to be a part of me, and that is okay. And not being afraid to show your friends and family that side is okay too. I think opening up about your inner demons is important, you are always going to have some sort of conflict or pressure or uneasiness or even disgust over things you have done, and it is difficult to live with that but just understanding that you did it, and you have to live with those consequences, move on and learn from it.

16. How do you move on?

I definitely depends. You can try to forgive yourself, and just reflect and understand what was done was wrong, understanding that and then coming up with tangible ways to make it right and grow from the situation is very important, and a very crucial way to move on. Things are always going to be a part of you, for example I crashed my parents car and messed up the bumper pretty bad, and lived with that for a little while and felt terrible from it. But I learned to be a more observant driver, I helped pay off the damage fees and tried reprimand everything I could. Do I still feel bad about it? Yes, obviously it was a stupid thing I did and I hurt people but I cannot let that determine who I am. We are all going to make mistakes, and that may be a part of you but it is not everything about you, it only helps you grow.

I totally agree. Well thank you so much for the interview I want to be mindful of your time and let you get to your group.

Thank you so much, see you later!

Refined Themes - Katie

Theme 1 – **Freedom Everlasting** (*Authenticity*): After asking a variety of questions and going more in depth on what it means to be authentic, I discovered that those in the Troublemaker tribe value free-will to the highest degree. The only way they can reach absolute freedom is by being in their true authentic self. The authentic self is what provides them with their own perceptions of their dreams, joys, happiness, and future goals and it is the only form of themselves they can trust completely. Being authentic means to reject the desires of others that are being projected onto you. Once an individual can do this, they can seek out that free will. This free will is what allows them to live by their own dreams and convictions. Reaching authenticity can be done in a variety of ways, but the main component in this endeavor is the craving for freedom. The authentic self is a being that purely searches for joy, love, and compassion. Without his ability, or free will, the authentic self can't be reached and personal growth can't be reached. This type of individual fully believes in his/her ability to take control of their life, and also believes that once demonstrated, this trait can inspire others to do the same.

· [ID: When asked why living a life when you're not authentic to yourself is so bad, Sara replied with, "Well, there's **never growth**, there's **never change**, there's **never inspiration when you're just operating under old programming**. All you are, you're just a robot operating under your parents' software. **And then you're always going to feel unhappy**. You're not gonna know how to find that happiness inside of you because the things that are inside of you **don't belong to you**. You're hearing other people's voices and other people's opinions and you're like "Awe, that sucks" and **if you're constantly living your life for other people, you're never really living your own life**. So, that's when you wake up one day and you're sixty and miserable and you've been working at the same job you've hated for thirty years, and you question life. That's why there's mid-life crises."; paragraph 5]

· [ID: To follow the previous piece of evidence, Sara explains why she doesn't want to out of her authentic self, "No, hell no I don't want that. I mean, everything starts with crisis, usually, anyway. But, yeah, **I'd rather find happiness within myself now**, then after I've already made all the decisions that have led me to a place where I wake up and I'm sixty and I realize all the decisions I've ever made were not what I truly wanted. That's why divorce rates are so high. That's why suicide rates are so high. Because we're not free to operate under our own beliefs and viewpoints and all those things while we're living in our authentic self. But like, that's the normal mode of operation for most people. They don't even realize that they're- like, if we were to have this conversation five years ago, I would've told you like, 'I'm totally authentic, I'm me! Diddy diddy.' I thought I would! But, **you can tell when you're being authentic to yourself or not, because you get that feeling in your stomach**. Like, when you're doing something because you think it's the right thing to do, but in your stomach you're like, 'Ugh! I don't wanna do this!' Or, you let someone treat you a certain way because you think that you have to, but in the inside your soul is stirring. **That's when you can learn that you're living out of your authenticity**.

Or, when you're having poor relationships with people. You don't get those relationships when you're in your authentic self **because you attract people who are also in their authentic self.** Or, people who aren't are inspired to be more in their authentic self around you. And there's a real big thing in today's culture to be like, 'I'm so sarcastic! Its my quality trait!' Sarcasm is a defense mechanism. It's not a good thing. It's a way of saying something you truly feel, that you're too afraid to say. All it is is you protecting yourself. So, when you're in your authentic self, there's no need for sarcasm. **When I can show you my humanity and I can show you exactly how I'm feeling in a way that doesn't attack you or tease you, you have no power to hurt me with that information.**"; paragraph 6]

[ID: Finally, when asked about how authenticity combats outside judgments, Sara replies with, "Yeah, it does combat it, but its **not even a way to defend** yourself because you **realize that you have nothing to defend yourself from.** You only have to defend yourself from **if it matters to you what people's judgments are.** When you let go of that, **the only person who is judging you is you.** And then you can live by your own **standards, your own morality, your own convictions.** And, I think I said this before, but no one is authentically racist. No one is authentically bigoted. Its things that we're taught. You're not born a baby being a bigoted racist. It doesn't work that way. We're just all pure at the core. **So, when you become your authentic self, people don't judge you for it because they're all they're seeing is a healed, pure person.** How are you going to judge somebody for not wanting to destroy the environment? How are you going to judge somebody for being inclusive? You can't because all it does is make you very aware that those things are inside of you. If it makes you angry that somebody is not racist, then you gotta check yourself. Then there's not judgment from other people. And they can feel your authenticity. People don't talk about you behind your back and stuff like that when you're in your authentic self; people say good things about you. **They like being around you!** People can tell when you're pretending to like them, or pretending to be happy, or pretending that you're not annoyed by something. It's all really oblivious. So, when you're secure enough in yourself to just be like, 'Hey, I don't like what you did the other day because it makes me feel this way.' **They respect that and then in turn it inspires them to do the same thing.**"; paragraph 7]

Theme 2 – **Monsters Misunderstood** (*Facing Fears*): When it comes to self-growth and development, our insecurities play a huge role in our ability to achieve these things. They are the counterpart to our dreams and aspirations. It is for this reason I have sought to further my understanding of the things that hold people back. Every person has insecurities and fears. They battle our goals and ambitions and sometimes prevent us from reaching them. However, those in the Troublemaker tribe recognize these fears and insecurities. They have a special way to combat them and it ultimately leads to the development of the authentic self. Troublemakers recognize that these insecurities are necessary for growth. They are the result of other people's judgments, opinions, and perceptions that have made their way into their lives. The key to facing these fears is to recognize them and understand they are not true. The troublemaker is able to find these things and purge them out for the sake of their own well-being. This type of individual

brings their grief and trauma along their road to authenticity so that they can better understand themselves and the world around them.

· [ID: When asked about a time she felt fear and how it hold her back, I asked Sara why it was so scary or bad. She replied with, “It’s all our **own inner voices**. It’s all our **own inner impurities**. I was worried that, because I was so young doing real estate, **that they wouldn’t take me seriously if I let my youth show**. I also had the **imposter complex**. As a child I was **never taught** like ‘You can do anything you wanna do. You’re fully capable. You’re intelligent. You matter’, I was not taught that as a child. So, no matter how successful I was at what I was doing, **I always felt like I was pretending to be good at my job**. Even though I was a really good real estate agent! I made crazy things happen in my deals. And I would always chalk it up to **luck**. So, I never felt like I was worthy of the awards and clients and things like that that I got because I was like ‘If they knew who the real me was, that I’m goofy and fun and I just wanna play’ if they knew that, then they’d know that I’m an “imposter”. Lots of people have that complex, or whatever. And its people who are young. And so there they are operating under that **subconscious programming of ‘You’re not actually good enough**. You’re not smart enough. You’re not this enough’ and they don’t even realize it. They just count it as **luck**.”; paragraph 8]

· [ID: To follow this piece of evidence, I asked her what it takes to push past this ‘programming’, “You have to first become **aware of it**. **Awareness changes everything**, the law of observation. Once you become aware of it, **you can start figuring out where it came from**. And once you figure out where it came from, **you can change it**. Like, my inner demon being a little **seven year old girl with dirty shoes**. My **fear of abandonment** that I had before was because when I was seven years old I stopped being the cute little doll that got her hair curled everyday by her mommy and wore pretty little dresses. And my parents were constantly fighting and drinking, I was not given any tools to know how to keep a family together. My sister was in and out of the house, so I got stuck there as that seven year old girl, terrified. I just wanted my family to stay together. That fear of abandonment would play itself out in relationships. Like, if my dude didn’t text me back in an hour ‘Oh, it’s because I’m never going to talk to him again, I’m never gonna see him again. Something’s happened!’ A lot of people have that too. And, once I realized that I had a fear of abandonment, it took time, but then I could find out where it came from, and **once I found out that that demon was just a seven year old girl with dirty shoes, well then I could heal her**. **I stopped being afraid of that monster** and realized that she just needed to be shown what love is and what a relationship should look like and she just needed to be told that she’s worthy of more than what she was experiencing at seven years old. And she was! **So, then I had an obligation to that little girl who’s me inside of me to show her that**. **And it changed everything**. She wanted that so bad. That little seven year old girl inside of me wanted that family that was broken so bad to be fixed and to be happy. But, that’s never gonna happen. So, That little seven year old girl inside of me was constantly getting me into relationships where I could try to repair that. So, I would end up in a cycle of repeating my parents’ relationship until I realized what was happening so I could be like ‘Oh wait, no. Seven

year old Sara, you don't want that. **Let me show you** what you do want. Let me show you what a good man is. **Let me show you** what it feels like to not be afraid' **and then I made different choices.**"; paragraph 9]

[ID: Once asked how insecurities are acknowledged and 'pierced through' along the road to authenticity, Sara replied, "Or like, **understand them better. My theory is not fighting them with a sword.** Its not being stronger than those insecurities. Because they'll just come back with a vengeance. **Mine is: all of the demons inside of us are not monsters to be fought. They're little seven years olds with dirty shoes to be understood and healed. That's it.** I don't fight them through force. **I allow them to gently come up. And I acknowledge them and I honor them.** I used to never ever cry because I was subconsciously taught as a child that that's a sign of weakness. And I was already weak because I was a woman. So, if I cried then I would just be a hysterical woman. And I wanted desperately not to be associated with women because my dad didn't like women and I just wanted my dad to like me. And I didn't know any of this stuff, I was just like, 'Ew, look at them crying. What weak ass bitches!' But, it takes way more strength to feel those feelings than it does to push them away. It takes way mores strength to let yourself cry, especially in front of other people, than it does not do. So, I used to try to like fight through my insecurities, **but once I realized that you have to acknowledge that they're there and then you have to allow them room and go with it.** It's kinda like people who have panic attacks. You have to sink into it, you can't fight it, it's gonna make it worse. You have to sink into it and ride it out. It's the same thing with traumatic feelings. So, if I were to break out of my comfort zone and I was feeling insecure, my self-dialogue would sound like: 'Its okay, Sara. I'm here with you. You've got this. I can't believe how brave you are. You're so strong. You're so scared right now, but look at you! You're still doing it! You're so amazing. High five, I'm so proud of you. You're wonderful.' All that. **That's the way we need to be talking to ourselves because that's the way we needed to be talking to ourselves before those insecurities were developed.** Or, that's what we needed to hear from our parents that we didn't hear and that's why those insecurities developed. I wouldn't have had that feeling of being an imposter if my dad had just been like, 'Hey, I'm a mensa certified genius', because he is, 'and you're my daughter. You have my DNA in you. I know these three languages, let me teach them to you. You are gonna go so far. You can do anything you want.' If he had said, then I would've been like, 'Heck yea, I'm a good real estate agent. Of course I am. I'm capable.' **So, you have to do that for yourself. You have to say those things that you wish that people had said to you.**"; paragraph 12]

[ID: Finally, to follow up and conclude this topic, I asked Sara how she maintains this attitude: "It just becomes your default dialogue when **you realize that you're worthy of love and compassion simply because you're a human being.** There's nothing that you have to earn. **It's your right from birth. You're entitled to it. Love and compassion.** Even if no one else on this earth gives it to you, you're entitled to it from yourself. When you realize that, then you can hear yourself being so cruel. I say it a lot, would you hangout with people who talk to you the

way you talk to yourself? Because nine times out of ten the answer would be hell no. Would you hang out with friends that constantly told you to kill yourself because you're worthless? No, you wouldn't. But, there you are with yourself 100% of the time. And that voice you're hearing is actually your god. And if your inner voice is always demanding and nothing is ever good enough and you're not worthy, well you're worshipping a god who's telling you those things and you're never gonna be able to please that god. **You're never gonna be able to crawl out of the muck and the mire.** Saturday night live just did a really good sketch where he's like, 'Oh, come take my vacation cruise and go to Italy. If you're sad in America, you're gonna be sad in Italy! Remember, its just a vacation. You're still gonna be sad there if you're sad!' And we seek happiness outside of ourselves and we keep running from things thinking, 'If move to this new city, I'll be happy. If I stop dating this person and date another person, I'll be happy. If I get an A in this class, I'll be happy' but you're never happy. Because your inner dialogue. You get that A and its gonna be like, okay but what about the next class? What are you gonna do then? You get that new boyfriend or girlfriend like, okay but they're gonna leave you too. **So, you have to change that inner dialogue and that's when you become your authentic self.** Because you're not hearing your parents' voice. You're not hearing that school bully's voice. You're not hearing the voice of fear or insecurity. All the voices in your head, they're coming from other people. **Because your true authentic voice is your heart and people just want to be loved. They want to be free and safe to give love. The core of everything we do is either fear or love.** And you can check your decisions: did I make this choice out of fear or love by the way it makes me feel. If you're staying at that job because you're afraid of what will happen if you leave it, you can feel that and it's the wrong thing. Even if its considered the wrong choice, if you're like driving to work and you're gonna be late and you see a guy on the side of the road and you just really want to stop and talk to that guy because there's something about them, but you're scared you're gonna get in trouble at work. Well, stop and talk to that guy, because you're not going to. **You just honor that love prompt, always.**"; paragraph 13]

Second Interview Transcript

Subject: Sara Sparks

May 15, 2019

12:30 PM

Location: Sprouts, San Luis Obispo

1) What were the main takeaways from our last interview? What do you remember that's cool that we talked about?

The main thing was a cumquat, but that's completely different! I was actually surprised by the questions. They were so personal and about authenticity and stuff. I expected it to be a lot more, consumer based.

2) Yeah, the topics we talked about last time, like you said, were authenticity and why its important, stuff like that. But, for this next round we want to get deeper into that. So, this first question would be: Why is it important to develop that authentic self?

Because you never truly have free will until you do. Without that, then you're not really operating under free will. Until you find your authentic self, you're operating under the confines of what you've been taught by your parents, and society, and your friends, and interactions when you were young. Lots of times you're walking around preaching beliefs that, they're really not even yours, they're your parents. They're your friends'. So yeah, once you find your inner authenticity, you find passion. Because you can actually be passionate about things that are important to your soul. When I found my authentic self I turned into a completely different person, like 180 from who I was.

3) You underwent the ego-death.

Yeah, which is hard at first, because you lose your identity.

4) Yeah, that's so metal. I like it.

Yes! Its good though because you find your identity. Your true identity. Like, subconsciously doing things that are creating patterns for you to play out so you can change them.

5) Lets go back to the society's standard, or your parents ideals. Why don't you want that? What happens to people that are okay with that, where there's no authentic self: why is that not as desirable?

Well, there's never growth, there's never change, there's never inspiration when you're just operating under old programming. All you are, you're just a robot operating under your parents' software. And then you're always going to feel unhappy. You're not gonna know how to find that happiness inside of you because the things that are inside of you don't belong to you. You're hearing other people's voices and other people's opinions and you're like "Awe, that sucks" and if you're constantly living your life for other people, you're never really living your own life. So,

that's when you wake up one day and you're sixty and miserable and you've been working at the same job you've hated for thirty years, and you question life. That's why there's mid-life crises.

6) **And you don't want that?**

No, hell no I don't want that. I mean, everything starts with crisis, usually, anyway. But, yeah, I'd rather find happiness within myself now, then after I've already made all the decisions that have led me to a place where I wake up and I'm sixty and I realize all the decisions I've ever made were not what I truly wanted. That's why divorce rates are so high. That's why suicide rates are so high. Because we're not free to operate under our own beliefs and viewpoints and all those things while we're living in our authentic self. But like, that's the normal mode of operation for most people. They don't even realize that they're- like, if we were to have this conversation five years ago, I would've told you like, 'I'm totally authentic, I'm me! Diddy diddy.' I thought I would! But, you can tell when you're being authentic to yourself or not, because you get that feeling in your stomach. Like, when you're doing something because you think it's the right thing to do, but in your stomach you're like, 'Ugh! I don't wanna do this!' Or, you let someone treat you a certain way because you think that you have to, but in the inside your soul is stirring. That's when you can learn that you're living out of your authenticity. Or, when you're having poor relationships with people. You don't get those relationships when you're in your authentic self because you attract people who are also in their authentic self. Or, people who aren't are inspired to be more in their authentic self around you. And there's a real big thing in today's culture to be like, 'I'm so sarcastic! Its my quality trait!' Sarcasm is a defense mechanism. It's not a good thing. It's a way of saying something you truly feel, that you're too afraid to say. All it is is you protecting yourself. So, when you're in your authentic self, there's no need for sarcasm. When I can show you my humanity and I can show you exactly how I'm feeling in a way that doesn't attack you or tease you, you have no power to hurt me with that information.

7) **That's a good point. I was going to ask you, but I guess you kind of answered it right there. So, do you think being in your authentic self is a good way to defend yourself from outward judgments and perceptions? Do you think it combats that?**

Yeah, it does combat it, but its not even a way to defend yourself because you realize that you have nothing to defend yourself from. You only have to defend yourself from if it matters to you what people's judgments are. When you let go of that, the only person who is judging you is you. And then you can live by your own standards, your own morality, your own convictions. And, I think I said this before, but no one is authentically racist. No one is authentically bigoted. Its things that we're taught. You're not born a baby being a bigoted racist. It doesn't work that way. We're just all pure at the core. So, when you become your authentic self, people don't judge you for it because they're all they're seeing is a healed, pure person. How are you going to judge somebody for not wanting to destroy the environment? How are you going to judge somebody for being inclusive? You can't because all it does is make you very aware that those things are inside of you. If it makes you angry that somebody is not racist, then you gotta check yourself.

Then there's not judgment from other people. And they can feel your authenticity. People don't talk about you behind your back and stuff like that when you're in your authentic self; people say good things about you. They like being around you! People can tell when you're pretending to like them, or pretending to be happy, or pretending that you're not annoyed by something. It's all really oblivious. So, when you're secure enough in yourself to just be like, 'Hey, I don't like what you did the other day because it makes me feel this way.' They respect that and then in turn it inspires them to do the same thing.

8) The last interview, we talked about stepping out of your comfort zone, or fear, especially. You brought an example. You said, with your clients, you didn't want to show them who you were because you felt like that wasn't professional, or what it needed to be. Why was that a fear at the time? Why was that so bad?

Its all our own inner voices. Its all our own inner impurities. I was worried that, because I was so young doing real estate, that they wouldn't take me seriously if I let my youth show. I also had the imposter complex. As a child I was never taught like 'You can do anything you wanna do. You're fully capable. You're intelligent. You matter', I was not taught that as a child. So, no matter how successful I was at what I was doing, I always felt like I was pretending to be good at my job. Even though I was a really good real estate agent! I made crazy things happen in my deals. And I would always chalk it up to luck. So, I never felt like I was worthy of the awards and clients and things like that that I got because I was like 'If they knew who the real me was, that I'm goofy and fun and I just wanna play' if they knew that, then they'd know that I'm an "imposter". Lots of people have that complex, or whatever. And its people who are young. And so there they are operating under that subconscious programming of 'You're not actually good enough. You're not smart enough. You're not this enough' and they don't even realize it. They just count it as luck.

9) What does it take to push past that programming?

You have to first become aware of it. Awareness changes everything, the law of observation. Once you become aware of it, you can start figuring out where it came from. And once you figure out where it came from, you can change it. Like, my inner demon being a little seven year old girl with dirty shoes. My fear of abandonment that I had before was because when I was seven years old I stopped being the cute little doll that got her hair curled everyday by her mommy and wore pretty little dresses. And my parents were constantly fighting and drinking, I was not given any tools to know how to keep a family together. My sister was in and out of the house, so I got stuck there as that seven year old girl, terrified. I just wanted my family to stay together. That fear of abandonment would play itself out in relationships. Like, if my dude didn't text me back in an hour 'Oh, it's because I'm never going to talk to him again, I'm never gonna see him again. Something's happened!' A lot of people have that too. And, once I realized that I had a fear of abandonment, it took time, but then I could find out where it came from, and once I found out that that demon was just a seven year old girl with dirty shoes, well then I could heal her. I stopped being afraid of that monster and realized that she just needed to be shown what

love is and what a relationship should look like and she just needed to be told that she's worthy of more than what she was experiencing at seven years old. And she was! So, then I had an obligation to that little girl who's me inside of me to show her that. And it changed everything. She wanted that so bad. That little seven year old girl inside of me wanted that family that was broken so bad to be fixed and to be happy. But, that's never gonna happen. So, That little seven year old girl inside of me was constantly getting me into relationships where I could try to repair that. So, I would end up in a cycle of repeating my parents' relationship until I realized what was happening so I could be like 'Oh wait, no. Seven year old Sara, you don't want that. Let me show you what you do want. Let me show you what a good man is. Let me show you what it feels like to not be afraid' and then I made different choices.

10) That's kind of a result of trauma, right?

Yeah, we all have trauma, though. Even people who've had like a super cushiony wonderful life, we all have trauma. And it doesn't matter if someone you know had worse trauma than you, it doesn't change the effects of the trauma that you had. I told someone once that, like, if you get bit by a bear, you're not gonna look at your wound that's bleeding and say, 'Oh, well, I know somebody who got bit by a bear and they lost their whole hand, so I have nothing to complain about' You're still gonna bleed out and die. It doesn't matter if another person got a worse bite. Trauma comes in all shapes and forms and there's not one single person on this earth who doesn't have some trauma that's playing itself out subconsciously in their life until they find it.

11) In the past interview and this one, what I'm gathering is that the greatest value of being authentic is freedom, right?

Yeah, and a lack of fear. I'm not afraid of losing anyone in my life anymore because I'm not making it their responsibility to heal me or make me happy. It's my responsibility which means I never feel lonely anymore because I'm not craving that from outside of myself. And so the people that I draw into my life are like these great sturdy people.

12) When you go outside of your comfort zone, you're bringing your insecurities, knowing you can pierce through them to grow more, right?

Or like, understand them better. My theory is not fighting them with a sword. Its not being stronger than those insecurities. Because they'll just come back with a vengeance. Mine is: all of the demons inside of us are not monsters to be fought. They're little seven years olds with dirty shoes to be understood and healed. That's it. I don't fight them through force. I allow them to gently come up. And I acknowledge them and I honor them. I used to never ever cry because I was subconsciously taught as a child that that's a sign of weakness. And I was already weak because I was a woman. So, if I cried then I would just be a hysterical woman. And I wanted desperately not to be associated with women because my dad didn't like women and I just wanted my dad to like me. And I didn't know any of this stuff, I was just like, 'Ew, look at them crying. What weak ass bitches!' But, it takes way more strength to feel those feelings than it does to push them away. It takes way mores strength to let yourself cry, especially in front of other people, than it does not do. So, I used to try to like fight through my insecurities, but once I

realized that you have to acknowledge that they're there and then you have to allow them room and go with it. It's kinda like people who have panic attacks. You have to sink into it, you can't fight it, it's gonna make it worse. You have to sink into it and ride it out. It's the same thing with traumatic feelings. So, if I were to break out of my comfort zone and I was feeling insecure, my self-dialogue would sound like: 'Its okay, Sara. I'm here with you. You've got this. I can't believe how brave you are. You're so strong. You're so scared right now, but look at you! You're still doing it! You're so amazing. High five, I'm so proud of you. You're wonderful.' All that. That's the way we need to be talking to ourselves because that's the way we needed to be talking to ourselves before those insecurities were developed. Or, that's what we needed to hear from our parents that we didn't hear and that's why those insecurities developed. I wouldn't have had that feeling of being an imposter if my dad had just been like, 'Hey, I'm a mensa certified genius', because he is, 'and you're my daughter. You have my DNA in you. I know these three languages, let me teach them to you. You are gonna go so far. You can do anything you want.' If he had said, then I would've been like, 'Heck yea, I'm a good real estate agent. Of course I am. I'm capable.' So, you have to do that for yourself. You have to say those things that you wish that people had said to you.

13) How does one maintain that attitude?

It just becomes your default dialogue when you realize that you're worthy of love and compassion simply because you're a human being. There's nothing that you have to earn. It's your right from birth. You're entitled to it. Love and compassion. Even if no one else on this earth gives it to you, you're entitled to it from yourself. When you realize that, then you can hear yourself being so cruel. I say it a lot, would you hangout with people who talk to you the way you talk to yourself? Because nine times out of ten the answer would be hell no. Would you hang out with friends that constantly told you to kill yourself because you're worthless? No, you wouldn't. But, there you are with yourself 100% of the time. And that voice you're hearing is actually your god. And if your inner voice is always demanding and nothing is ever good enough and you're not worthy, well you're worshipping a god who's telling you those things and you're never gonna be able to please that god. You're never gonna be able to crawl out of the muck and the mire. Saturday night live just did a really good sketch where he's like, 'Oh, come take my vacation cruise and go to Italy. If you're sad in America, you're gonna be sad in Italy! Remember, its just a vacation. You're still gonna be sad there if you're sad!' And we seek happiness outside of ourselves and we keep running from things thinking, 'If move to this new city, I'll be happy. If I stop dating this person and date another person, I'll be happy. If I get an A in this class, I'll be happy' but you're never happy. Because your inner dialogue. You get that A and its gonna be like, okay but what about the next class? What are you gonna do then? You get that new boyfriend or girlfriend like, okay but they're gonna leave you too. So, you have to change that inner dialogue and that's when you become your authentic self. Because you're not hearing your parents' voice. You're not hearing that school bully's voice. You're not hearing the voice of fear or insecurity. All the voices in your head, they're coming from other people.

Because your true authentic voice is your heart and people just want to be loved. They want to be free and safe to give love. The core of everything we do is either fear or love. And you can check your decisions: did I make this choice out of fear or love by the way it makes me feel. If you're staying at that job because you're afraid of what will happen if you leave it, you can feel that and it's the wrong thing. Even if its considered the wrong choice, if you're like driving to work and you're gonna be late and you see a guy on the side of the road and you just really want to stop and talk to that guy because there's something about them, but you're scared you're gonna get in trouble at work. Well, stop and talk to that guy, because you're not going to. You just honor that love prompt, always.

14) I did that last week. And it makes me really sad. My other class, my social and government influences on business class, its an emphasis on climate change. And my generation especially, we're just so immersed in this crisis. And there's just so much information and I'm getting it all the time and I love it. But, they're building a nursing home right by my neighborhood. They cut down two oak trees right there. It was a good weekend, like I saw my family and everything and I was super happy, and I was driving and I saw that they were just stumps and my heart sunk. And I would walk past those trees everyday since elementary school. I would always see those trees. And they were beautiful, they would drape over the road, you know, and they were huge! And then I come home after, I don't know, a month, two months and they're gone. And I did that. Like, I had somewhere to be, I had class or whatever, but I pulled over. And I just couldn't believe it. And then my little brother and his girlfriend pulled over and were like, 'Are you okay?' because I had my hazards on and everything. And I said, 'No. They ripped the trees down.' I was pissed. It makes me sad. But yeah, I think that's just an example, right?

Yeah, living from your soul center. It is true human nature to be sad when we have one earth and we're raping it. Yeah, once you start realizing that you're connected to this earth and not just, you're one little piece of life- we were talking about this earlier. If you don't see it, it doesn't exist, but it absolutely does exist. Just because we don't see the trash that's floating in the ocean doesn't mean we're not effected by it. And that's kinda becoming your authentic self too is you start realizing that we're all in this together. We're all just human beings trying to do what we think is right and we're part of the earth and we're made out of the same things as stars and we're not so isolated from everything else. What we do matters.

15) What matters. Lets talk about that. So we've talked about fears and insecurities and the authentic self and how they play roles with each other. Lets go to the spectrum of destiny that we talked about last time and big dreams. How does the authentic self play a role in achieving your wildest dreams?

Oh, man. I think it plays everything into it. When you're in your authentic self, you know how to listen to your intuition and that's just a normal thing of being a human being. And when you can listen to your intuition you know when to say that thing you were thinking to say and you know where to go and you're not trying to control things so much. And then people can see that authentic passion within you and they like it. People like authenticity! You can always tell

somebody who wants to be famous to be famous and what does it make you want to do? It makes you want to not watch them. It repels you from them. And then you see people with just raw, true talent. Like, the homeless guy on the street that's singing an amazing song and now he's got like fifty thousand views on YouTube in one week and he's gonna go on David Letterman and stuff. That person you're like 'Heck yeah! I'm so excited about it!' People can sense motive. Whether you realize it or not, you can sense other people's motives. Your stomach tells you and you either ignore that feeling and you go mess with those people and get burned or you listen to it and then, yeah. Same with reaching your dreams. Say you want to be a famous cake decorator. You need the right connections. You need your professor to see that talent in you if you're in a culinary art school. You need to make connections with people who go, 'Hey, I remember there's this really cool person that decorates cakes that I just really like being around them, you should meet them.' Things like that. So, I think authentic self plays a huge role in fulfilling your destiny. Especially because then you can quiet down all those voices that are stopping you from getting to your destiny! How are you gonna reach that big dream you have if you're constantly having to battle a voice that tells you 'You're not gonna get it. You're not good enough.' What if your dream is to have a successful marriage and the only example of marriage you have is abuse or divorce? How are you gonna battle that voice that you can't hear, but your gut can that says, 'There's no point because that's not the way marriages work. Marriages end in divorce. All marriages are abusive.' Because that's what those voices say until you become aware of them. So, they're constantly sabotaging you from reaching your dream. Myeah, 'Yeah, see!'

16) To wrap it up, since this interview is supposed to be a little shorter, what's your destiny? What's the next big dream for Sara Sparks?

My next big dream... well I'm really really happy with my life. I live a beautiful life and I have amazing friends and I get to walk to work and it's a really fun place to work and all that stuff. My dream is to adopt children with somebody that has the same viewpoints as me. So, just meeting that person. That's my next big step in life, because everything else is perfect.

17) Meeting your human being.

Yeah. Meeting my person. But, that'll happen when its supposed to happen, if its supposed to happen.

18) A lot of people tell me they're really excited for me to get married, and have kids, or, find that girl. Its so weird. Because seeing all of that, I know its going to happen. I know. I have been so impatient my whole life. And I still am, but I'm finally recognizing that I need to slow down. I'm always in relationships, and just been like, 'Okay, well if it ends bad or if I ended it or whatever, I need the next thing, I need the next one.' I'm always rushing myself, but I just love seeing people have faith in me.

Patience is a huge lesson to learn. And that's one of things you have to ask yourself, how come you have to be with somebody right away? What is it that you're trying to get from that person?

19) Well, I have asked myself that, and its that I'm so obsessed with sharing me and I think I deserve to do that. And I think there's someone that deserves that from me. That doesn't me now. That doesn't mean I have to have it now! I'm not gonna run out of me.

Well, the more you give to people who aren't deserving of it, the more of yourself you do run out of until you feel super empty. And that's how baggage happens. You bring that back into your relationships where you'll start punishing your new relationships for things that your old relationships did. Thinking like 'All girls are gonna do that.' Because that's been your experience, but that's not true. You have to look at that person. Has that person done that to me? That's why when finding the authentic self, you spend a lot of time alone, because how can you when you're trying to find yourself with other people? I spent a long time doing that.

20) I remember, I was talking to my friend about school, and college, and careers and stuff. And I was telling her that I hate that, even in university, its so confined. Like, here's your degree, here's your cool little concentration thing. Like, your little focus in your degree. But, school equals degree equals career equals that's what you're gonna be, that's your life. That's how its perceived, that's how it is and that's how its been forever and I don't care about that. And she said, 'You're gonna do great in your degree. You're gonna find somewhere in your field.' And I said, 'Well, I'm not passionate about it.' And she said, 'Well, what do you mean? You're so great.' And I was like, 'There's too much art in my life for me to be 100% involved in business.' Maybe you can use that to piggyback?

21) Yeah, but art is my passion. I want to be able to travel. To Spain. To France. And perfect my Spanish and my French. And I want to go to Spanish and French poetry readings. I want to write for magazines.

Well, why isn't your major in that then?

22) Because I didn't know that! I didn't know that at Cuesta. I was too busy putting myself through moral wringers and just, everything was new. I didn't know my poetry was so amazing. I love it. And it took me until I was able to go be on my own and find my authentic self more to realize that that's me. Like, I'm good at that and it has a positive effect on myself and on other people because it's therapy when I write poetry. I love it. Like I said, I'm never gonna run out of it and I love that. And I wanna write a book! I want to write books!

Can you change your major? You should change your major.

23) I don't need to. I don't need to though! That's the beauty of what I'm doing, I think. Just the fact that I'm a business major, because I'm good at that too. But, I'm not being drawn back by being good at both. I can make them both work, but my point was just that the whole construct of your degree, your career, your dadada is your passion. No. It doesn't have to be that way, and its not that way for me.

You should always follow your passion

24) And I am. I'll just make the capitalistic American dream my side hustle!

Well, maybe your business degree will teach you how to sell your book.

25) Maybe. I have one that's just gonna be my first collection of poems. My first book, really, I don't think its gonna be too thematic. Its just gonna be my poetry, because I don't want to constrain it. But, I do have this other project that I'm working on right now which is Poems to be Read Aloud at the top of Bishop's Peak. And its gonna be a small collection and maybe I'll get some friends and we'll all go and I'm gonna read it. But, every poem is going to be shouted. Every poem, right there at the top of the mountain. Its gonna be fun.

That's cool. I dig that.

Themes – Refined Data

Theme 2, Authenticity: Being your own self, and being the best version of themselves are important to the Troublemaker Tribe. Although they appreciate feedback, and listen to judgmental opinions, the tribe carefully filters and chooses advice that they believe will help them grow the most. They like to see themselves as unique in a modest way by having their own niche that makes them feel special. They encourage this because it makes them feel confident, happy, and satisfied with life. The tribe feels as if they are in control of their own lives, by seizing the opportunities when they're presented to them. They know that by staying true to themselves, the chances of opportunities that are given to them are not out of luck, but instead are earned, and therefore, they're confident to take the risk and try it.

· [ID: When asked if he feel in control of his own life, José Andrés answered, “I don't think that like luck, on its own is enough to shape someone's future. You have to be prepared to seize the opportunity that luck, or chance brings to you. So, I feel like it is mostly in our own control. For example, if someone offers you a job that pay a million dollar a year, if you don't know how to do it then they wouldn't give it to you, right? But, if you were already prepared, and you had the luck that someone came and offered it to you, and you seized the opportunity because you are ready for it. Then, it wasn't just luck, it was also because you were prepared. I do feel like it mostly relies on yourself and also you are seeking out those opportunities”. (Paragraph 23)]

· [ID: When asked if he ever had to pretend to be someone he is not, José Andrés said, “The way I describe to some people when I talk about it is that before I used to be three, four different people. One in school, one with my friends, one with my family and one when I was somewhere else doing something else and slowly, they merged. So now I am literally the same person, with you, with my friends, in school, with my mum. So, that have also boosted my confidence because I don't have to pretend or like hide some parts of myself, it's just one José Andrés and like he is the same one all the time”. (Paragraph 8)

· [ID: I continued to ask if he cared about other people's opinion, José Andrés responded, “I guess I have a filter on what can affect me or not. I learned this from my dad a few years ago, when he was building his new house. Everyone tried to tell him how to build his house. He wanted to have a pool at his top floor, and everyone was like, why? You shouldn't do that. So, he listened to everyone's opinion, he told everyone okay yes whatever you say, and, in the end, he took all the opinions he wanted and disregarded the ones he didn't want, and he has a pool on his top floor. That is kind of what I do know, I listen to everyone's opinion and I just do whatever I want”. (Paragraph 9)

Themes – Additional Theme

New Theme, The Glass is Half-full Attitude: The members of the Troublemaker Tribe always have a positive attitude because they choose to focus on the good aspects of life. They are never disappointed if something doesn't go well and use it as an opportunity to learn from their experiences instead. They see opportunities in every corner and are not afraid to go after what they want and are passionate about. They believe a positive mindset transmits to others around them. Therefore, they seek to surround themselves with positivity both from others, as well as, they enjoy giving and teaching their peers to look at the positive things in life. They focus on things that they associate with a positive experience; however, they are never opposed to try something new, which might give them a new and better adventure. The feeling of positivity helps the troublemaker be confident in who they are, which gives them the feeling of happiness and satisfaction.

· [ID: When asked what makes him feel confident, José Andrés responded, “the past maybe the past three years of my life that I decided to have a really positive attitude on almost everything. If anything happens, instead of getting upset about it, like you did not like the result, just try to see okay how can I use this to my advantage for the next time. So, I guess, that kind off give me confidence because it doesn't matter the result of anything that I am doing. Off course I strive for a certain result, but if the other thing happened, like what I didn't want, I will use that to my advantage and that will increase my confidence and doing things”. (Paragraph 5)]

· [ID: When asked if it was ever undesirable to be in control, the interviewee said, “About anything that happens you can be positive about the outcome even though it is good or bad or in the middle and just try to make the best out of it. So, sometimes I say like oh what if instead of coming to Cal Poly I would have come to like Peru where I also got accepted and probably could have paid for because the tuition was not that much difference. Oh, maybe it is a better engineering school, but then I am like you know I am here and I am really liking what I am doing and I am really liking my life here, so like why look at all the sugar cuddar woodas if wherever you are is a lot of good things. I feel that many people always fall into this like viscous cycle of victimizing themselves. Oh, everything is happening wrong to me, stuff like that. Were if you look at the other side of the coin it is like, oh it is a lot of good things happening to me as well. I am trying to focus on the good things, I guess”. (Paragraph 26)]

· [ID: José Andrés described his own personal tribe as, “First that comes to mind, is like positive people like myself, because before I used to have negative friends who just always had

negative thought. So, I have slowly been pushing them out because why do you need negative people in your life right? It rubs off right? I mean, there are some friends that I have that always are negative and if they are my good friends, I try to help them kind of get a similar mentality as mine. Some of them have really thanked me, like wow you were right you know, but I guess yeah people I hang out with typically are positive, have goals, usually they exercise like myself, but not necessarily you have to”. (Paragraph 29)]

· [ID: When asked if it was important to surround himself with his own tribe he said, “Yes, and positivity rubs off to. So, also brilliance and all other positive traits. So, if you surround yourself with positive, successful, achieving people then it will rub off. Of course, not literally rubbing of but, just talking to them, and being around them. Like oh, I will connect you to this person, or oh look at this software that I am building and then like the next week you will encounter someone who needs that software, and you say oh my friend has it and all of a sudden it is kind of a righteous cycle right. You put everyone in connection and then they might bring you on”. (Paragraph 30)]

· [ID: When asked why he enjoys beer and tequila at a certain occasion, José Andrés said, “I don’t know. I guess I associate it with good experiences that I had in the past. I really do like wine, don’t get me wrong”. (Paragraph 35)]

Themes – Additional data

Theme 3, Forward Focus: Troublemakers enjoy the rigor of living one step-ahead. Imagination often guides their lifestyle, with a strong positive belief that anything is possible. This fantastical belief is translated into realistic goals and big dreams that the Troublemaker pursues through structure and planning. Troublemaker's strive for the extraordinary. Living a lifestyle beyond the ordinary evokes a feeling of excitement that fuels the Troublemaker to succeed. While grateful for the success they already carry, the Troublemaker also understands that there is always room for improvement. They see life as an extraordinary path filled with obtainable opportunities and make a conscious effort to pursue as much as possible.

This is done though living a balanced life. Organization and delegation are used to structure meaningful days, and through planning time for both obligatory commitments and personal pursuits, the Troublemaker turns time into a collection of worthwhile accomplishments. “I live breath and die by google calendar...I will go work out after class and then prep my calendar and see what I have to do that day. I look at my commitments I have coming up for the week, check to see if I have any financial bills, I have to take care of. Right now, I am planning a lot of trips and making sure I have enough money.” (Corinne, Interview, Question 11). Time is inherently limited, and Troublemaker’s mold their time into something valuable, extracting the most out of their current situation while simultaneously planning for what lies ahead. Through organization

and a conscious awareness of time, Troublemakers are able to ensure successful days, as well as invest time into personal improvement.

“Destiny is controlled by us and it’s when we decide to do what it is that truly makes us happy that we activate that destiny.” (Interview, Jaycob, Paragraph 23). With Troublemakers, there is always a plan for tomorrow, and for the future; there are always dreams that are actively being pursued. This fine-tuned ability to achieve both goals and responsibilities through an organized future-focused mindset is what truly drives the success of the Troublemaker tribe.

· [ID: When José Andrés was asked what he gets out of socializing with “his tribe,” who are positive and driven, he responded, “I guess, some sort of like confidence and powerful and hm, just happy. It is nice to be around people that are driven and then you jump on the driven train and you drive it yourself. It is pretty cool to have your own goals. (Paragraph 31)]

· [ID: When asked if growth is important to him, José Andrés said, “If you stick to your routine, and whatever you are used to nothing are going to change so, yes, I do value growth. Both emotionally, intellectually and interpersonal. But I think the only way to achieve that is to go outside your comfort zone.” (Paragraph 10)]

· [ID: When asked what he does when he is faced with a challenge which hinder him from moving forward, and reaching his goals, José Andrés responded, “So, one thing I like to do is that I in my room have a small whiteboard where I every Sunday write down what I am going to be doing that week so if I want to get better at swimming, then I will schedule, two, three times a week swim. I doesn’t mean that I always do them, but I have them there it’s like okay, on Wednesday two pm I am supposed to go swimming, so at least I make it to the Rec. I might not get into the pool, but usually I do. So, I like to plan out, yeah schedule something like that which will help me achieve that goal”.] (Paragraph 3)

Theme 1, Facing Fears: Society places an unbearable amount of judgements and expectations onto us, but the Troublemaker tribe is filled with bold individuals who are unafraid of publicly celebrating their unique individuality. Troublemakers dare to think outside of the box. They are mindful of the perceptions of others, but do not allow any negative perceptions to hold them back. They are unafraid of uncomfortable reactions and make uncensored decisions to support their passions. Troublemakers are led by a strong moral compass which leads them down a path of fearless professionalism that is complimented by unrestricted personal expression.

Troublemaker's are confident, and this prominent belief in their own abilities greatly contributes to their inevitable success. “I learned to believe in myself. I really learned that I can do it. Not, only me but anyone who sets their mind into something.” (Interview, Sandra, Paragraph 13).

This unquestioned self-belief serves as the foundation for Troublemakers to create and pursue unique and unconventional goals.

Troublemakers, however, are often confronted by conflicting opinions from the people they feel closest too. Though they are constantly striving for bold unconstrained acts, Troublemakers also place a great amount of value and respect on their Friends, Family, and other close connections. This pushes Troublemakers to find a balance, with their moral compass holding back actions that could possibly harm others and encouraging harmless acts of freedom. “For me, I don't really go full force and not care what other people think, or how they react because I don't think that is a cool way to go about things. Like sometimes if you are just having fun and it is not hurting anyone, who cares what people think, but if you are being a jerk or you are being standoffish, eh I don't really relate to that.” (Interview, Corinne, Paragraph 32).

The Troublemaker walks a fine line between pleasing the people that matter and pursuing empowering personal passions. This balance is maintained through the everlasting confidence a Troublemaker holds in their abilities, and a strongly rooted value system that pushes a Troublemaker to be their absolute best and uncensored self. Troublemakers listen to the callings of their soul and passionately pursue that unique path. They actively seek out success.

[ID: When asked if he seeks out discomfort, “José Andrés responded, “Yes, I mean you seek it, but sometimes it just comes to you and you have to accept it instead of deflecting. So, if you are in your marketing classes and suddenly, they tell you – hey, do you want to join the marketing committee? You are maybe thinking so boring or whatever, but you know what, I will try it. I will apply, that kind of things. So, hey career fair is coming up, for example for myself, I just got to Cal Poly and two weeks later was the career fair and I don’t know if I should go, I just got here. But you know I will give it a shot and you know what, it worked out. From there, all the jobs I have gotten have been from there. So, there are does times it comes to you, and there are those times that you have to seek it out. Like, okay what races are coming up in California, and I go online and stuff like that”. (Paragraph 16)]

[ID: Continuing on previous question, he was asked if he always seek discomfort or if balance is important and he said, “No, I feel like you have to balance. Like the very word describes itself, comfort is nice. You always need to have some comfort. I don’t know. Once in a while, I only know what that spark is that makes you want some discomfort. Sometimes, you go to an inspirational talk or motivational speaker or something and in the end, you are like wow, I really want to start my own business I want to do everything, so sometimes I try to seize those moments and sign up for something. Maybe, the next day I’m like I shouldn’t have, but once you sign up you know that you are past yourself limit. I might as well give it a shot”. (Paragraph 17)]

[ID: When asked what he gets out of going outside his comfort zone, José Andrés said, “Like satisfaction. Kind of achieving whatever you want to achieve. It is not only when you achieve it, but also the whole process of getting there. So, I will go back to the example of today. Today I was running, off course my legs were hurting after so much biking, like I was so dehydrated. I had to drink my water, but I was enjoying it in a way, because I don’t know I like running. I don’t even know why, like it was hurting. But I thought, hey it is going to be nice

when I finish, so I better enjoy the process as well. Yes, that is an interesting thought.”
(Paragraph 19)]

Interview Transcript

Subject: José Andrés González

Date: May 18th, 2019

Location: Face-to-face, 1654 Fairview Street, CA 93401

Phone recording stopped functioning during the introduction part of the interview.

1. So, we have had a little bit of an interview before because you were my practice run for my last interview. During that interview you told me how much running meant to you and how it made you feel badass. What I would like to ask you is, because you are really smart, you do well in school, and you are doing your running. Does it make you feel confident as a person?

I guess yes, yeah because also I guess the goals, I personally have for myself, I am achieving them, so I guess it gives me confidence. That is kind of what I want to do, and I am doing it. So, there is no deficiencies in my life if you want to put it that way. At least in my personal achievements and also yeah I guess I like to see the bright side of things, which I guess increases confidence levels because you know, just you are confident in whatever you want to do, you are going to be able to do it.

2. Do you ever feel like you are not confident? Like are there point where you don't feel like you will be able to handle it?

Usually, I can handle it, but off course there are sometimes, for example, the race I had today. It was a big triathlon, and the first part was the swim, but I did not do the swim because I am not confident that I can do open water swim for that long. Because I have not really been practicing and honestly, I am a little bit scared of the ocean and swimming so long. I guess off course that I have some things that I am scared off, but I try to work on them but sometimes I do put them off.

3. To continue on that, so when you are normally faced with a challenge like that. How would you handle it? What do you normally do?

I try to lay out like a kind of the steps on how I would overcome that. So, one thing I like to do is that I in my room have a small whiteboard where I every Sunday write down what I am going to be doing that week so if I want to get better at swimming, then I will schedule, two, three times a week swim. I doesn't mean that I always do them, but I have them there it's like okay, on Wednesday two pm I am supposed to go swimming, so at least I make it to the Rec. I might not get into the pool, but usually I do. So, I like to plan out, yeah schedule something like that which will help me achieve that goal.

4. What is the biggest challenge you have had to overcome in life do you think?

Hmm, I would say. I personally don't describe it as much as a challenge because it has worked out throughout my life. But I guess when I was a small kid, like 2-3 years old, my parents got separated and then I have now a stepdad, a step mum and there are so much family to handle. But it has been a joint effort from all the family to make it everything workout together, so everyone gets along perf... well, not perfectly but really well. So, I think that is a really big challenge even though I don't see it as a big challenge because it has worked out. But, when I think about it from the past I am like okay yes it have been a lot of sacrifices and lot that we have had to work on to make this happen. It is nothing that I achieved by myself, but that all my family as a whole, which if you ask me later, what is important to me, it will be on the top of the list as I said before, probably because of that too.

5. So, except for the swimming, or the triathlon, and school. What makes you feel confident?

What makes me feel confident? I guess, I will go back to what I said before, kind of just, and this have not been forever, mostly, the past maybe the past three years of my life that I decided to have a really positive attitude on almost everything. If anything happens, instead of getting upset about it, like you did not like the result, just try to see okay how can I use this to my advantage for the next time. So, I guess, that kind off give me confidence because it doesn't matter the result of anything that I am doing. Off course I strive for a certain result, but if the other thing happened, like what I didn't want, I will use that to my advantage and that will increase my confidence and doing things.

6. What do you think made you who you are and what you become? Is it something that have been shaped by yourself or is it family or friends? Who is it that have influenced you to become what you are today?

I would say that most, the base of who I am today, my essence I guess definitely shaped from my family. Again, I have a lot of family and I am trying to learn something from them and everyone. For example, my dad he is really easy-going, but in the same time he is very logical and rational, so he always has a plan for everything, but in the same time he is able and willing to be flexible. I feel like I do that a lot. My mum, and my grandad from my mum's side are both super like, if you are going to get something, you are going to get it. Like, we are going to do everything to make that happen. Just reach out to everyone you know, and stuff like that. I guess, kind of those two are the basic qualities that kind of made me shaped into who I am today. I guess, everything I do today relates back to that.

7. Would you call yourself unique and original?

I wouldn't say that anything I do is super unique, but I am not a specific artist or anything. But I think that the mix that I have of different things would be pretty unique. Or yeah, I guess so.

8. So, you are who you are, but it is mainly what your family have shaped you to be and I understand that your family is super important to you and you are very confident. What do you think about find your true self? Is it just being your positive you, which makes you feel like you have yourself or do you ever feel like you have to pretend to be something that you are not?

I have felt that, but again like since, the past three years, maybe even four since I started to have another outlook at life. I guess, that kind of has gone away. The way I describe to some people when I talk about it is that before I used to be three, four different people. One in school, one with my friends, one with my family and one when I was somewhere else doing something else and slowly, they merged. So now I am literally the same person, with you, with my friends, in school, with my mum. So, that have also boosted my confidence because I don't have to pretend or like hide some parts of myself, it's just one José Andrés and like he is the same one all the time.

9. Outside of that, do you care what other people think about you?

Yeah, I think it is. I think what other people think always shape us and who we are because, many things that we do. Off course, we always do them for ourselves, but we also do it for like acceptance. But I guess the weight I put on different things depends. If I am wearing some kind of clothes to school and someone looks at me weird, that kind of things I don't care about you know. But if I have. I don't know, if I have my group of really good friends and suddenly, they all start thinking that I am really effing up with a life decision. Off course I will consider their thinking. But yes, I guess I have a filter on what can affect me or not. I learned this from my dad a few years ago, when he was building his new house. Everyone tried to tell him how to build his house. He wanted to have a pool at his top floor, and everyone was like, why? You shouldn't do that. So, he listened to everyone's opinion, he told everyone okay yes whatever you say and, in the end, he took all the opinions he wanted and disregarded the ones he didn't want and he has a pool on his top floor. That is kind of what I do know, I listen to everyone's opinion and I just do whatever I want.

10. Is personal growth important to you? You said you face challenge; you work with them. But when it comes to become to this person and growing. Is that important to always challenge yourself and always become a better person and to succeed?

Yes, I think this actually ties back to the question you asked me before. Yes, I think it really important and I think it is really important to step outside your comfort zone because I think that is the only way to actually achieving growth. If you stick to your routine, and whatever you are used to nothing are going to change so, yes, I do value growth. Both emotionally, intellectually and interpersonal. But I think the only way to achieve that is to go outside your comfort zone.

So, if you typically staying indoors Friday, Saturday or don't go to a party or if I don't like to swim in the ocean I guess I have to go to the ocean and swim and learn how to do that.

11. Would you like to be extra ordinary?

Can you define extra ordinary?

12. Well, do you want to be different than others? Do you want to better than others? Is that something that you strive after?

I guess so, but not particularly in the sense of becoming a genius in one specific thing. I do think those things have a lot of repercussion. Like, if you focus too much on one thing you can let everything else go and not pay attention to the rest of the things. That is the prize of being a genius, and I am not sure yet if I would like to do that. You know, to become the best in my field and let everything else kind of go to the second plane.

13. But you want to be good on what you are?

Yes, but I have not found that one thing. But, yes being the best me off course.

14. We spoke a little bit about this before, but what pushes you to want to be different and better?

It is definitely not my family, because everyone does what they want. Not from my family, not from my friends. I guess, it is from looking what others are doing, such as, social media can have some pressure on you. I try to avoid scrolling too much on social media and seeing what other people are doing because then your influences might not be exactly what you want them to be. Maybe, they might be a little bit more artificial and superficial. I mean social media is a whole other topic, but I think that they come from within and from other people but speaking to them in person. I think that is what I like to do. So, I am. I guess my friends use to say that I can talk to a wall. I usually, whenever I can, I start talking to whoever I can, and I feel like that is always good because you find other people's insight and experiences and usually from that you can understand other point of views and things like that.

15. Do you feel like you ever take risks to become who you are?

Yes, off course. All the time.

16. That goes back to where you said that you have to outside your comfort zone to get where you are at today. Would you say that you actually seek out discomfort?

Yes, I mean you seek it, but sometimes it just comes to you and you have to accept it instead of deflecting. So, if you are in your marketing classes and suddenly, they tell you – hey, do you want to join the marketing committee? You are maybe thinking so boring or whatever, but you know what, I will try it. I will apply, that kind of things. So, hey career fair is coming up, for

example for myself, I just got to Cal Poly and two weeks later was the career fair and I don't know if I should go, I just got here. But you know I will give it a shot and you know what, it worked out. From there, all the jobs I have gotten have been from there. So, there are times it comes to you, and there are those times that you have to seek it out. Like, okay what races are coming up in California, and I go online and stuff like that.

17. So, how do you balance that discomfort? Do you ever feel like you have to balance, or do you feel like you always have to push through?

No, I feel like you have to balance. Like the very word describes itself, comfort is nice. You always need to have some comfort. I don't know. Once in a while, I only know what that spark is that makes you want some discomfort. Sometimes, you go to an inspirational talk or motivational speaker or something and in the end, you are like wow, I really want to start my own business I want to do everything, so sometimes I try to seize those moments and sign up for something. Maybe, the next day I'm like I shouldn't have, but once you sign up you know that you are past your self limit. I might as well give it a shot.

18. So, what motivates you to go outside your comfort zone?

I guess from here, it is by looking at other people's successes. Like, maybe older people or people who is on the similar routes as I am and are reaching places and I am like, oh you great to get there or further or experiment something else, so how do I get there? What should I do? So, I guess that sometimes helps to get outside my comfort zone. Or sometimes, it is what I use to call good peer pressure. I like to have friends that incentivizes me to do different things that aren't in my comfort zone as I incentivizes them. For example, I have a half marathon in two weeks and I'm doing it with a friend from Mexico who have never run more than ten kilometers before, so I kind of told him to sign up, let's do it, let's do it. So, we both are training, and he is going to do a half marathon. I was a good peer pressure for him. But I also let other people do that to me. They are like, hey do you want to do this, and I am like okay let's do it.

19. You see what others do, and you feel like yeah, I want to get there, what do you think you will achieve once you get there? When you reach where they are, like what is it you are trying to reach by getting there?

Like satisfaction. Kind of achieving whatever you want to achieve. It is not only when you achieve it, but also the whole process of getting there. So, I will go back to the example of today. Today I was running, off course my legs were hurting after so much biking, like I was so dehydrated. I had to drink my water, but I was enjoying it in a way, because I don't know I like running. I don't even know why, like it was hurting. But I thought, hey it is going to be nice when I finish, so I better enjoy the process as well. Yes, that is an interesting thought.

20. How would describe that feeling of that satisfaction and achievement? How does it make you feel?

I don't know, like relief and just like you can do anything. If you do something that you thought you could never do and then you train yourself to do it and in the end you end up achieving it is like wow, I can do anything else that I set myself up as a goal to do.

21. Kind of reach confidence?

Definitely, yeah.

22. You have other people that you follow, and you like to set up goals and finding inspiration from others. Do you ever feel like society is putting pressure on you?

Yes, but again you chose what. It is like with the suggestion about building a house. You chose what to lay in and what not to. Society is like, driving me to buy those \$400 shoes that everyone buys right now. But you know what, does not align my goals, I don't really like them, so I won't do it. Like, if society is like hey you know let's try to be super eco-friendly and buy these you know or take your reusable bags to the super market, in Mexico I never did that, because I did not know about it. But here society kind of influenced me to do that and honestly it is a pretty cool trend and it helps. It's even easier to carry the things, so it's kind of a win-win for everyone.

23. Do you feel like you are in control of your future?

Up to a certain point, yes. Do you want me to elaborate? **Yes please.** Haha, so, I do think a lot of things rely on chance or some people call it luck, but in the same time I don't think that like luck, on its own is enough to shape someone's future. You have to be prepared to seize the opportunity that luck, or chance brings to you. So, I feel like it is mostly in our own control. For example, if someone offers you a job that pay a million dollar a year, if you don't know how to do it then they wouldn't give it to you, right? But, if you were already prepared, and you had the luck that someone came and offered it to you, and you seized the opportunity because you are ready for it. Then, it wasn't just luck, it was also because you were prepared. I do feel like it mostly relies on yourself and also you are seeking out those opportunities. If you are always indoors and looking at your phone, nothing is going to happen. But if you go to the career fair and try to talk to different people and travel, many more opportunities are going to come up.

24. So, you feel that you are control a little bit over your future overall?

Yes. Me and most people should be.

25. Are you ever afraid of being in control? Or to be different?

Hm, I guess so yeah. Just yes, sometimes it is. How do you want me to elaborate? Like an example?

26. Hmm, do you ever feel like it is undesirable to be in control? Like no, I don't want this. That you ever felt like you picked the wrong way or should have done something different.

Maybe a little bit, but it comes back to what I was talking about earlier about my confidence. About anything that happens you can be positive about the outcome even though it is good or bad or in the middle and just try to make the best out of it. So, sometimes I say like oh what if instead of coming to Cal Poly I would have come to like Peru where I also got accepted and probably could have paid for because the tuition was not that much difference. Oh, maybe it is a better engineering school, but then I am like you know I am here and I am really liking what I am doing and I am really liking my life here, so like why look at all the sugar cuddar woodas if wherever you are is a lot of good things. I feel that many people always fall into this like viscous cycle of victimizing themselves. Oh, everything is happening wrong to me, stuff like that. Were if you look at the other side of the coin it is like, oh it is a lot of good things happening to me as well. I am trying to focus on the good things, I guess.

27. You said that there are some social pressures out there. Do you feel like what people around you, and the social goals that are for you might be different from your own personal goal sometimes?

Yeah, Yes. I guess sometimes you have your own personal goals, but then you might sometimes be afraid to pursue those goals because they are a little bit different from what society accepts and off course many times you want a little bit of acceptance right? It is a little bit scary to get that out of the comfort zone in form of other people's acceptance. Another really direct example with the triathlon, like usually people in triathlon has a really nice bike right. So, maybe you are a little bit pressured to buy a really nice bike. So, maybe you don't really need it or don't have the money, you are like, but I really want it because everyone has one. So, I don't really know if I should but if you would show up with a really shitty bike to a nice triathlon it is like, hey what is this guy doing right? So, those things do run through my mind, but I don't know if I really would let it affect me.

28. So, imagine if you were in that kind of like situation, where you feel like okay everyone does this, I am supposed to do that, but you don't have the possibility. Like for example, maybe get that nice bike, would you still go?

I would, but definitely my confidence would drop a little bit. So, you know if everyone in front of the line has the nicer bikes and I come with a nice bike and I know that I am good at the sport, then I am like okay cool I am a part of the team. If I have a really shitty bike, and I still don't know everyone, like now when I know everyone, I don't really care what anyone thinks, but maybe in the beginning when I did not really know everyone meeah. Well, I did still show up with my shitty bike in the beginning before I got my nice one and it worked, but the confidence level was a little bit lower because it was like oh, everyone has nice bikes. The bikes are just an example, but yeah you know.

29. What kind of people do you like to hang out with? What is your own group of people?

First that comes to mind, is like positive people like myself, because before I used to have negative friends who just always had negative thought. So, I have slowly been pushing them out because why do you need negative people in your life right? It rubs off right? I mean, there are some friends that I have that always are negative and if they are my good friends, I try to help them kind of get a similar mentality as mine. Some of them have really thanked me, like wow you were right you know, but I guess yeah people I hang out with typically are positive, have goals, usually they exercise like myself, but not necessarily you have to. Sometimes, it is just like starting their own business. I guess I would just say driven people. People who have the drive to do something regardless of what it is.

30. Do you feel like it is important to be around those kinds of people? Like you said that negativity rubs off for example.

Yes, and positivity rubs off to. So, also brilliance and all other positive traits. So, if you surround yourself with positive, successful, achieving people then it will rub off. Of course, not literally rubbing of but, just talking to them, and being around them. Like oh, I will connect you to this person, or oh look at this software that I am building and then like the next week you will encounter someone who needs that software, and you say oh my friend has it and all of a sudden it is kind of a righteous cycle right. You put everyone in connection and then they might bring you on.

31. And how does that make you feel?

I guess, some sort of like confidence and powerful and hm, just happy. It is nice to be around people that are driven and then you jump on the driven train and you drive it yourself. It is pretty cool to have your own goals.

32. Do you feel like you fit an at Cal Poly then?

I would not say perfectly, but Cal Poly is a really big institution, so I have found my niche and I like it yes.

33. Is there anything else you would like to tell me about yourself? Tell me about your wine habits?

Wine habits? Haha, well if we don't have a wine opener, we cannot drink wine. I might not be drinking too much wine today, but I do like to drink wine and I have had the pleasure to go to some really nice wine regions in the world, so I have tried a lot of really good wines and I like it. But I am not a wine connoisseur haha.

34. If you would choose between wine, beer or cocktail. What would it be?

A beer with a shot of tequila on the side. But not shooting, slowly drinking it, if it is a good tequila. That is how we do it at home. And off course a nice beer.

35. Why beer and tequila and not wine?

I don't know. I guess I associate it with good experiences that I had in the past. I really do like wine, don't get me wrong.

36. So, what settings do you like to drink wine?

Hmm, I guess in like sunny days outside or when you go to the beach... well, a beer would also be good then. I guess more kind of a picnic style. Well, it does not have to be a picnic, but sunny and outside. I don't know, give me wine, give me beer I drink both.

Jessica Edwards I4

Refined-Theme 1- [*Authenticity*]: This theme is about being true to one's self. These tribe members aren't phased by the judgemental opinions of others and that's what makes them badass troublemakers. Instead of doing what everyone else is doing, they like to be different and stand out amongst the crowd. " don't think anyone influenced me I think I am a product of my life experiences. (Interview paragraph 22). They face their fears by being original and not letting what other people think get to them. Troublemakers have a strong confidence about them and they aren't afraid to speak their mind or do things differently, especially if it is something they believe in. They express themselves the most when surrounded by their tribe members or through social media.

Troublemakers are not constrained by routine, they like to try new things. These tribe members obtain their confidence and fearless qualities by exploring themselves through engaging in new experiences-whether it be an activity, event, sport, or even a new food or drink. They enjoy experiences that make them who they are "I am not boring and I was never the stereotypical housewife who just sits at home on the weekends. I like being social going out to bars with my friends some who I have known since high school. I also enjoy going to concerts I just went to stagecoach for the second year in a row. I guess I would say i'm like the cool mom mean girls." (Interview, paragraph 22). Troublemakers firmly believe they are the captain of their own ship, and that success is derived from their own skills and abilities. This explains their strong sense of optimism and risk-endavoring attitudes in their strive for independence and positive self-portrayal. Troublemakers are proud of their authentic self and use it as a tool to inspire others. They believe that advocating self love and acceptance is the key to a better world where everyone can thrive and be the best versions of themselves. Authenticity, thus, acts as a tool to better one's self and to demonstrate to others the raw nature of an individual. For a troublemaker, it is important to to be authentically expressive.

- [ID: "What do you think makes you original? I am not boring and I was never the stereotypical housewife who just sits at home on the weekends. I like being social going out to bars with my friends some who I have known since high school. I also enjoy going to concerts I just went to stagecoach for the second year in a row. I guess I would say i'm like the cool mom mean girls.; paragraph 20]
- [ID: "What made you become who you are? Did you create yourself or who influenced you to become who are? I don't think anyone influenced me I think I am a product of my life experiences. ;paragraph 22]
- [ID: What makes you feel like you? I think I am my most true self when I am with my friends that's probably when I have the fewest filters on in my life.; paragraph 25]
- [ID: How often do you try new things? Do you like to try new things? Yes trying new things is fun I love trying new restaurants since I am a foodie. I also love to travel this weekend I am going to Vegas. Next weekend I am going to New York cause my friend

randomly called and invited me to do something fun for memorial weekend. I feel like I am barely home on the weekends.; paragraph 29]

New theme : Theme 2- (Inward focus)

These Troublemakers focus on self care and their ability to take time for themselves. Self care is a tool in becoming who they are meant to be. They feel satisfied from taking time from their everyday lives in order to work on improve not only their outward appearance but also my setting goals and journaling they focus on overall improvement. This gives these tribe member confidence in their everyday lives. They live their best lives by not investing their time into anything that would compromise who they are as a person. They also take responsibility for their actions and if they make a mistake they own it. They keep to their goals by constantly writing them down or journaling.

- [ID:What makes you feel confident? Self care just going out and getting my hair or nails done having time for myself. ;paragraph 13]
- [ID:How do you achieve it? Focus in on myself and building the time in my schedule to do the things that make me look and feel better.; paragraph 14]
- [ID: Do you enjoy that feeling? Yeah it's very satisfying to invest in self care.; paragraph 15]
- [ID: How do you maintain that feeling? Just keeping to my schedule and always taking the time to treat myself.; paragraph 16]
- [ID:How do you live your best life? I am not doing things that would bring me down. Or that would cause me to have any regrets or compromise who I am as a person. ;paragraph 18]
- [ID: How do you keep to the goals you set for yourself? So the best ways self motivation I hold myself accountable by writing them down and make lists. I also journal.; paragraph 36]
- [ID:How do you practice self-accountability? If I make a mistake I own it and take responsibility for my actions. I admit it then apologize if I need to and then look for solutions to the problem.; paragraph 37]

Interview Transcript

Subject: Roseanna Edwards

Date: May 18th, 2019

Location: Face-to-face, while driving to Las Vegas, NV

- 1) **What is your name, and how old are you?** Roseanna Edwards 52
- 2) **Can you tell me a little about yourself?** I work at kaiser as a project manager I have been with the organization for 22 years in various positions.
- 3) **How would you describe yourself to a stranger?** I have a great job, beautiful daughters I am very proud of, my family and friends are very important to me. I enjoy drinking wine and the theatre, movies, reading books and being outdoors.
- 4) **How would an old friend describe you?** Loyal, fun, kind, great sense of humor, smarter than I look.
- 5) **Do you not think you look smart?** Well I think that because I don't have a college education people underestimate me.
- 6) **Has not having a degree held you back?** I couldn't apply to certain positions because a bachelor's degree is a requirement.
- 7) **What are some of your hobbies?** Drinking with friends, watching football/ baseball, traveling, seeing new places, foodie-exploring different restaurants unique and interesting food restaurants fine dining not just going to Ihop.
- 8) **What is your drinking habits?** Sometimes i don't drink at all during the week but then this past week I went out twice and now i'm going to Vegas!

qStructured Topics:

IG GAP #1 How is a Troublemaker's confidence grown and maintained?

9) What do you do when you are faced with a challenge? I mostly have work related challenges I don't have many challenges in life. I usually will look at all the options then try to find the best solution. Sometimes I will stay later at work when it's busy and answer emails and then I feel like I can breath once I am more caught up.

10) What is the biggest challenge you've had to overcome in life? Getting a divorce honestly.

11) What made it so challenging? Just feelings of failure and uncertainty of what the future is going to be. Having to divide up my life and sell my home of 20 years.

12) Why did you feel like a failure? Well because my marriage of 20 years ended although I do recognize that it takes two. But one of the things I learned from that is that failure is a learning experience because you learn from your mistakes.

13) What makes you feel confident? Self care just going out and getting my hair or nails done having time for myself.

14) How do you achieve it? Focus in on myself and building the time in my schedule to do the things that make me look and feel better.

15) Do you enjoy that feeling? Yeah it's very satisfying to invest in self care.

16) How do you maintain that feeling? Just keeping to my schedule and always taking the time to treat myself.

17) What practices do you do to make yourself feel whole/happy/confident? Besides self care just trying to maintain relationships with my family and friends and just living my best life.

18) How do you live your best life? I am not doing things that would bring me down. Or that would cause me to have any regrets or compromise who I am as a person.

19) What type of things would bring you down? Being around negative people. Also making choices that aren't the best for me like checking my checking my ex's social media.

**IG GAP #2 What does it mean for a troublemaker to be their true authentic self?
(In terms of Fears? In terms of Dreams?)**

20) What do you think makes you original? I am not boring and I was never the stereotypical housewife who just sits at home on the weekends. I like being social going out to bars with my friends some who I have known since high school. I also enjoy going to concerts I just went to stagecoach for the second year in a row. I guess I would say i'm like the cool mom mean girls.

21) What made you become who you are? Did you create yourself or who influenced you to become who are? I don't think anyone influenced me I think I am a product of my life experiences.

22) **What is important to you?** My family, my daughters are my number 1 priority, my job, and my friends.

23) **How do you portray your unique image to the world?** My **instagram stories** I try to post funny or unique stories.

24) **What is scary about being who you really are?** There is nothing scary about that except maybe being vulnerable I have a big heart and sometimes people take advantage of that.

25) **What makes you feel like you?** I think **I am my most true self when I am with my friends that's probably when I have the fewest filters** on in my life.

26) **When do you feel the need to filter yourself ?** Well I want to set an example for my kids even though im not perfect and **at work I have to be professional.**

27) **What are the implications of not being you?** When your not yourself it's not very genuine and putting your best foot forward.

28) **How do you find your true self?** I think i am my true self when I am surrounded by **my friends but also when I am practicing self care** and taking the time to make myself feel healthy by doing the little things like going to the gym for just even 30 minutes or doing a face mask or getting my hair done.

29) **How often do you try new things? Do you like to try new things?** Yes trying new things is fun I love trying new restaurants since I am a foodie. I also love to travel this weekend I am going to Vegas. Next weekend I am going to New York cause **my friend randomly called and invited me to do something fun** for memorial weekend. I feel like I am barely home on the weekends.

30) **Who do your parents think you are, and how does that compare to who you believe you are?** My mom thinks that I am probably **responsible but still fun** and I help her manage her life whether it's banking, doctors appointments, and medications.

31) **Why is growth so important?** Because we are constantly changing as individuals we are constantly learning new things. So **if you don't grow then you are just stagnant.**

IG GAP #3 *What drives the tribe to be extraordinary (go above and beyond?)*

32) **Where do your goals come from?** My goals are the goals that I have created for myself in life they come from within. But some of them are things that **society dictates you do when your a responsible adult.**

33) **Why do you think you feel obligated to follow society's expectations?** Well when I am older I don't want to live on the streets I want to have money saved up and **high quality of life.**

34) *Who/what inspires you?* In a way my kids inspire me to be a better person. There are also some people I follow on instagram that inspire me to be a better person for example Jay Shetty.

35) *What about him inspires you?* Just positive reinforcement to be the person your meant to be.

36) *How do you keep to the goals you set for yourself?* So the best ways self motivation I hold myself accountable by writing them down and make lists. I also journal.

37) *How do you practice self-accountability?* **If I make a mistake I own it** and take responsibility for my actions. I admit it then apologize if I need to and then look for solutions to the problem.

38) *Navigate your tension? (how do you resolve conflict?)* With conflict sometimes you have to face the person then talk about the conflict. Although sometimes I may ignore it. But I usually try to look for a mutual resolution. But I am not perfect and sometimes I just want the conflict to go away.

39) *In what situations would you say you ignore conflict?* Sometimes with my close friends I had a friend recently bail on my birthday bbq without explanation and I waited for her to reach out to me.

40) *What gets you out of bed in the morning?* Work and responsibility during on the week but on the weekends I get out of bed to adventure.

41) *If you're thinking outside the box, what is the "box"?* How you would normally handle a situation but sometimes you need to find other ways to get something done cause **sometimes the way you normally handle things isn't the best way.**

42) *What's something that you have accomplished that you didn't think you could do?* Working for the same company for 22 years. When I was younger I would change jobs every few years. I was always looking for what's next. But working for Kaiser for 22 years has been very rewarding. My work centers around people and patients who I have been able to build strong relationships with.

IG GAP #4 *How and why do Troublemakers push themselves to face their fears?*

43) *What risks do you take?* I am not a huge risk taker sometimes but online dating has gotten me to take more risks and get out of my comfort zone. Also when I travel there is always room for unknown. Like when I go to NY I am flying standby which will hopefully work out.

44) *Do you seek out discomfort? Why? How? (No pain, no gain)* Yeah when it comes to work I will take on projects that I know nothing about in order to learn more about the different departments.

45) **What about in life?** First dates can be discomfoting at times you really have to put yourself out there.

46) **Describe an experience when you pushed past your comfort zone & how did you know it was going to pay off?** Sometimes I have to presentations in front of large audiences or training and sometimes i will get a little bit of anxiety going into it but once I get passed it I am able to work through it and if I get good response it helps build my confidence.

47) **How can you sustain the faith that the discomfort will pay off?** It is usually past experiences once you get passed the discomfort and the anxiety it usually pays off.

48) **What motivates you to get outside of your comfort zone?** Usually knowing that their will be some sort of pay off at the end of the situation and hopefully the situation will get resolved.

49) **What expectations are placed upon you from others?** I am expected to help take care of my mom and even though I am the middle child it has somehow become my responsibility. I have to take care of my children, my responsibilities at work, my extended family, and friends

50) **Which expectations do you feel you have to live up too?** All of them because if i don't take care of these things no one else does. My sister lives further from my mom so sometimes she can't be there so it falls on me.

51) **What strategies have worked the best to help you face your fears?** Just being upfront about it I am the type of person I am.

IG GAP #5 *How does the Troublemaker claim control in their life?*

52) **Are you are in control of your future?** Yeah I would say so it's all about the decisions and choices you make but to a certain extent there only so much that you are in control of sometimes things happen in life that are out of my control

53) **How do your goals align with what others want you to do?** I think my goals align with what others want and expect of me.

54) **How in control do you feel?** I would say I am mostly in control of my own life.

Spencer Edelman - I4

Themes

Strive for progress, not perfection. As gathered from the various sources of data collection that my team has seen from the start, I notice that there is an inherent drive in the individual to be better than they once were. And I want to make it clear that that's to say that the tribe doesn't care about their beginnings or aren't humble, but it takes the reflection and acknowledgement of past achievements to fuel themselves for the next goal to achieve. Satisfaction leads to complacency, and complacency can rob us of our potential. But the badass recognizes their potential, and consciously decides to pursue their best.

- [ID 13] "It's like **I'm 48** now. My whole body hurts all the time, **mostly from working out**, doing krav maga; I've still got **bruises all over me** and stuff like that. **At least, I'm doing it though!**"
- [ID 18] "And the **alternative** to that is **not doing anything physical** and being possibly overweight, high blood pressure, diabetes, things like that."
- [ID 19] "...say the **decision to work out**. Well, I **may get injured**, or I could just make the decision to **sit on the couch** and just hang out and do nothing."
- [ID 21] "But I mean it's not just protecting yourself but you never know if you're in a situation where you could protect other people. You never know what's gonna happen in life. So that's I guess what pushes me to want people to know."
- [ID 6] "Um, and sometimes just **getting through the daily deal**, and going *okay, I got through today. It was a tough day but I made it.* I think you have to look at the **little things** too."
- [ID 7] "She's made so many huge gains. I mean **usually it takes a little longer** than six weeks to start seeing a change in people as far as their body goes and their confidence levels. I think she's just like, **totally different so it's really cool** to watch her physically but also just how good it is for her **emotionally and mentally**. That's just something that I see everyday. I see her every week and I'm like *Dude! Do you know what you were doing when you came in here?! You could barely do any of this and now you're like spanking it out! It's awesome.*"

Authenticity. Further building off of this theme and idea of embracing the individuality in the face of social expectations, life's about doing what *you* want to do; not what other people want you to do. There this notion of placing someone in a group based off of one or two characteristics about them. But it's up to the troublemaker, and the badass, and the person who we know ourselves to be to challenge fear and what might look "normal." Because they don't want to be normal. So the opposite of ordinary would be extraordinary. And what that word implies is a value of system of prioritizing one's individuality above all else.

- [ID 18] "You just have to be more careful. But, you know, it's **fun**."

- [ID 8] “I think maybe my **sense of style**. I love clothes and the way you dress and just **expressing myself differently** like that.”
- [ID 9] “And it was **Versace**, so it was like it was really just this **wild, pretty**, black with all the gold, you know, **pattern** going through it.”
- [ID 10] “Yea I **like** to go **shoot guns** and so stuff like that.”
- “And of course I **like krav maga**. That’s just kind of different that I **don’t think that a lot of people do**.”
- [ID 12] “Yea I don’t really care **if they think it’s weird or not normal**. I mean I’ll just kind of throw it out there. I kind of **like to be different**, so it doesn’t bother me.”
- [ID 11] “I really **don’t fit** very many **molds**.”
- [ID 9] “Of course I like a black dress, but then I **usually make it funky somehow** with some kind of **different jewelry or something**. I like printed stuff, yea. If you ever look at Versace kind of style, it’s just kind of **out there**. It’s very **noticeable**. This girl came up to me today and was like *Is that Versace?* And was like *yes*. Haha. It’s like very, when you see it, you know it. So yea I’d say that and just you know I **just kind of like to be funky and different**.”

Second Round Interview

Subject: Anne Marie Gibbs

Date: 15 May 2019

Time: 6:00pm PST

Location: Facetime between San Luis Obispo, California and Little Rock, Arkansas.

1. How are you doing? How was your krav maga class?

My day's been pretty good. Class was good. I didn't stay for the whole thing, I ended up leaving early. I was tired; I had to go to the grocery store so.

2. In life when we're faced with conflicts, how do you tackle the process of dealing with a challenge?

I try to think it through first. And, um, maybe like not try to deal with it immediately if I don't have to so I could like sometimes you need time to like think about something before you just react to it. You know I try to do that before I react, and then try to approach things calmly about whatever the challenge is.

3. What are some of those things that you take into consideration when you think about it?

I try to take into consideration, you know depending on what the challenge is. If it involves other people I try to take into consideration everybody's feelings and try to look at the whole picture. Or if it's a challenge that doesn't really involve people, again I just try and look at the whole picture, and figure out what the best thing to do is.

4. What would you say is one of the biggest challenges that you've had to overcome in your life?

Probably my mom passing away. Her being sick and her passing away was very challenging.

5. And what helped you get through that challenge?

I really had to rely on God a lot, that's really the only way I made it through it. And you know just really relying on God a lot and taking one day at a time. Not trying to, you know, *oh what's gonna happen next week, or what's gonna happen in three months, or whatever.* Cause I could walk out and get struck by lightning tomorrow too, you know. I can get real wrapped up in what's gonna happen like, in a few weeks or a few months or in a year, and I can get real fearful in my mind if I'm not real careful about that. So I have to really try to bring myself back to just the present and one day at a time.

6. What is a source of intrinsic confidence for you?

Working out and exercising definitely you know, that's just great for my confidence. I mean me knowing krav maga. That's I mean for me to know that I know how to protect myself; that's a big confidence builder. Um, and sometimes just getting through the daily deal, and going *okay, I got through today. It was a tough day but I made it.* I think you have to look at the little things too.

7. What are some little things that make it all worth it for you?

Well, for instance, I had one girl that I started personal training and she just finished up her twelve sessions with me so she's been doing it for about six weeks. And so prior to working out with me, she had had a lot of health of problems; she had been really really sick. So she kind of got through all that. And then, you know, she was so scared to work out because she was afraid she was gonna get a hernia. She had just a lot of PTSD really from being so sick from so long. She just kind of had one thing after another happen. And, uh, she was really scared. So, just kind of working with her and seeing I mean she has like transformed in six weeks! She's made so many huge gains. I mean usually it takes a little longer than six weeks to start seeing a change in people as far as their body goes and their confidence levels. I think she's just like, totally different so it's really cool to watch her physically but also just how good it is for her emotionally and mentally. That's just something that I see everyday. I see her every week and I'm like *Dude! Do you know what you were doing when you came in here?! You could barely do any of this and now you're like spanking it out!* It's awesome.

8. What do you think is a characteristic that makes Anne Gibbs original?

Well, I'm a badass, hahaha. I can kick someone's ass. Um, that's such an interesting question. Gosh, I don't know. Well, I think I have a lot of interesting things that I like to do. You know I like to shoot guns, haven't been to the range in a while. But I do enjoy it. And of course I like krav maga. That's just kind of different that I don't think that a lot of people do. I think maybe my sense of style. I love clothes and the way you dress and just expressing myself differently like that.

9. Is there any type of connection between your style of expression with your clothes and how you express yourself through your physical activity?

Yea, I'd say so. For instance, i went to a women's leadership symposium today. And so I was like *okay, I have not gone shopping in awhile, so I'm going to get a new dress for this*, so I did. And it was Versace, so it was like it was really just this wild pretty, black with all the gold, you know, pattern going through it; it was typical like, Versace. And so it's just like eye catching. And so yea, i like to kind of just bust out some of that. Of course I like a black dress, but then I usually make it funky somehow with some kind of different jewelry or something. I like printed stuff, yea. If you ever look at Versace kind of style, it's just kind of out there. It's very noticeable. This girl came up to me today and was like *Is that Versace?* And was like yes. Haha. It's like very, when you see it, you know it. So yea I'd say that and just you know I just kind of like to be funky and different. I don't want to wear the same like skirt and shirt that everybody else has. I like to wear stuff in Little Rock that's not really in style in Little Rock yet. That it's in style in California or New York and then by the time it gets here i'm like *Yea, I've already done that*. Haha. I really like to be trendy with stuff that's stylish in other places but it hasn't hit Arkansas yet. So yea, I'd say that.

10. How much of an impact has growing up in a southern state like Arkansas with very different cultural traditions compared to the west coast and east coast? How do you see yourself fitting into those cultural norms and how do you see yourself outside of that?

I mean I've always grown up in the south. Yea I like to go shoot guns and so stuff like that. I tend to be more conservative but I'm also okay with some liberal ideas. Like as far as like the cultural norm now, like this whole MeToo movement, you know I just think it's a little over the top, personally. I'm for women's rights but then it goes down to like. Like today I was at this women's thing, I was in this meeting. It was supposed to be about your brand and your importance at work, and it went into this total man-bashing thing. This woman was literally talking there man-bashing and I'm just sitting there like *What?* She was kind of wanting to call women victims, but yet she was wanting to be real feminist, and I'm like wait a minute, you can't really have it both ways. You can't sit there and act like we're victims. There's a lot of stuff like that that I just think is ridiculous. I mean I'm for gay rights. I don't care if people wanna be gay or be trans or whatever. But I'm not okay with men competing against women in sports. These women who used to be men are just killing all the female counterparts in their sports. So, I'm not for that. I don't care if you wanna be trans or whatever but I don't like that it's just basically killing women's and girl's sports. I mean, I'm not for that. I don't know how all of that even just related, but I guess just talking about the culture you know.

11. What things or actions, beyond just beliefs, would you say you do that don't really fit any type of mold? I really don't fit very many molds. Well, I shoot guns for one. I mean, yea I would just say again, like doing krav maga, that's not necessarily; self-defense is not something that a lot of women do. Actually now though, that I've had the business for a little over two and a half years. We actually had a lot more women whenever the business was at a different location. So that's I think, getting a little bit more out there, at least here it is. I try think outside of the box a little bit.

12. When you say "think outside the box" and do things that aren't society's standards of how a woman should act, what do you say to yourself in terms of everyone that's gonna think that's weird or not normal? Yea I don't really care if they think it's weird or not normal. I mean I'll just kind of throw it out there. I kind of like to be different, so it doesn't bother me. I'm not as politically vocal on social media as I used to be. But I've done a couple videos. One of them was about, it's been a couple of years ago, I did a video on facebook. And it was about the kids at UC Berkeley just going crazy and throwing molotov cocktails at police and raiding ATMs and stuff because there was some speaker on their campus that they didn't like. And I was like come on, really, you don't like the speaker on campus so y'all had to act stupid; I mean come on. And then I did another video about the victimization of women. How this whole feminism thing and women acting like they're victims. I'm like, women are doing all kinds of stuff. Women are CEOs, they're CFOs, they're doctors, they're doing anything that you want to do. So, I mean, get over it, it's okay, we live in America. We're pretty damn blessed, you know. We're totally free. I'm pretty okay with putting my opinion out there.

13. What would you say your balance is between how much effort you put into taking advantage of the blessings that you have and how much time do you take to reflect on all of those blessings?

I mean I think we could always take more time to be grateful. But I try to be grateful everyday. Even for little things, like, *Hey, I'm driving a car down the road.* I can drive a car, I'm not paralyzed. Or, I'm not in a country where women can't drive cars. And I have enough money that I can have a car. I mean some people can't afford cars. So, even like little things like that, I try to be thankful for everyday. It's like I'm 48 now. My whole body hurts all the time, mostly from working out, doing krav maga; I've still got bruises all over me and stuff like that. At least, I'm doing it though! I mean, you just get to that age where it's like *Ugh, I'm falling apart.* But hey, you're still doing it. I try to be thankful everyday. I mean I look at my dogs and how cute they are. I'm thankful for them. I'll say it for myself I could definitely be more thankful I mean we could be. We're really blessed to live in a free country. So, I could probably take more time to be thankful but I try to do it everyday.

14. Kind of going off that, what would you say motivates you to start your day in the morning?

Coffee. That's seriously what motivates me in the morning. I hate mornings. If I could like stay up until like midnight or one and sleep until like elevenish and start my day then, it'd be great.

15. What would you be doing up until eleven or twelve? Usually something mindless. Because I usually get home kind of late. I mean I'm working all day and then I get home late. And then I'm busy when I get home. I just wanna like, unwind my brain. So sometimes, I'm binge watching a TV show or something where I'm not thinking.

16. Is there any person or figure in pop culture that inspires you?

This is gonna sound really weird but I like Joe Rogan. I like listening to his podcast all the time. He does inspire me He talks about you know health a lot, and he interviews like all these different characters but then he also interviews these scientists and super smart people. I mean I watched his interview with Elon Musk probably 4 times and it's over two hours. Sometimes, Elon Musk would get on something so deep that I'd have to rewind and do it again. But I've been on a huge Joe Rogan kick lately. Of course, you know he does Jiu Jitsu. He does martial art fighting kind of stuff which I like krav maga so that's kind of that. I just think he's really interesting as a person. I like a lot of his viewpoints too. He's pretty, I think liberal on some social stuff but then he's also kind of conservative on a lot of common sense stuff, I mean what I think is common sense. Yea, I love Joe Rogan. There's also this other youtube channel I watch called Yes Theory and their message is all about to seek discomfort and getting outside of your comfort zone? What's your relationship with your comfort zone? It's hard to be outside of your comfort zone. I don't like it very much. I mean physically I can get out of my comfort zone but like if I had you know I'm a little bit scared of heights. If I had to go like jump out of an airplane, I would be terrified. I really wouldn't wanna do that.

17. When you say physically out of your comfort zone, do you mean in terms of krav maga? Yea, that kind of stuff. Yea, I could push it you know, I could push it pretty hard. And again, like I was saying, the older you get the more you're like *Maybe, I should not push it any further right now*. To avoid injury. Since I started doing krav maga, I fractured my finger; I fractured my knuckle; I had an avulsion fracture; bursitis in my hip. I mean, I've had some injuries. It's very aggressive, I mean I workout too, which I like to lift weights. But krav, part of the drills we do at the end of class where everything can really go fubar, I just sit those out now cause I'm like ooh, things can go too crazy and I gotta protect my body more now than I did ten years ago. When I could just go like *Oh yea, I'll be fine*. Now it's like *No, I think I better sit out*, when the drills start. Cause it's like a krav maga drill, you may be standing there and your eyes are closed. And somebody attacks you, and you gotta respond to it. And then you respond and then close your eyes again. And you're standing their with your eyes closed and somebody attacks you. And so it's that kind of drill which simulates something that would happen in real life which I mean I hopefully could respond to that. But when somebody just does that and your eyes are closed then things can just tend to like really crazy and like injuries happen. So I kind of steer clear of that now.

18. When you do face injuries, why do you come back?

Cause I like it, I love it. Really, if you're doing anything physical and you're 48, you're gonna get some injuries. Even when you're younger. When you're in thirties, even your twenties. Not so much in your twenties but when you start getting your thirties you start to go *Wooh, yea*. And then you get in your forties. I'm sure when you get in your fifties, I'm not there yet. You just have to be more careful. But, you know, it's fun. I mean I do krav maga but I know people that do yoga and have had all kinds of injuries doing yoga. So I mean really, you have that chance, especially as you get older, of getting injured no matter what you're doing; if you're doing anything physical. And the alternative to that is not doing anything physical and being possibly overweight, high blood pressure, diabetes, things like that. So, it's just part of life.

19. Segueing off that, how much of your future do you feel is in your control, and how do you feel is fate of the universe, fate of god? We really don't have any control. I mean, yea I think we're kidding ourselves if we think we have control, of anything. We might like to think we have control. But the truth is I could make all these plans and I could get diagnosed with cancer tomorrow and bam my life just changed. I mean, I don't think we have a lot of control. Well, I think some of the decisions that we make can either be bad or good. So that may actually give us some control. As far as like, say the decision to work out. Well, I may get injured, or I could just make the decision to sit on the couch and just hang out and do nothing. And then that also has consequences. So I guess we do have some control over some things. But in the big picture, not that much really.

20. So more like the choices that you make, those are in your control? Yea, I think our choices our in our control. We can make good choices or we can make bad choices. And you know, we're gonna make both. We're gonna make our fair share of both good and bad choices. But in the big scheme of things, we don't have that much control I don't think.

21. I know, last time we talked about how you see yourself and your krav maga business growing, where does that inspiration for those goals come from? I think just because I really feel like it's important for everyone to know how to protect themselves. I mean if you watch the news, you hear every night that somebody was abducted or this bad thing happened. And those bad things happen, all these things, it's really as women, cause women tend to be the victim in crimes or there taken over physically. And that's the thing about krav maga is that really anybody can use it. Whether you're a petite female. Or I guess a large male or whatever. I just think that everybody should know how to protect themselves. In life, not just for themselves but for people they love too. Or a bad situation that comes up. What comes to mind, there was a guy, they made a movie about him. I think Clint Eastwood made a movie about it. It was a train I believe in France somewhere, and this guy comes out, he has like an AK or something like that. And these three guys see him and they just take him down. I think one of them had some military experience. But I mean it's not just protecting yourself but you never know if you're in a situation where you could protect other people. You never know what's gonna happen in life. So that's I guess what pushes me to want people to know. Plus, I think just being healthy and getting the exercise in. I mean it's a great workout, you know for your health. It's a great workout but at the same time you're learning something that you can't put a value on.

22. Thank you so much for your time, is there anything else you'd like to discuss?

No, I'm all good. And thank you. Good luck with your finals.

Jack Kuzma Interview with Sue Lavigne

Date: 5/13/19

Time: 8:00p.m.

Location: via phone call

1. What do you think makes you original?

With all the DNA tests out there you should know that everyone is original right? (laughing).

The people that support and surround me are my choice and they are what make me unique.

How they view me and what I am to them makes me “one of a kind”. I like seeing me through their eyes and it makes me want to live up to who I am to them, if that makes any sense.

Knowing that nobody else has what I have with these people and that’s what keeps me going every day!

2. How do you portray your uniqueness to the world?

I think that how I behave on a daily basis portrays me as unique. For instance to my kids, who are grown, I’m a sounding board, an empathetic ear and a kick in the pants when they need it.

I’m all of that to them and there is nobody else that can do that for them. For my employees, I need to offer guidance, reassurance and an occasion kick in the pants too. They are depending on me to do that, so I bring my A game to them every day. When you stop and think about it, it’s a very empowering thing.

3. What made you become who you are?

Hard work and choices that I’ve made have shaped me. The disappointments along the way have taught me that you can’t always get what you want (Rolling Stones Quote). But when an opportunity arose, I went with my gut and took the chance.

4. So do you believe that you created yourself or were you shaped by others?

People can’t shape themselves entirely because there are other people in the world. Unless you live on a deserted island you **WILL** be shaped by those around you. It’s the events that happen from the time you are born that make you, you. Your parents teach you, your friends teach you, your coaches teach you. Sometimes even a person from your past that you don’t even remember has shaped you. If you are alive, you are learning, and being shaped constantly.

5. Is there a person/ persons that have influenced you?

My dad, for his incredible work ethic, values and sense of humor.

6. What practices do you do to make yourself feel whole and happy?

I like to pray and I think my relationship with God is very important because he's helped me through some pretty rough times. Being with my kids and granddaughters makes me the happiest.

7. What makes you feel like you?

When I'm around my family I feel the most like me because they know me the best.

8. Do you portray your true self to the world?

For the most part I do, but sometimes I'm very scared by my decisions and I try not to let anyone know my anxiety. I tend to go head first into situations and looking back I should have evaluated a bit longer, but I guess that's life. Mistakes are made, you need to own them and move on.

9. How do you find your true self?

Honestly, I think that comes with age. When I was in high school or even college like you are right now I was searching for who I was. I hadn't "become" me yet. When you are young you second guess all of your decisions and wonder if you are making the right choices, because you don't know if they will turn out. When you are older you look back on those same decisions and you realize that even though they didn't turn out like you thought, that's okay. They led you down a different path that eventually molded and created you.

10. Can you give an example of a time where you wanted something really bad but it didn't turn out like you planned?

Oh, I've got a good one. I was fresh out of college and interviewing like crazy. I thought I wanted to be a buyer for a retail giant in Minneapolis. **Dayton's** was my dream job and they came to my campus for group interviews. I nailed the interview and got invited to their corporate headquarters in downtown Minneapolis for a second interview. I was in my most fashionable suit and I looked sharp. I was very nervous as I entered the room where six interviewers all sat looking down on me. Almost immediately, I realized, that their questions and attitude made me feel very small and undeserving of this opportunity. I sat on a chair as they one by one drilled me with their questions, clearly I was underqualified. Probably an hour or more

had gone by (or at least it seemed like an hour) and the interview was over. As I was sitting in the chair, I had crossed my legs to sit more professionally, and when I got up to leave the interview room I fell flat on my face. My legs had fallen asleep, but I was so involved and concentrating so hard on the questions that I hadn't noticed. When I finally got up, I was so embarrassed that I ran from the room. Needless to say, I never heard from them again. I still look back on that moment in time and cringe. How would my life have changed if I had gotten that job? Well, Dayton's went bankrupt, so maybe there is a lesson in there somewhere. At the time I was devastated, but now I can laugh (and wince) about it.

11. Do you like to try new things?

Yes, I do like to try new things. I'm actually pretty brave when I get the chance for a new experience. How are you ever going to know if you like something unless you give it a try.

12. How often do you try new things?

As often as possible!

13. Can you think of something new you've tried recently?

Yes, I learned how to shoot a rifle and a handgun recently. I'd always said that I'd never ever want to shoot a gun because I don't like guns and what they represent. I was in South Dakota near the Black Hills and I went with my son's Air Force friends and I thought that I should try it to see what it was like. Those men and women had such knowledge and respect for guns that I was humbled. They wanted me to learn and took pride in showing me the proper way to fire a gun safely. They set up targets and we practiced for hours and now I have a greater understanding and acceptance for guns.

14. What makes you different?

Standing out and being noticed for good things is what I strive for. My goal is to do the right thing even if no one is watching. Making a human connection is very important and that's a goal of mine every day. That is what makes me different.

15. Can you explain that?

Being different is a positive characteristic and a good trait, not a negative one. Setting yourself apart should be a way of thinking and a practice.

As this applies to work, I always write down a ton of information about a client that I'm meeting for the first time. Then, when I see them again, I will remember some details that they told me, details unique to them and their lives. I refer back to my notes before I see them again to get the details correct so when we have a conversation I can ask more questions and get to know them on a deeper level. I usually like to ask them about their kids, most adults like talking about their kids so it's an easy subject. I don't think everyone does this, so that sets me apart from other sales calls my customers have. I instruct my sales team on that personal contact piece, because I believe it is key to a memorable sales call. I tell them all the time, that this is what makes us different. That and a handwritten note. (laughs).

16. What keeps you so motivated?

Well, I guess money and diet coke, hahaha! No, really, I basically like my job and my life so I'm luckier than most people.

Facing Fears Questions

17. What expectations are placed upon you from others?

I believe all adults have responsibilities in all areas of their lives. I'm expected to be a good mom, wife and employee. Period!

18. What expectations do you feel you have to live up to?

I WANT to live up to what people expect of me, I don't have to. I've accepted the role to play in my life and I will play it to the best of my ability, and I do this because of my granddaughters, kids and daughter-in-law's.

19. Are you afraid of the pressure?

Sometimes I'm **overwhelmed** by the pressure, but not afraid of it. Those are the times I call in my resources for back up. The three F's. Faith, Family and Friends. Sometimes stressful experiences make me so sad that I feel exhausted and depressed. That's when I need to stop and get help. Never be afraid to get help, it's out there, you just need to ask. I've got a name of a good therapist too, seriously.

20. How do you face fear?

Stare it down! I'm pretty scary too.

21. Do you believe fear is perceived? All in your head/a state of mind?

Hell no, **real** fear is real. I feel fear for my sons. Matt just returned from a tour of duty with the Air Force in Kuwait. I lived in sheer terror for eight months. His communication was restricted by the government because of the missions he was flying. We truly didn't know if he was dead or alive. Nick leaves for Qatar soon and I will have that feeling again. This is real fear. The prospect of losing a loved one is a fearful experience. It's hard to go about your daily routine when you are consumed with this fear. Nothing else in my life has that same impact.

22. How did you go on with your daily routine; what strategies did you use?

It's a cliché, but, life goes on. I was still the same person to the people around me even though this scary thing was happening, it wasn't only happening to me. I had to be strong for Jenny (Matt's wife), their babies and my entire family. I acted and conducted myself as though I knew that everything was going to be alright, therefore it was. Hard to explain this, but when we did communicate with Matt he was very reassuring that he was on the winning team, so everyone was bought in. **The strategy was: nothing bad will happen until it does. Life goes on.**

ME: Wow!

23. Are you in control of your future?

You always hear that life can change in an instant. The older I get the more I believe that it's true. I have friends, my age, planning for their retirement and then one finds out they have cancer and that changes everything. I have a few stories where life is changed in an instant, so while I think planning is great, it's not something anyone should count on. I think living each day to its fullest is the best plan.

Sorry, you asked if I'm in control of my future, my answer is no.

I'm in control of the plan, but not the future.

24. What is your plan for the future?

To be old.

No seriously, to live a long life and enjoy my kids and grandkids. To not work so hard and enjoy the winters in Florida, eat lots of seafood and guacamole and read lots of books. Does that sound like me?

Yes, it does!



Brandon Emba Refined Themes I4

Theme 1. [Authenticity]: Troublemakers strive to being true to themselves and to those closest to them. They believe being honest is the best way to do that even if it means being a little too honest at times. They treat others as they themselves want to be treated as that is a key aspect of

a good and lasting friendship. Being outgoing and true to themselves is ongoing process that has taken years in the making, through self discipline and facing new challenges they've nurture a strong sense of who they really up until this point in their life. It's not so much about not caring about others think what they are doing but it's more about only caring about what's best for them despite whether if people think that is the best choice or not in their life. To them, doing what they love and are passionate about is more important than than pleasing other people's opinions.

[ID: When asked; What's scary about being yourself about who you really are? They replied

“I guess I would say ppl might not appreciate honesty sometimes. Maybe they think I'm being too honest. I don't know maybe people thinking “why are you doing that”paragraph 11]

[ID: when asked; Did you feel afraid to be kinda different than what people expected? They answered;

“Yea sometimes it's a little nerve wrecking, when someone is like oh so what's your major and I say anthropology geography and suddenly I hear that voice of my parents saying “ oh what are you gonna do with that” and being like ugh! Just kinda having to explain yourself and validate yourself and your major which is kinda sad. But at the end of the day it's just like oh yea i don't care what you think, i'll tell you what I want to do and you're either fascinates or you're just like “okay” paragraph 24.

Theme 2. [Forward Focus]: troublemakers like to take risks that will make their lives better, in a sense that they will go to a whole new place without knowing whether it will be in their comfort zone or not. They know that with a good attitude and positive mind, anything they push themselves through, they can do and enjoy it. It means pursuing their dreams despite what those closest to them tell them. To travel to different countries with the only goal is to have fun, or pursuing a major that they love but one that others might not approve of because it's not a will know career path. They do this by having a strong sense of who they are and knowing what they love and living a well organised lifestyle.

[ID: When asked; “How do you stay on track?”

Trying to visualize myself being on the other side. Really enjoying myself once I have accomplished these goals and I'd be like wow. I feel like I would be a really happy person. So I want to keep doing that because I want to eventually live that vision that I'm seeing. So to make it realistic, I set up baby steps that will get me there. You know thing that you can write on a planner like “okay if I want to finished school, let's start with the basics, do the hw, do this do that just kind of stay on top of everything and like I also value time with my friends so being able to reach out to them. Msg them here and there, or randomly call someone on my contacts list and say “ hey I haven't talked to you in awhile”

[ID: when asked about how do their goals align with what others want them to do?

“Well at first they clashed, like when my parents, when I told them that I wanted to learn about the environment, how to solve these problems that were having. Because they affect the

economy they affect the society. Global warming and all that. Everything is just so tied together and I Found it fascinating and their reactions was like “what kind of job is that gonna get you” but I always believe if your passionate about something you're gonna get a job because people are gonna see that you have a strong work ethic and that passion is what drives you to do work. Like if you have no passion your gonna burn out and not finished what you wanted to do. So I was just like don't worry about I'll figure it out and they were just like oh my gosh and I was like you gonna nothing to worry about fafsa got me they were like okay, we just wanted you to do something more beneficial. Like business or be a doctor and I was just like well to me businesses are corrupt and their always out to get you. And like ummm being a doctor yes it is a beautiful experience like ugh helping people on a daily but I also feel like that wasn't were my skill sets were like i just know i'm not very “sciency” base, like I know its just so draining to me so i figured Im gonna do whatever I want to do because it makes me happy and if the work does start to get intense, I know i'm going to push myself regardless because it's something that i like so i don't think that i would have been able to do that if I went another route”.

Interview Transcript

Intervee: Carolina G.

Date: 16 May 2019

Time: 4:30pm

Location: Robert Kennedy Library, Cal Poly.

1. **What is your name and how old are you?**

My name is Carolina and I am 22 years old.

2. **Can you tell me a little bit about yourself?**

I'm from LA, more specifically the San Fernando Valley, I really enjoy going out on hikes, hanging out with friends, you know trying to the homework, you know trying to balance everything out. I have one younger sister and one younger brother so i'm the oldest and I like mashed potatoes.

3. **Interesting... How would your friends describe you to a stranger?**

They Would say that I am very kind, very energetic and umm... *laughs* that's it.

4. **Thats funny that is exactly how I would describe you as well. Moving on What are some of your hobbies.**

Um, well just like I mention before, I like hiking a lot, going to work out. I really like

listening to music. I like listening to it every monday when its refreshed, hanging out with friends.

5. **And lastly what are your drinking habits or choice, like what do you enjoy drinking with friends.**

I definitely enjoy drinking cocktails but I do enjoy a glass of wine here and there, do not at all and avoid beer at all cost.

6. **What do you do when you are face with a challenge.**

a. I start with assessing the situation, break down what's with going on, and figure out out which of those is my best options and execute with grace.

b. What do you mean with grace.

i. I mean try to do it with my best foot forward. Being able to come through with a challenge and do my best.

7. **What makes you feel confident.**

a. Listening to good music is always a big confidence booster. I would say like just having a good positive attitude and thoughts. Like if I talked to a good friend and that transcribes throughout the day. There's time where I wont have a good day and I'll feel unmotivated to do stuff, just stuff that happens around my day really influences on how confident I really feel.

8. **What practices do you do to make yourself feel happy other than talking to your friends.**

a. Apart from talking to my friends, My hobbies. I don't get to them really often so like for example, after a good workout, I feel really good.

9. **What do you do that makes you original from the rest.**

a. That's a tough question, I guess I would just say, being honest, what's on my mind, like jokes that I don't even think about. Like I just say them and then people are like what... but I guess just being true to myself and like to those around me because I feel like that's Something I would want the same back in a friendship.

10. **How did you become this person. How did you choose to become who you are.**

a. That's a journey bc I use to be really shy like in elementary school and middle school like I did have friends and stuff but it was just where I would just hang out with. I found it really hard to meet other people but at the end of 8th grade I had to transfer to another school which was really difficult bc of the transitions so I had to put myself out there and just have fun bc I know I can't leave. So I had to make the most of my experience bc I started talking to more ppl and just having fun. Eventually I started feeling more confident and accepted myself. I've just kept that going ever since.

11. **What's scary about being yourself about who you really are.**

I guess I would say ppl might not appreciate honesty sometimes. Maybe they think I'm being too honest. I don't know maybe people thinking "why are you doing that"

12. [Do you have an example.](#)

a. Um I guess like it will be like i'll just say this and it sounds normal to me but then to other ppl it must be strange like I'll say "oh yea me and sister will randomly race a random dude in the st" and people probably think what's wrong with you haha. stuff like that like them asking "why would you be doing that" but then again that something that we find to fun.

13. [What happens when you aren't true to yourself.](#)

a. That would be when I'm not feeling good about myself. I'll be really isolated and keep to myself, not really do much and just stay in doors. Its kinda sad.

14. [How often do you try new things.](#)

a. Always. I like trying different foods, or if someone is like do you wanna go out and try new things i'll say yea sure bc you never know if you'll like it or not. I feel like it's always worth trying and figuring it out.

15. [Why is it important to have this growth.](#)

a. It would make a me a more well rounded person. So ill feel like i'll have more input to say. I don't want to be that person who is judgemental even tho im not aware of what Im talking about. I atleast want to have some background and have input.

16. [What are your goals and where do they come from.](#)

a. I guess it would stem from struggles that I definitely don't want to repeat that. Like not going to school, that comes from my parents not having the opportunity to finish school. So doing that for myself, graduating. That goal of graduating comes from that bc they weren't able and for me to be able to that for them but also for myself bc that also means that I have a better chance that I'll get a betfamily ter job that I want, and other goals to like to travel. I never went on road trips growing up. San fernando valley was my bubble and it stayed like that until Community college, like when we would go on roadtrips for my internships and I really like that and like when my friend went to study abroad, I went to go visit her without my parents consent haha. I just went for it and I said wow this is amazing, this is different place different culture so i feel like that's where my goals to travel come from

17. [How do you stay on track](#)

a. Trying to visualize myself being on the other side. Really enjoying myself once I have accomplished these goals and I'd be like wow. I feel like I would be a really happy person. So I want to keep doing that because I want to eventually live that vision that I'm seeing. So to make it realistic, I set up baby steps that will get me there. You know thing that you can write on a planner like "okay if I want to finished school, let's start with the basics, do the hw, do this do that just kind of stay on top of everything and like I also value time with my friends so being able to reach out to them. Msg them here and there, or randomly call someone on my contacts list and say "hey I haven't talked to you in a while"

18. [What's something that you have accomplished that you didn't think you can do.](#)

a. I would say one of the things that I've done, In my Community college a group and I

went to sacramento and we lobbied for this proposition for education funding for community colleges and highs schools, stuff like that, and it was really cool bc we got to talked to representatives and express our problems and why we thought it was important to have. Especially bc we were community college students at the time. And like I knew that the trip was happening at the time and I knew that they were selecting a few of us but I never thought that I was gonna be one of the few that would be part of the group and meet these people in sacramento. Going over there it was just really cool.

19. In that note, what risks do you take.

a. Coming to cal poly was a huge risks, I didn't know anyone in the area. Nothing. But we had marlow and that's were I met my best friend. Or like coming to cal poly but definitely going on that flight to go visit my friend because yea that was like the first time i'd ever been to an airport to plane, everything. It was just a lot of first and I was just telling myself, when I get there shes gonna be there and she was oh i'm running a bit late and I was just like ahhhh. But in a way I think they are planned risks. Like i guess I kinda have an idea of what's going on. And then once i'm doing it i'm like okay I actually don't know what i'm doing haha. But I just hope for the best. But at the end it always ends up being good. So um there's something to it

20. On that note, do you seek out discomfort?

a. Yea sometimes I'll put myself in uncomfortable situations. Like if i'm going out with a friend and suddenly the person that I thought was gonna be there isn't there but i im like ummm okay I don't know these people but we're gonna make the best out of it. Putting myself out there and you know make a friend. Be like "hi... how are you" " how did you hear about the event" and just end up sitting with that person and so they are my friend for the day. I mean for the most part ppl are kind. They go along with it and we actually become friends. Exchange phone numbers and like alright. See you around.

21. How often do you do this, get into these situations.

a. For the most part not too often. Maybe on a monthly basis. You you know, most of the time. At the beginning of every quarter. You gotta meet someone new. Or at a volunteering event.

22. After all of this. Especially now that you are graduating soon. So you feel like you have control of your life or are you just going with the flow.

a. I feel like at the beginning of the quarter, i did not have my life. Even though that is my last quarter. And so like at the beginning I was just like i guess "senioritis" hit and I was just trying to enjoy life and I was very much going with the flow but like at this point in the quarter. I'm just like okay im experiencing these things, we really gotta focused on those goals and I feel like now im very much in control. Of what's going on. If I get that "C" that was me. That was me not studying hard enough. Like you know. Ohhh it's because I went out. But yea at this point i'm pretty much in control of this situations.

23. Lastly, how do your goals align with what others want you to do.

a. Well at first they clashed, like when my parents, when I told them that I wanted to learn

about the environment, how to solve these problems that were having. Because they affect the economy they affect the society. Global warming and all that. Everything is just so tied together and I found it fascinating and their reactions was like “what kind of job is that gonna get you” but I always believe if your passionate about something you're gonna get a job because people are gonna see that you have a strong work ethic and that passion is what drives you to do work. Like if you have no passion your gonna burn out and not finished what you wanted to do. So I was just like don't worry about I'll figure it out and they were just like oh my gosh and I was like you gonna nothing to worry about fafsa got me they were like okay, we just wanted you to do something more beneficial. Like business or be a doctor and I was just like well to me businesses are corrupt and their always out to get you. And like ummm being a doctor yes it is a beautiful experience like ugh helping people on a daily but I also feel like that wasn't were my skill sets were like i just know i'm not very “sciency” base, like I know its just so draining to me so i figured Im gonna do whatever I want to do because it makes me happy and if the work does start to get intense, I know i'm going to push myself regardless because it's something that i like so i don't think that i would have been able to do that if I went another route.

24. [Did you feel afraid to be kinda different than what people expected.](#)

a. Yea sometimes it's a little nerve wrecking, when someone is like oh so what's your major and I say anthropology geography and suddenly I hear that voice of my parents saying “ oh what are you gonna do with that” and being like ugh! Just kinda having to explain yourself and validate yourself and your major which is kinda sad. But at the end of the day it's just like oh yea i don't care what you think, i'll tell you what I want to do and you're either fascinates or you're just like “okay”.

25. [Well that pretty much answer the rest of my questions. We are done but before we close it up, do you feel like I missed any questions, anything you want to add.](#)

a. No, i felt like it flowed pretty well on the introduction and then we dived in, and good conclusion I would say you know like how everything tied at the end. I think we're good.

C: Presentation



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Questions used to complete our extensive research strategy
- 02 ANALYSIS**
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- 03 VISION**
Unraveling the Troublemaker's new branding strategy
Manifesto
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- 04 CONTENT PLAN**
What's the next step?
Focus on social media and brand image.



INFORMATION GAPS

- How is a Troublemaker's confidence grown and maintained?
- What does it mean for a troublemaker to be their true authentic self?
- What drives the tribe to be extraordinary?
- How and why do Troublemakers push themselves to face their fears?
- How does the Troublemaker claim control in their life?



ANALYSIS



- **16 interviews, 10 informants**
 - Average interview 37.25 minutes
- **8 field observations, 8 locations**
 - Naturalistic and ethnographic* observations

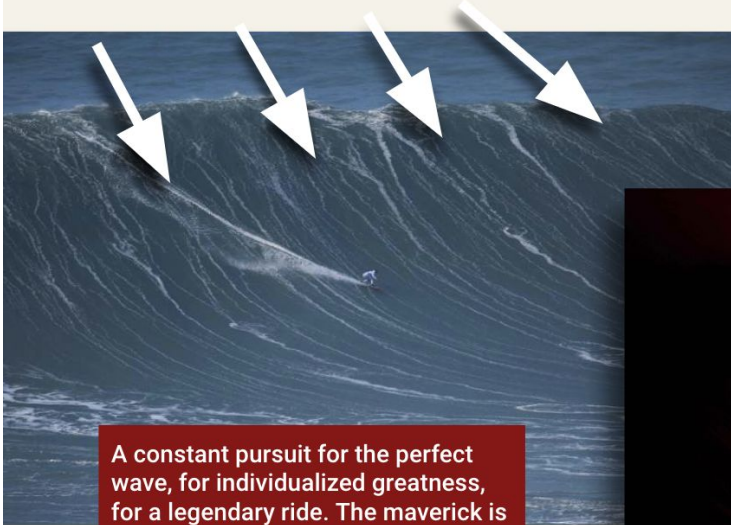
* Net/ethnography: Comparing Facebook to personal experiences

THE SURFERS OF LIFE



A metaphor for understanding the underlying motivations and behaviors of our tribe

PURSUIT OF THE MAVERICK



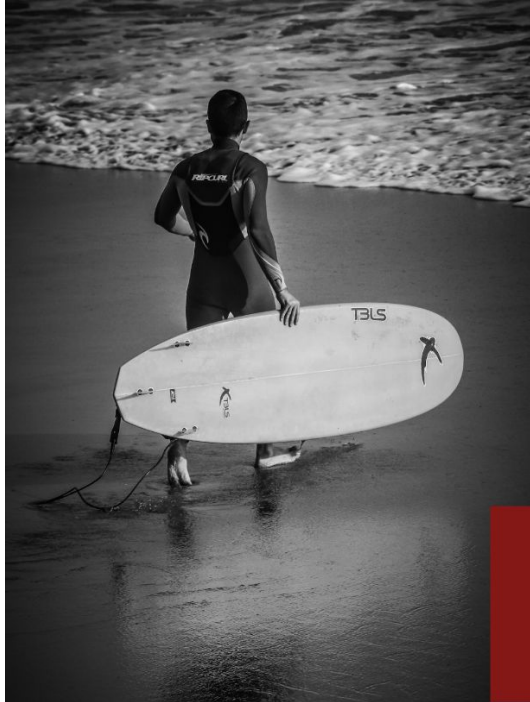
A constant pursuit for the perfect wave, for individualized greatness, for a legendary ride. The maverick is what our tribe is constantly working towards.

THE MAVERICK

→ ultimate personal success

The search for an epic legacy





The Perfect Board: AUTHENTICITY

- "I don't do it for other people. I have to do it for me because at the end of the day, literally you're the only person that's ever gonna have your back 100% of the time."
- "Well in some ways I think everyone is different. It's just whether or not they're willing to kind of explore that. So I think those are the things that make us interesting..."

Trust and belief in unique individuality creates a support to ride and fight the waves



The people that are closest, and most important add value to life. They inspire pursuits that align with inner desires. They create connection and accountability to the authentic self.

I try to surround myself with a small number of people who I feel I have their back, and they have my back. That affirmation is an important motivator... these are people who sometimes will push me to face my fears when I'm not doing it myself"

Connectedness

FACING FEARS

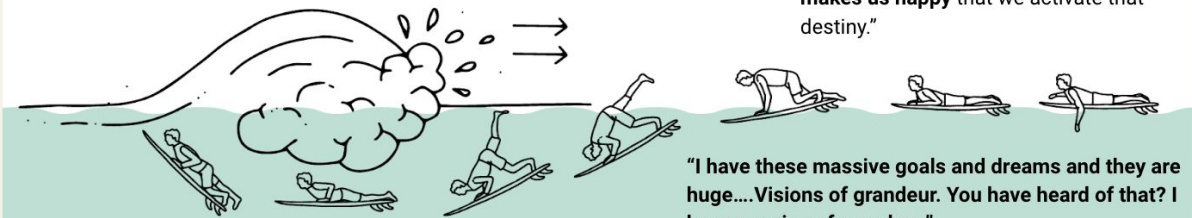


"I acted and conducted myself as though I knew that everything was going to be alright, therefore it was. **The strategy was: nothing bad will happen until it does. Life goes on.**"

"I think the way that I overcome that fear a lot of times is just to **be bold**. You know, **to not be shy or small.**"

Daunting waves of uncertainty are not a deterrent, but a stepping stone to expand personal grit and an opportunity for growth

Forward Focus



"**Destiny is controlled by us** and it's **when we decide to do what it is that truly makes us happy** that we activate that destiny."

"I have these massive goals and dreams and they are huge....Visions of grandeur. You have heard of that? I have a recipe of grandeur."

A constant forward paddling motion through smaller waves with the goal of finding a unique legendary ride. Our tribe is calculated with the waves they pursue, they are constantly surpassing challenges and unfit expectations, focused solely on achieving greatness.



YOUR LEGEND AWAITS

*It's the greatness beyond belief that
inspires the tribe to pursue their
uniquely legendary life.*

Brand Manifesto

Troublemaker

Your legend awaits ...

Far far away in a land filled with trees
 Lived a soul who talked to the birds and the bees
 They were stronger than steel
 Faster than light
 No one dared to face them in a fight
 They could do anything
 They could be anyone
 And no matter what,
 They always had fun
 A legend
 An inspiration
 A possibility within
 A world shaker
 Rule breaker
 Moment taker,
Troublemaker

RECOMMENDATIONS

Recommendations

- @troublemakerwine
 - Reactivate to re-establish focus with tribe
 - Provide clearer brand message for the audience and allow them to connect with brand essence
- New original hashtag

#TROUBLEGENDRARY

Recommendations

- Instagram TV
 - Austin Hope's legacy
 - Showcase vineyards and distilleries
- Break down formality of winery experience
 - Tie back to childhood memories and legendary stories


#TROUBLEGENDRARY



INSTAGRAM

Legendary Actions Lead to a Legendary Life

troublemakerwine



8,976 likes

troublemakerwine Bold. Unique. Legendary. No, we're not just talking about the wine.

[#TroubLegendary](#)

[View All 42 Comments](#)

MAY 25

troublemakerwine



5,420 likes


troublemakerwine We make trouble. We make noise. We make memories.

[#TroubLegendary](#)

[View All 97 Comments](#)

6 DAYS AGO

troublemakerwine



5,270 likes

troublemakerwine When we fail we contemplate, when we succeed we celebrate. Let's get to celebrating.

[#TroubLegendary](#)

[View All 27 Comments](#)

4 DAYS AGO

Legendary Actions Lead to a Legendary Life

troublemakerwine



6,890 likes

troublemakerwine So much life to live but only one life to live... Go make some trouble.

[#TroubLegendary](#)

[View All 52 Comments](#)

2 DAYS AGO

EVENT SPONSORSHIPS



Pride is a collection of people living their bold story, embracing individuality, and celebrating personal legacies. This celebration highlights the importance of connection and personal expression. Take a stand on equality and diversity, support the brave.



