

Connecting to your WHY

University of Guelph Graduate Skills Development Conference, March 2021

Transcript:

[Ivan Wanis Ruiz]

Can anyone before you write anything down just with audio? Can anyone tell me what this is? What are these?

[audience member]

It's food.

[Ivan Wanis Ruiz]

What kind of food? Where would you find it in a menu?

[audience member]

Fast food?

[Ivan Wanis Ruiz]

Yes, yes, it's appetizers exactly. Now here's the thing about going to a restaurant. If you remember going to restaurants, that was a fun time. When you go to a restaurant, if they have really good appetizers, you get excited about the food. You get excited about the main course. Your quote unquote elevator pitch. Forget elevator pitches let's talk appetizer pitching because here's the problem with elevator pitching. They tell you how much can you possibly say to a stranger in like 20 seconds. That's going to make them want to give you a job. Nothing, it's impossible. If anyone is has gone up, that's why we all hate networking. It doesn't seem sincere, so instead let's think about appetizers, how little can you say to make someone curious? What is the bare minimum you can say, so something goes like this? I'm sorry what. Well, that's not what does that mean tell me a little more, because that way instead of me trying to take your time. You're giving it to me. So it starts with a why statement. And in a moment I want you to write down all three of these.

Please can you please write down all three of these? Go! You don't have to finish all three of these sentences, you just have to finish one. And don't worry, I will give you some examples. I will give you examples, but you have to complete one of these when I pitch myself to new clients, I have three or four versions of all of these because there is no one right way. There is no right way. What there is are tools. I want you to be like Batman. Here's how Batman works. Batman is fighting somebody, right? What does he do? He throws the thingy at him. It doesn't work. It doesn't matter. He's got a smoke bomb. That doesn't work. It doesn't matter. He's got the little cable thing. He flies away. Batman doesn't have one thing. He's got several things and he keeps using stuff until something works. And that's what we're going to do. Each one of these sentences let me give you some examples.

First of all. By show of hands just on camera. Does anyone here watch anime? Lenny, Jacob OK linear, Jacob and Kathleen. Do you know who this person is? You can just turn on your mic if you know.

[audience member]

Yeah, it's Hayao Miyazaki.

[Ivan Wanis Ruiz]

Yes, it's Hayao Miyazaki, the Steven Spielberg of anime. If you watched Spirited Away. What else, let me? Princess Mononoke. What are some other famous ones?

[audience member]

Castle in the Sky. (...).

[audience member]

Nausicaä of the Valley of the Wind is really good too. Delivery service are so funny.

[Ivan Wanis Ruiz]

Yes. You see he's one of the, he's like the greatest anime. He's the greatest anime creator and director and this is his WHY statement. I believe that telling story with images first and words second and here's how he makes his movies. He makes the entire movie without any dialogue. Then he shows it to people and the only places he adds words is where people don't understand.

This is the new CEO of Uber. I want to make. I want to make transportation as reliable as running water. Now can I tell you something by show of hands? Is anyone here an engineer? No, no engineers OK, one Sarah. OK, so my uncle is a mechanical engineer. And I swear this is a true story. My uncle is like hard core science. If he can't write it down and calculate it, he doesn't care. So we're driving the car and I said, hey did you hear about the new CEO of Uber and this is in Vancouver where Uber is a big deal because it was a big controversy. He's like, No, what's going on? I said he wants to make transportation as reliable as running water and my uncle... this is a real thing that happened, he goes like this... (confused face) I mean, what does that mean? I mean, it's powerful. Like I think I sort of get it, he's trying to think about and then then, It's like a one minute monologue of him trying to figure out what that meant, which means it got him. It got him curious. How little can you say to make someone curious is the secret.

Let me give you a few more examples. Then you are going to go into breakout rooms, make your own, and when we come back I want to hear them. I know, start thinking now. This is a master student in a nursing program, and she said I want to integrate indigenous cultural practices into healthcare. Notice something, it's very specific, isn't it? You could say, I believe that it is important for everyone to have the right to have good health care, but nobody will care when something is very general or formal. It doesn't work.

This is an engineering student who just got \$100,000 grant for his research and he said I want to use wood waste to create pure vanilla. Right now there's a global shortage of vanilla. And he wants to use the lignin in pulp and convert it to eat microorganisms to make pure vanilla.

This is an architect student. I believe that Indigenous design is the future of architecture. I have to tell you this story, this is a real thing that happened. So, I was teaching... is anyone here from Vancouver? Brad, a few of you from Vancouver? OK, so listen. I was teaching at UBC and this is something that really happened. Imagine. A 400 person auditorium. I'm teaching, and the prof from the previous class is like walking back. I'm so sorry I forgot my exams, no problem. He comes in and he grabs his exams. He looks at this picture. And I swear to you, this is actually something that happened. He got up and this is something that he went like this. He grabbed his exam. He was like this. He looked up and he's like. That's interesting. Looks at me. It's a good question. And then he left and he kept looking over his shoulder. It stopped him because it made him curious.

Here's a few more. I want to use satellites to save wetlands. That's from a master student in Saskatoon.

I believe any good business should encourage side hustles and when the student said that to me I was like well what do you mean? She's like every cool thing that Google ever made came from someone doing something for fun. That's where Google Maps came from. That's where images came from. That's where keywords came from. It was all from side hustles. So if you want to be successful you should let all your employees work and do their side hustles at work. Like right away that told me something completely different about her.

This is from a PhD student doing research in cytokines and she realized that you can actually use cytokines to make plants less water dependent, so they use like 40% less water.

My friends, do you understand the concept of the WHY statement? Giving a thumbs up in the camera? Yes, good. You have 4 minutes. I'm going to put you into a breakout room. You can work, I'm telling you right now my friends, I'm going to tell you right now again, the only way to practice, the only way to generate ideas is by doing it badly in front of other people. So, when you go into your breakout rooms don't sit there in silence. Turn on your cameras and microphones. Say I kind of want to do something like this, but I'm not sure how and in that process is how you'll discover it, and I will go into breakout rooms to help you.

Today is about kicking a soccer ball. The first time, watch a little kid kick a soccer ball for the first time. It's hilarious. They usually miss fall down and start crying. It's awesome, but the more they do it, the better they get at it, right? Today, I don't expect your WHY statements to be perfect. I just expect them to be. This is building a foundation, so to that end, can everyone take a moment right now and write your why statement into the chat? Go.

We're going to see who's the fastest typers are right now, Teresa. We're seeing the fastest typers. OK. I want to empower youth to create sustainable future through education. Sidney, I like it, but it's very general. I think a lot of people could say it, so I would say go a bit more specific and I'll give you some examples of why that's important.

I believe that we should live life virtuously. Again, what is virtual? What do we mean by virtuously?

I want students to love their future career as much as Ivan loves public speaking. Bonus points for shouting me out. How do you know I love it?

I want to find out why people want to pay and work. I think what you meant was paid to work. But I love that one. It makes me curious.

I want to link human and animal health. I want to know why and what if I was going to say that one again? What do you mean by animal health and what do we mean by link? If you wanted to go next level to be even more specific.

I believe in developing not just your skills. Developing what Nicola?

I want to make hydrogen vehicle run on farm waste. Woo hold on. See? That got a reaction out of some of you. I actually saw like a lot of you look like, what is this? How does that work?

That's the point. We want to make someone do this. So tell me a little bit about yourself. Great, why do you want it? Like if that's a reaction for I don't care about anything you're saying, but if we can make someone go like this. What? I'm telling you you're going to get two reactions when you use these well. Reaction number one will be genuine, like how does that work? Genuine interest and curiosity. Reaction number two will be like this, ha OK alright,

very clever. I'll give you a couple of minutes. Let's go. What do you got? Pitch me. You'll get those two reactions. Both are fine!

Now my friends, here's something and keep writing them in the chat. Here's one of the reasons I'm asking you to be more specific. Is anyone here a liar? Hands up anyone here a liar? Every single, yeah, Destina you almost did it and then no one else did. Put your hands up every single one of you right now! Most of you probably told a little lie today. Oh, I'm running late. I'm a little busy. Sorry I forgot to call you. Whatever, you're all liars. And when I was researching, when I was doing research on communication, I decided not to go to communication experts, because most communication experts just sort of decide they're experts. They were in sales or marketing. Instead, I went and talked to police lie detectors like police interrogators. How do you know when someone is lying? I went and I talked to professional poker players. How do you know when someone is bluffing? And here's what I found out. There are certain things that we, certain ways that we speak when we are trying to be professional, when we're being interviewed and when we are lying because in both situations you're scared and nervous and once you notice this my friends, you will always see it. Once you see this you will always see it.

Here are the traps. Number one is formalized language. It's when, we all want to have a conversational style, but we want to be professional and here's why you fall into this trap. If you write out something word for word, the way you write is not how you speak, which is why you can always tell when something is memorized. Just yesterday I was working with a group of people and one person was like, I believe that it's important to focus on organizational objectives to better achieve the outcomes to benefit everyone within the organization. And I was like, what does that even mean? That's businessese. That's like the illusion of information and I said, well, what do you mean? And after like a few back and forth, she basically said this. No, everyone hates it when no one replies to an email. And if you really want to make a company that works fast, you have to reply to emails. I'm really good at replying to emails. I'm like, say that. Say I believe that the best way for a company to succeed is to respond to an email before the end of day. That tells me something about you, and that's very specific for her.

The second one is distancing language. It's when you speak in third person. It's important that people and other people ta da ta da ta da duh.... Because my friends, here's the one thing you do not want to become. Does anyone know who this is?

[Teresa Crease]

It's a soccer player....

[audience member]

Tony Robbins.

[Ivan Wanis Ruiz]

Not a soccer player. It's Tony Robbins, exactly. The man's insane, but he's a motivational speaker and one of the traps we fall into when we are trying to communicate ourselves. We say, to save the world for the next generation, to fight the power. Be wary of becoming a motivational speaker in an interview because we all know even if you believe it, it never sounds sincere. So let me give you some more examples of why statements and then a challenge. A challenge, another tool.

Here's some more examples of some WHY statements because I want you to make, not one, not 2, not 3, but as many as possible. You don't have to do it all today. One student said I want to fall in love at work, but not with a person. And I was like, what? He's like so my favorite job was when I scooped ice cream. This is a real thing. He's like, when I scooped ice cream, I just really thought I was working out as I was scooping and I tried to make it like a bicep workout and I love doing it, like I was the one who volunteered. I didn't want to be on cash. I want to scoop and I just want to find a job that I love as much as that. Well done, that told me something about him.

I believe that people should be microambitious and I said, what do you mean you said, well, you know Ronaldo, the soccer player, he says like no one person can change save the world. But if you can do just like one thing, that's really tiny. It's awesome. So when I go to a job instead of thinking, how can I reorganize the company? And here's all my ideas. I just want to figure out how the how the fax machine works or how the photo copier works. If I can do that, then I move on to a bigger goal. So microambition, tells me something about them.

I believe that plants need to be taller. That was from a researcher, and I was like, taller, what do you mean by taller? He's like people are trying to find like flat land for plants. I think we should be growing them vertically. Oh, that made something.

So you're going to go into a different group, ladies and gentlemen. And you're going to refine your WHY statements, but I want to give you an extra challenge. I want you to first think of a question that gets you to your WHY statement. A rhetorical question that gets you to WHY? WHY?

I need a couple of volunteers. I'm going to choose Jacob. Let's go Lauren. Let's go, Molly. And let's go, Nathan. So everyone turn off your cameras except for those four people. Everyone cameras off except for those four people. Excellent, excellent, so here we are perfect, so we got Nathan, Jacob, Lauren, Molly and I oh there's two Lauren's, perfect. I'm going to choose that's OK Lauren. Lauren with the paper in her hand is going to be the demo, you're going to be the demo.

So here, other Lauren come back. We still need you.

[Lauren]

Can I go?

[Ivan Wanis Ruiz]

So Lauren, with the paper in her hand, not Lauren Fletcher. You're going to demo with me. In a moment I'm going to pair you off and you are gonna have a competition. And here's the competition. We have to have a coherent conversation, a conversation that makes sense. But we can only ask questions. Simple questions. You can't ask the same question back and you can't have an answer with a question at the end. So for example, Lauren ask me a question. Simple question anything.

[Lauren]

What did you eat for breakfast this morning?

[Ivan Wanis Ruiz]

Do you drink coffee?

[Lauren]

I don't really like tea. Oh, it has to be a question.

[Ivan Wanis Ruiz]

That's an answer. That's right, it's a hard game. It's hard. I know it's hard. OK we'll do one more, one more, ready Lauren? Here we go. What time is it?

[Lauren]

What time did you wake up this morning?

[Ivan Wanis Ruiz]

Are you an early riser?

[Lauren]

Did you go to bed early last night?

[Ivan Wanis Ruiz]

Well, what's early.

[Lauren]

I didn't. Did you sleep well?

[Ivan Wanis Ruiz]

Ooooh, it's hard, right? So everyone, Molly, other Lauren, Jacob, Nathan. Do you understand the game? OK, everyone who does not have their camera on. Can we all give our volunteers some applause? I know I volunchose you, but can we get some little gibberish applause in the chat? Everybody, round one? Nathan versus Lauren Fletcher. Lauren, you can start.

[Lauren Fletcher]

Do you have any siblings?

[Ivan Wanis Ruiz]

And Lauren wins. It's alright, Nathan, you ask Lauren a question. It's super hard. I know this game is hard.

[Nathan]

Lauren what's your favorite color?

[Lauren Fletcher]

Do you like the color blue?

[Nathan]

Do you like when it's raining?

[Lauren Fletcher]

Do you think...

[Ivan Wanis Ruiz]

Alright, that's it. Done done. OK. Next up, Molly versus Jacob. This is the moment you've all been waiting for, one night only. Jacob, why don't you start, Sir?

[Jacob]

Sure. Molly, how's the weather?

[Molly]

How's your research going?

[Jacob]

How's yours?

[Ivan Wanis Ruiz]

Can't ask the same question back, that's OK, good not bad. Keep going though. Keep going, how's yours?

[Molly]

How's the weather outside for you?

[Jacob]

I got nothing, I'm sorry.

[Ivan Wanis Ruiz]

Awesome, awesome. Listen, this game is super hard, right? This game is really tough. Let's stop for a second and ask ourselves why. It's because when you ask a question without an answer, a rhetorical question for one or two seconds, the only thing in your mind is that question and answer. It's almost impossible not to, so one of the best ways to engage when someone says, tell me a little bit about yourself, why do you want to work here? Tell me a little bit about your research. One of the best ways that we can answer any one of those questions is before we get to the WHY, we hit them with that rhetorical question. Everyone you can all turn off your cameras, you can all turn off your cameras.

So do you remember Uber guy? I want to make. I want to make transportation as reliable as running water. This is how he started before he said his why he started off with this question. And he was like, you know, when I was in University I would be late for school and I'd be waiting for a bus and I'm losing my mind because I'm late. And I see all these cars going by and I thought what if I could just jump into one of those cars if only one of those people could give me a ride? Well, what if they could? What if we made getting from A to B as reliable as going to a faucet and turning on water? That's how he started.

Hayao Miyazaki, the anime Steven Spielberg. He was doing an interview and they talked to him about his process, why he believes his movies are so successful and he said this. Could you understand a movie with no sound? See, I believe in telling a story with images first. Because movies are things you look at, they're not things you listen to or read. And that was his whole mentality.

The nursing student. I want to integrate cultural practices. This is the question she started, she did a little kind of like presentation about why she believes this, her research on indigenous cultural practices and she started off like this. She said, how do you say "safe" in Halkomelem and Halkomelem is a very very common indigenous language in Vancouver.

The researcher into vanilla who got the \$100,000 grant, he started off like this. Do you think we could make manufacturing organic? What about manufacturing vanilla? I want to make manufacturing vanilla organic. I actually want to use microorganisms to eat up wood waste to make pure vanilla.

Here's a civil engineer. What would the world look like if there wasn't any concrete? That was the question he asked to get him to his WHY statement? Which was like, I believe no one will be using concrete in 100 years.

You're about to go into a breakout room, my friends. You have about 5 minutes. I need a question that gets you to your why? So those two things. So when people say tell me about yourself, why do you want to work here? Tell me a little bit about your research. You can start or end with those. OK, you're about to go into a breakout room, so turn on your cameras and microphones. It's going to be a different group of people. Don't be afraid to say hi, my name is. Where I pick random people, I spotlight you and then you give me your questions and your WHYS in front of everybody. Does anyone want to volunteer? Nobody. Excellent, excellent. In that case I will volunchoose. OK, I'm going to volunchoose. And by the way, here's a fun fact. Oh, do me a favour. Turn on your cameras for me please, just for one second so I can see who's here. Perfect. Thank you.

Here's a fun fact about about when you ask for volunteers. If you're ever going to become teachers. If you're ever going to teach at universities or whatever, this is something you will see all the time. Whenever you ask for volunteers, there's always two kinds of people. There's the people who look right at you, give you total attention because they're like, if you don't show any fear, he won't choose you. He'll think you're prepared. He won't choose you, so just don't show fear. Look him in the eyes, right? That was half of you. And then here's the other half. The other half is like this. Fade into the background. See, I know. I see all so now, now you're all like oh OK, so here we go. I'm going to choose. How about Mr. Martin? Martin, Sir. Don't worry my friend. It doesn't have to be perfect and I'm going to help you with it anyway. So I've spotlighted Martin. My friends, can we get a little, can we get a little gibberish in the chat, please? Little applause for Martin everybody. Thank you, thank you.

[Martin]

All the gibberish, everyone. Thanks.

[Ivan Wanis Ruiz]

Mr. Martin, so suppose I ask you a question, tell me a little bit about yourself. So right away just for funsies, start off with a rhetorical question.

[Martin]

Start off with a rhetorical question?

[Ivan Wanis Ruiz]

Yeah, the one we've been working on to get you to your WHY.

[Martin]

Where are you right now?

[Ivan Wanis Ruiz]

I'm in Toronto.

[Martin]

Why would you be in Toronto?

[Ivan Wanis Ruiz]

I don't know. It's where I live.

[Martin]

Am I supposed to be like giving you my...?

[Ivan Wanis Ruiz]

No. Remember that the activity we were just doing was finding out a rhetorical question that leads you into your why statement. That's what we were just doing in the breakout rooms, right?

[Martin]

We were working on the questions, yes.

[Ivan Wanis Ruiz]

OK, what is the question that you worked on there?

[Martin]

OK, so can everybody become a farmer?

[Ivan Wanis Ruiz]

OK, good and then lead me into your why statement.

[Martin]

My WHY statement is I want to develop on farmland to preserve farmland.

[Ivan Wanis Ruiz]

You want to develop on farmland to preserve on farmland. That's interesting. OK, so you got me because that made me curious. So everyone for a second hold on, I'm going to spotlight myself so you can see both of us. Martin, I'm going to become you and you're going to become me. Yeah, so... I'm just going to use what you said back at you in like a real context. So ask me, like tell me a little bit about yourself, what do you want to research? Something like that just ask me something like that.

[Martin]

OK so Ivan, tell me a little bit about what interests you.

[Ivan Wanis Ruiz]

Have you ever wanted to be a farmer? One of the things I was really researching and I'm really interested in is farmland, but I believe that we actually need to develop farmland like the way we develop cities, and that's the best way to save it. Let me give you an example and then I would get into my specific.

[Martin]

Do you want to do my research for me?

[Ivan Wanis Ruiz]

But you see, it's just a matter of kind of like throwing out the question just to kind of engage the person because I saw it even with all of you. Think about this. There have been times where all of you have been looking at your email. Some of you are just blatant. You're just like this, the whole time, but that's OK. I know you're busy. It's OK, I can see it, you know. But notice - I'll ask a question and I'll wait for a second and all of you go like this. And it gets you. So asking a good rhetorical question, it's one of the best ways to just easily engage someone.

Bravo. 8 out of 10, Sir. Martin 8 out of 10. Bravo. Martin, can you please pick another person in this room with us? Someone who hasn't spoken?

[Martin]

Sure, I'm sorry, I'm looking at Sarah Cahill.

[Ivan Wanis Ruiz]

Sarah Cahill? OK, cool. Sarah, do you have one? OK cool, let's hear it. Oh, you gotta turn your mic on, my friend. There we go.

[Sarah Cahill]

There's still a box in my face, but that's OK.

[Ivan Wanis Ruiz]

No problem. So Sarah, tell me a little bit about yourself.

[Sarah Cahill]

What if work felt like the weekend? I want students to love their career as much as Ivan loves public speaking, but I needed something better at the end.

[Ivan Wanis Ruiz]

Good, good, good. I like it. I like it. Now, my friend, that's great. I thought what if work was like the weekend? You know other alternatives I could, and I've done these things in job interviews, I'm like well how many people have you ever met that said like I love my job but they meant it? You know, like they meant it? That's kind of what I want to do. That's kind of my goal. So when students come into the Career Center, I want them to find a job and a year later I want them to come back and see me and be like, I love my job because I believe that falling in love is underrated. I know something like that.

Maybe if you want to deliver, but now listen my friends, I know what you're all thinking. You're like, Ivan... That's easy for you to do. You're like that kind of outgoing personality. I sit by myself and do research. I can't do these things. I was not like this at first, but there is a secret to practicing and it's why I've been making you all go to breakout rooms. This is the thing most of you, when you prepare for any kind of interview for any kind of pitch. This is what you do. You sit alone in a room and you say, OK, so I believed in today and you talk. You mumble to yourself. You look in front of the mirror. You look at some slides, like OK, so I'll talk about that. I'll talk about that. I'll talk about that and then you have to do it for realies and guess what happens. You mess it up. It doesn't sound, it doesn't sound natural. Because there is only one way to practice my friends. And that is with the stress of being watched.

So for example, OK, so I'll tell you a personal story. My ex girlfriend got really paranoid near the end. Because she never knew when I was practicing my presentations and my training seminars, or when I was just talking normally because I always practiced with her looking at me. So I would always practice, and like sneaking it into conversations, because if someone can't tell that you're sneaking in like your why statement into a conversation, it means you're delivering it really well. If someone, if you ask that rhetorical question and someone's like just keeps talking and talking about it instead of stopping, they're like, why are you saying that? But if you ask that rhetorical question and people get into it and they have a conversation about it, that means you got it.

So, here's how you got to practice moving forward. You have to go up to a friend, a significant other or a family member and be like hey, can I try this in front of you? They have to say yes. Sometimes they go like this. OK, sure, like now? Good because then you're going to get even more nervous. And that's exactly how you're going to feel when you have to do it for real, because the only way to practice is with the stress of being watched, is feeling that nervousness because you will always be nervous. Everything you've ever tried to overcome nervousness doesn't work. Breathing? Still nervous bro, still nervous. Visualizing? How am I supposed to visualize people in their underwear when I'm trying to remember what to say? Doesn't work. Jumping jacks? Now I'm sweaty. None of it works. The secret is calluses. Does anyone have calluses like this? Anybody calluses? Anyone have them on their toes, Nothing, nothing? Guys like, no man. I'm soft, I got nothing never.

My friends, you will always be nervous when you have to speak, you will always be nervous when you're in an interview. The trick is practicing with nervousness. Because if you're always trying your WHY statements in front of people feeling self-conscious, when you have to do it for real, you're going to feel the same way, but it won't be new and you won't mess up. So, suppose you have no friends, you're alone. How do you practice then? Believe me when I tell you that I go outside on the street and talk to myself. I say my presentations out loud as I'm walking around. I'll just walk around the block Even if I don't see anyone, the very fact that you're outside, you're going to like this. I just you can't. You'll be like I can't do this. I feel like a crazy person even though no one's around. Good! That's replicating how you'll feel when you're being interviewed. When you're in the job interview. And I guarantee you. Do it once or twice and it's going to be this: So, I believe that, OK, so I believe... The more you do it, the better it will get and I'll tell you this. If you perhaps Google my name, you will see that IMDb comes up the Internet Movie database comes up because I am also an actor. And for the past year I've been working on voicing a video game for a new Xbox game. And believe me when I tell you that I walked to the studio, which is an hour away saying my lines out loud like a crazy person on the street. Why? Because as I'm walking around and I'm saying stuff like, everybody get to the chopper, get the M16. It's not like, it's not like nice stuff. I'm like, everybody's gonna die. Like, I'm just saying these things to myself like a crazy person. And every time I walk by someone you better believe I'm like, I get this self consciousness. But then when I actually have to perform and there's five people just staring at me saying, GO. I've already felt the nervousness and it's not new and it doesn't affect my delivery. So that's how you have to practice moving forward.

My friends, we have 3 minutes and in that 3 minutes we're going to do two things. One, I'm going to pick one more person. I know you thought you were safe, you're not. I'm going to ask for volunteer if anyone wants to be brave and two no presentation is complete without an inspirational quote. So I will end with an inspirational quote. Before that, does anyone want to volunteer to quickly give me their question that gets them to their why? Claudia. All right everybody! How about a little video on camera silent applause for Claudia? All right, Claudia, yeah man. OK. Claudia.

[Claudia]

So my rhetorical question is, how can we produce food with a minimum impact on environment and human health?

[Ivan Wanis Ruiz]

OK, so I think, I love the question, but it's a little of the formalization right? Like if you said that to me in a conversation, I'd be like what? because you wrote it out. So just work on it. So how can we actually make food? How can we make more food? Can we make more food?

[Claudia]

It is not about the quantity.

[Ivan Wanis Ruiz]

No problem, no problem. I'm just saying.

[Claudia]

Yeah, yeah.

[Ivan Wanis Ruiz]

Now give me your WHY statement.

[Claudia]

Extra WHY statement. Why I want to link human and animal health.

[Ivan Wanis Ruiz]

OK, how?

[Claudia]

Help your animals and help your people.

[Ivan Wanis Ruiz]

Like what kind of animals?

[Claudia]

Food producing animals.

[Ivan Wanis Ruiz]

Cows, pigs, chickens?

[Claudia]

Yes.

[Ivan Wanis Ruiz]

Notice how hard it was for me to get a specific out of this. So what if your WHY is like, I want to link cow health to human health? That's a bit more specific and maybe like what do you mean by that? Right? So let me ask you a question, what's a healthy meat? Some people might say chicken, but what if the chicken was sick? See, I believe we need to link cattle, chicken, pork, beef, health, like animal health to our human health. And then you can... The person might be like, wow like why? How? Tell me, and then we get right into it. Good. Not bad. Not bad. Not bad, not bad.

[Claudia]

Can you write that and send me a recording?

[Ivan Wanis Ruiz]

Don't worry, it's being recorded. It's being recorded. That's free. Somebody write it down before it's gone! I'm giving you gold. That's free for this. It's free, but I will tell you this, my friends. I will tell you this. That I have an open door policy. So, from now until 20 years from now, if you ever want to reach out to me, I will share my LinkedIn and you can always reach out. If you want to say like Ivan, I want to do my WHY, but I didn't want to do in front of everyone. Here it is. I will happily help you. But I promised you all an inspirational quote.

Therefore please read this: The single biggest problem in communication is the illusion that is has taken place - George Bernard Shaw.

My friends. Before today, here's the fundamental mind shift that you need to have. Before today, when you thought about communicating your value to others, you only thought about all the things you were going to say. After today, using the question to the WHY statement, you're thinking not about what you're going to say, but what the person is actually going to hear. You're thinking about what can I say to make that person curious, and if you can shift your mindset to that, you will always be more impactful. You will always be more memorable. There is no one right way. Take the WHY statements that you have today for the rest of life, for the rest of the week, try throwing them into conversations and see what people say. If you, if people say this to you, if you say this to your friends and like no, that's really great. It means it's not good. If you say that to your friends and they're like, what does that mean? What ha ha ha? Then you got him. Try it for the week, two or three times and see how much better it gets.

And with that I think I'm passing it back over to Madame Cooper, to Kate. I want to thank everyone. I want to thank LANG for having me, the Career Center for having me. Thank you all for coming and, as I pass it over to Kate, I'm just going to share this if you can... if you want to connect with me, there it is. You can just put your phone up to either one of those things. And Kate, it's all yours. The floor is yours.

[Kate Cooper]

Thank you, Ivan. That was awesome, and thanks everyone for joining us. So we're going to have a quick break now and then you can come back to Hopin at 11:00 o'clock for yoga. We'll see you there, thanks so much for coming out everyone.

[Ivan Wanis Ruiz]

And if anyone has any questions, I'll stick around for a few minutes as well. Thank you, Kate. Thank you, everybody.

[End of Transcript]