

00;00;00;00 – 00;00;05;14

Michael Knemeyer

Where do you want to be in 2 or 3 years, and are you bringing in resources to help you get there?

00;00;05;17 – 00;00;13;02

Jensen Green

Successful business, you know, men and women executives, a common thread is they just love to read and just learn everything they can.

00;00;13;04 – 00;00;28;03

Narrator

Welcome to Career EQ a resource for aspiring young professionals navigating the job search process and the early part of their careers. Your host is Jon Quinn, senior lecturer of marketing at the Fisher College of Business at The Ohio State University.

00;00;28;06 – 00;00;57;19

Jon Quinn

Socrates once said 'education is the kindling of a flame, not a filling of a vessel,' indicating that your education is never really over. And per Gandhi, 'live as if you were to die tomorrow, learn as if you were to live forever.' So being a lifelong learner isn't a new concept, but in today's ever faster moving world, it's an imperative. Most of the more successful young professionals I know would admit that they have learned more about their discipline in the years after having left college than they did when they were in it.

00;00;57;21 – 00;01;23;01

Jon Quinn

Not to discount a formal business education. It's important and it's just a launching point. That was definitely true for me. Decades into my career, I still read several e-newsletters every day and attend multiple workshops and seminars every year. But enough about me. Let's hear what our guests have to say about lifelong learning. Today on Career EQ we have one of my esteemed Fisher College colleagues and several young professionals.

00;01;23;03 – 00;01;44;29

Michael Knemeyer

Yeah, Michael Knemeyer, I'm a professor of logistics here at the Fisher College. I'm also the faculty director for center for International Business Education and Research. Been at Ohio State since 2003. Teach at all levels undergraduate, graduate, doctoral, exec ed and pleased to be here today.

00;01;45;01 – 00;02;13;00

Michael Senyak

My name is Michael Senyak. I am a 2017 graduate of the Fisher College of Business. I specialized in logistics management and got my BSBA. I

started my career at DHL Supply Chain, where I did a lot of contract logistics for CPG companies. I moved over to work for The Hershey Company as a supply planner and worked on the Jolly Rancher, Shaqalicious and sour strips brands.

00;02;13;03 – 00;02;42;15

Jensen Green

Awesome. Great to be here today, guys. My name is Jensen Green. I actually graduated from Ohio University back in 2018. I studied marketing and business analytics with a minor in sales. I spent my entire career, so almost eight years at the JM Smucker Company. In a combination of brand management, innovation roles, started out in brand management for Cafe Bustelo and Dunkin coffee brands and then took a four year hiatus to spend some time on the Uncrustables brand where I was the innovation manager over there.

00;02;42;21 – 00;02;51;13

Jensen Green

So a lot of fun stuff over there. In the last year and a half, I've actually been the Folgers brand manager. So really excited to be here today with everyone to chat lifelong learning.

00;02;51;15 – 00;03;03;16

Jon Quinn

Excellent. Well, thank you for joining us on Career EQ Mike Jensen and Michael. Mike, why don't you start us off? What does being a lifelong learner mean to you, and how has being one helped you in your career?

00;03;03;19 – 00;03;24;17

Michael Knemeyer

Well, first of all, I loved your opening quote from Socrates. That's actually something I include on my introductory lecture each course I teach. Yeah. And it was on my teaching philosophy, statement as it was coming out of my PhD program. You know, to me, lifelong learning is a mindset. And, I've always loved learning.

00;03;24;19 – 00;03;41;08

Michael Knemeyer

I, my, my sons are students here at Ohio State right now. And they, you know, they're going through the the challenges of the day to day of going to class and studying for exams. And you can just sort of see them struggling through. And I, I tell them every time I'm like, wow, I wish I could be back in the classroom taking a class.

00;03;41;10 – 00;03;56;18

Michael Knemeyer

And they look at me like I'm crazy. But, one of the things that I've learned over the years is that it is so important, to to view learning is as a journey, not as a destination. And, that's, you know, that's sort of driven my approach towards it.

00;03;56;20 - 00;04;13;13

Jon Quinn

And you just reminded me of something like when people ask me how I got in, in academia, it's like if I could have been a professional student, I would have done that. So I did the next best thing. Okay, so I got on the other side of the equation. So I've heard you regularly emphasize the importance of lifelong learning to your students.

00;04;13;14 - 00;04;14;20

Jon Quinn

I mean, talk a little bit about that.

00;04;14;21 - 00;04;48;27

Michael Knemeyer

Yeah. To me, to me it's it's thinking about things like somebody said to me one time it's it's like, a knife. Right? You want to keep your knife sharp? Because when they get dull and then they're not as effective. So when I'm teaching a class, we definitely take at least one of the class, meetings and talk about how important it is not to just learn what we're doing in the course, that I'm teaching at that moment, but also to, to understand, okay, that whatever I'm talking about, they're going to have to keep going back to it and reengaging with the material and, and thinking about, how things are

00;04;48;27 - 00;05;06;24

Michael Knemeyer

changing in their career and how they can improve upon what they, what they've learned in college. And expand upon it. So, you know, to me, it's that making sure that that point is, is hammered home because, again, the day to day of a college student, it's tough. It's a lot of work. There's a lot of stress.

00;05;06;26 - 00;05;22;17

Michael Knemeyer

I see it now when I talk to all kinds of students, and it's it's not that finish line of graduation. It's saying, you know, how do I set myself up for success? And you do that by setting good habits, while you're in college, and then as you take it out, into your into your work life.

00;05;22;18 - 00;05;22;25

Michael Knemeyer

Yeah.

00;05;22;28 - 00;05;29;08

Jon Quinn

Yeah. Jensen, how is like, how do you apply, like, lifelong learning in your career?

00;05;29;11 – 00;05;58;16

Jensen Green

I'd say it's a couple things I think, you know, professionally, I think that's there's been a couple things throughout earlier in my career that really leaned on what I think is having a good mentor. You know, we have a structured mentorship program is Smucker early on. And, you know, we do it outside of our direct cohort. So my our mentor was actually in supply chain management, and I just got so much insightful knowledge from him, not only on company culture, navigating a corporate environment, but, you know, what did the department look like?

00;05;58;16 – 00;06;17;05

Jensen Green

Right. So I only knew marketing, sales, brand strategy. But it was so nice to kind of get his insight on what a different development, part of the organization looked like. I think also, one thing we do at Smucker that's really cool and unique is we had these things called purposeful assignment. So we have our, you know, kind of three main priorities.

00;06;17;05 – 00;06;35;26

Jensen Green

We're supposed to deliver deliver for the fiscal year. But these things called purposeful assignments are designed to be outside of your direct, day to day responsibilities. And it kind of enables you to take a peek under the tent, some other things that you might have passion areas in, but might necessarily not want to make a whole jump to a specific role or new function.

00;06;35;26 – 00;07;06;05

Jensen Green

So, I think those things have really been the two key things that I have learned on professionally. And then personally, I think just finding good hobbies. So finding hobbies that stimulate your brain, learning something new, I think there's just so much importance of that. I get a lot of daily pleasure about reading the paper, so my wife makes fun of me all the time, but I try to read cover to cover the Wall Street Journal every day, and I think it's just a small task to kind of see what's going on in the world, trends and helps out of my mind and frame some questions.

00;07;06;05 – 00;07;11;06

Jensen Green

And, so that's that's kind of something I do personally. Every day to kind of do that. Lifelong learning.

00;07;11;11 – 00;07;22;05

Jon Quinn

Yeah. Nice. So how well, what's what's Morgan Michael and I come back to either. Jensen. Michael, how about you? What are some of the lifelong learning? Principles and resources you use?

00;07;22;07 – 00;07;45;26

Michael Senyak

I think what's nice about being naturally curious in this environment is the ability to learn whatever you need to. There's podcast, there's the Wall Street Journal, there's Bloomberg, there's social media. If you can find like the the right viewpoint that you're looking for, right. So always finding what you're curious about and connecting it with what's available to learn about it, right.

00;07;46;01 – 00;07;52;21

Michael Senyak

Leveraging that for your career, leveraging that just for your own lifelong learning in general.

00;07;52;23 – 00;08;09;21

Jon Quinn

So, Jensen, you mentioned the Wall Street Journal. What are some other formats that you keep up with? Like on a weekly or daily basis, like how what sort of information you're taking in and, and how is that kind of supported you, in your, your career and your progression?

00;08;09;23 – 00;08;29;06

Jensen Green

Yeah, absolutely. So again, I try to I'd say Wall Street Journal is my main source. I try to also do the economists on the weekends. So I think it's also, you know, Wall Street Journal is very US based. I think there's so much benefit in figuring out, you know, what's going on globally and trying to figure out or bringing trends, especially rates, the coffee I'm currently looking commodity prices.

00;08;29;06 – 00;08;55;20

Jensen Green

What's an emerging trend in, say, the European market for commodities? So I say economist. I try to read in the weekend's Wall Street Journal during the day, and then I do I, I really try to get more into podcast. So 30 minute mentor is what I've tried to listen to on my day into work. I've got about a 35 minute commute in during most days, so I try to throw on a podcast, either to or from work to just kind of stimulate my drive a little bit.

00;08;55;23 – 00;09;19;04

Jensen Green

So I say podcasting and then, I try to do some, some fun puzzles through the day too. So brain games like Sudoku, crosswords, all that stuff to just kind of stimulate myself. It's kind of my come down period. In the evenings. So I found that I switch that out, versus

scrolling on social media. So again, just another way to kind of try to stimulate my brain and use that time for something, but more productive than the than the dreaded doom scroll.

00;09;19;07 – 00;09;43;14

Jon Quinn

Yeah, I think it's important for, individuals to kind of figure out what format works best for them. Some people like to read, some people like to read hard copies. Some people like to read things online. Some people like to hear things audibly and through a podcast. And one piece of advice I would like to give is that you probably should be taking information in from a couple different sources, and you should be doing something that's more general business, like Wall Street Journal.

00;09;43;17 – 00;10;06;07

Jon Quinn

So I get Wall Street Journal alerts all day, every day. And I read the, digital copy of it. But I also listen to the Journal podcast, and I also listen to marketplace every day. But there's also discipline specific or industry specific information. You get, like, how about E newsletters? Do you what sort of E! Newsletters do you subscribe to?

00;10;06;09 – 00;10;09;09

Jon Quinn

Johnson well, how about you? What about E! Newsletters?

00;10;09;11 – 00;10;24;04

Jensen Green

Yeah, no, it's a great one. I get, food and dive daily. So again, very I get that geocentric which is great just to see, you know, just was reading the Nestle, divestiture, their ice cream business yesterday. So again, that's kind of my industry specific.

00;10;24;04 – 00;10;26;18

Jon Quinn

I've been talking about that for a while.

00;10;26;21 – 00;10;40;04

Jensen Green

They have been. Yeah. So it's very interesting to see what's going on. A Kraft Heinz and Nestlé is just like this. There's a lot of stuff going on the CPG, but I think that is one that I read almost every day. There's very industry specific to, to my job, in my role.

00;10;40;06 – 00;11;01;16

Jon Quinn

I think it's important to keep up with these things because it helps you get noticed within your organization. When you're in a meeting, you're discussing a topic, and you can bring information in about some

sort of trend, or so you can see what's the competition's doing, and that gets noticed by your supervisors. And it's like this person's not just checking in at 9:00 and leaving at 5:00 at night.

00;11;01;16 – 00;11;07;17

Jon Quinn

They're they're continually educate themselves. And that was instrumental in my career progression.

00;11;07;20 – 00;11;27;12

Michael Knemeyer

Yeah. Having that having those topics and those small talk, situations that we all sort of struggle with from time to time of, you know, what can I bring to the conversation and, and things that can distinguish yourself, I think are great. I really liked your comments about the variety of of outlets and, and types of, resources you use.

00;11;27;12 – 00;11;47;16

Michael Knemeyer

You know, I think you, you kind of want to have a set of things that are really targeted in on your current situation where you are in your career. But also sort of thinking about what are those things you're going to stretch you, where do you want to be in 2 or 3 years? And are you bringing in, resources to help you get there?

00;11;47;18 – 00;12;06;00

Michael Knemeyer

So I really appreciated that. And, I like the conversation around the mentor. I think that was. That's outstanding. A lot of times we think we have to read. We have to do homework. You know, just having good people that will bring things to your attention and then going, digging deeper into those things, is always a good, good strategy, too.

00;12;06;04 – 00;12;32;06

Jon Quinn

Yeah. I think it's important for students to find not only content about their discipline, but if they're interested in certain industries. And maybe, you know, professor, that is in an industry and say, what's where should I go for additional content? Right. So in addition to keeping up with discipline and, you know, select industries and categories. So what would you recommend for business students or recent graduates regarding how to discover other subjects or areas they should dive in?

00;12;32;06 – 00;12;52;24

Michael Knemeyer

Do I think you want to read wide, and find, ideas? Great ideas exist in lots of different areas. You know, one of the things I tell my doctoral students when I talk about them, about how to maintain a

good, strong research program, is I say read broadly because you'll find great ideas where you least expect them.

00;12;52;27 - 00;13;10;23

Michael Knemeyer

I would say the same thing for those working, you know, just because you're in a certain, industry, a certain focus area doesn't mean you can't find something great in another area. So doing benchmarking, going to conferences, and talking to people and saying how what does this look like in your, in your world?

00;13;10;26 - 00;13;14;09

Michael Knemeyer

And what can I learn from that I think is an important skill to develop.

00;13;14;12 - 00;13;38;13

Jon Quinn

Yeah. Michael, like what about, thought leaders and target companies have or are there certain, individuals within your discipline or with your industry that you just you decide you're going to follow? And sometimes that can spark and lead to other sources of information. How is that kind of how have you utilized that in your career?

00;13;38;15 - 00;14;10;17

Michael Senyak

Yeah, I would say from a Hershey standpoint, we're very customer centric, and we really think about what our impact to our customers and our end consumers are. So what I like to listen to and what I like to kind of dissect is how are our customer channels thinking places like Walmart, Amazon, like the rise of Omni channel is really important from a Hershey perspective to understand, like, hey, this is an impulse business where how do we get our sales?

00;14;10;24 - 00;14;42;21

Michael Senyak

It's our customers aren't seeing physical product on shelves as much. So a lot of my thinking has been kind of influenced by how all of these customer channels are thinking specifically, like Doug McMillon, who was recently the CEO of Walmart, like that. That's someone that I like to think about. As well as someone recently that came over to Hershey, Kirk Tanner, who was the CEO of Wendy's in, in the Columbus area.

00;14;42;21 - 00;14;48;17

Michael Senyak

So two of those, I'd say two there's two are the most important to me.

00;14;48;20 - 00;14;51;10

Jon Quinn

Yeah. What about you, Jensen?

00;14;51;13 – 00;15;10;01

Jensen Green

Yeah, I think Michael's spot on. I think it's just finding admirable executives throughout your industry that you want to kind of follow. Like. And I think that's really the importance of kind of tricking your algorithm on your social media. Again, I, my wife always makes fun of me, but it's, it's, you know, it's a golfing video and that's probably 30s of a CEO talking.

00;15;10;01 – 00;15;38;28

Jensen Green

So just kind of figuring out what you want to, listen and to bleed into your day. So I get, I think all the CEOs and executives Michael spoke about are great. And again, it just goes back to the vast of, you know, vast plethora of materials to read and to listen to her out there. So, again, find a podcast or a, you know, news article that you might want to put into your daily schedule and just try to find a couple folks out that are doing really well, and then maybe write down a few things on what they're doing.

00;15;38;28 – 00;15;45;03

Jensen Green

Well, what why you fired them, and then how you might build a reflect your certain habits in your every day to perfection.

00;15;45;03 – 00;15;49;06

Jon Quinn

And follow them on LinkedIn and see what type of content they're sharing. And they're consuming.

00;15;49;09 – 00;16;09;20

Michael Knemeyer

Yeah. One thing I might, you know, add to the conversation, I, I'm, I'm with you on that, you know, find these these thought leaders and follow them on LinkedIn or follow them on whatever social media you use. But I think an under maybe underutilized opportunity for learning, is to also be looking for those who are behind you.

00;16;09;22 – 00;16;31;20

Michael Knemeyer

Those are at a different stage of their career. I think about, you know, right now we're doing a lot of in artificial intelligence, and one of, our faculty members, Vince Castillo, is a professor here at, Fisher also has been really he was an early mover into that area. Jumped into it headfirst, and, I turn to him, you know, is is, sort of working my way in trying to learn more about.

00;16;31;20 – 00;16;44;04

Michael Knemeyer

I have turned to him for that. And, again, he's he's, assistant professor just went through the tenure process, and, I think great ideas and learning can happen at all different types of directions.

00;16;44;06 – 00;17;12;15

Jon Quinn

Well, before joining Fisher, I was sitting in several meetings in ConAgra, another CPG firm in Chicago, and they had recently rebranded their marketing research group to Insights and Analytics. And during the early part of the presentation talked about there was a handful of books that the the new management team that came in say, we're going to run the business based on the principles of these five books.

00;17;12;18 – 00;17;28;05

Jon Quinn

And when they started talking about how that's changed their way of thinking, I came in that meeting and said, I'm going to go out. I'm going to get at least a couple of these books immediately. And I think I was still on the plane ride away home ordering those books from Amazon.

00;17;28;08 – 00;17;29;13

Michael Knemeyer

No. What were the books?

00;17;29;16 – 00;17;55;09

Jon Quinn

Well, one of them ones. Everybody lies by, Stephen David Woods. And another one was how, Brands Grow by Byron Sharp and really interesting. Everybody likes to talk about, how people are, how Negara is moving away from a lot of traditional marketing research and going more into mining social media and Google Trends. And that's where they're picking up a lot of their ideas for innovation.

00;17;55;12 – 00;18;21;04

Jon Quinn

And it's one of those moments when, like after hearing that presentation and reading the book is like you knew things were changing, but not until you actually saw somebody applying them and was like, wow, you know, I guess change the way I think and the way I do things. And how brands grow is actually a lot of the theories in that book is somewhat antithetical to how we teach marketing strategy traditionally.

00;18;21;07 – 00;18;49;18

Jon Quinn

And I think it has applies to certain categories better than others, but still was it was really broad in my mind. And now I pull that information into a lot of my courses. So not everybody likes to read

books, but like, what is your what is your recommendation for finding, the type because if you find something you enjoy, it's a much easier read than forcing you to read something that's been assigned to you.

00;18;49;20 – 00;18;58;26

Jon Quinn

How do you go about, like finding those inspirational books that you want to read that that help enhance your career and your career path?

00;18;58;29 – 00;19;09;28

Michael Knemeyer

I like to read. I'm always carrying a book with me. Yeah. Sometimes that book is right at the at the heart of what I'm working on in my career. Sometimes that book is something very different.

00;19;09;29 – 00;19;13;26

Jon Quinn

I usually have to go on at one one career. One not career. Exactly.

00;19;13;26 – 00;19;34;06

Michael Knemeyer

So what it's doing is it's stretching it, stretching my my mind and keeping me active and reading. And for me, reading is, you know, finding those things that are interesting, making sure you protect that time to, find, that that those moments to read. I like to always have a book that's focused more on my career, too.

00;19;34;06 – 00;19;50;24

Michael Knemeyer

And I'm reading some things in, supply chain right now. Just getting started on that. So, yeah, that would be my take on it is always sort of have it available. So when you have those times and you got a choice, do you do the doomscrolling like you mentioned earlier or do you, do you use that time a little bit more effectively?

00;19;50;29 – 00;19;58;04

Michael Knemeyer

For your career? I would, I would recommend to do it. And if you get into that routine, that habit, I think it'll it'll really serve you well.

00;19;58;06 – 00;20;18;01

Jensen Green

Yeah. I, I completely agree with that. I think going back to even thought leaders or mentors or folks that I look up to, 99% of those folks are vast readers. I think that's a common thread between successful business, you know, men and women executives is it feels like a common thread is they just love to read and just learn everything they can.

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Jensen Green

So that's something I try to adopt as well. So I completely agree. I, I've, tried to mix in a personal book and a self-help and professional book. So again, a couple years ago I was going so heavy into personal and self-help or, professional and self-help books. I was getting bogged down a little bit. So I've now tried to do, you know, one self-help book and then I'll switch back to a personal book.

00;20;39;08 – 00;21;07;24

Jensen Green

We actually have a brand manager book club at Smucker. We just got done finishing positioning the battle for your mind. So just a really good book. I would highly recommend it. Again, there's just so much noise out there and so many brands are going through identity identity crises every day. I think with health how fast things are going viral on TikTok and Instagram, it's just really important that brands remember their core consumer and who they are today and who they're trying to be for the future.

00;21;07;24 – 00;21;24;21

Jensen Green

So, I completely agree. I think reading is just so foundational to so many things. And, I've definitely tried to get better at it. I would say historically, it wasn't my favorite thing to do, but it's almost a necessarily necessary evil and something that I actually, looked forward to now, in the future.

00;21;24;23 – 00;21;34;01

Michael Knemeyer

You know, there's lots of different outlets for, finding material to, continue learning. It's finding those voices you really enjoy going to, because then you'll go back and back.

00;21;34;05 – 00;22;03;17

Michael Senyak

It's really about the entertainment factor, right? You have to enjoy doing what you're listening to, what you're listening to. Right? For me, I'm going to buck the trend a little bit. I'm much more of a podcast listener. I really want to plug the Odd Lights podcast, from Bloomberg. I would say pound for pound. It's one of my favorite podcasts, but the ads are minimal and like, the topics are all encompassing.

00;22;03;17 – 00;22;28;04

Michael Senyak

So, Professor Kenny Meyer, to go back to your point, having like, a surface level knowledge about a variety of different things, that's what the online podcast kind of brings to the table. And I really enjoy it because it allows me to specialize in the knowledge that I'm

taking from work and then have all of these different kind of business aspects coming from the advice podcast.

00;22;28;04 – 00;22;41;24

Michael Senyak

And, and if I feel like I need to dive deeper into a specific subject, I can read a book about it. Now, I'm I'm knee deep into my MBA right now, so.

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Jon Quinn

A lot of free time.

00;22;43;17 – 00;22;54;23

Michael Senyak

A lot of my reading is textbook based right now for the career standpoint. But when when it comes to entertainment, it's it it's podcasts on on the elliptical right now.

00;22;54;25 – 00;23;15;11

Jon Quinn

Yeah. And Michael kind of to your point is I find the format that works best for you. If I, if you struggle reading hard copy books, finding an audible, you know, or you know or stick with podcasts, and if you're listening to something on audible, you can just you can do it in 20, 30 minute chunks. You want to listen to the whole eight hours in two sitting, you know, into setting.

00;23;15;11 – 00;23;44;09

Jon Quinn

So a lot of what we're talking about, mostly self driven and, somewhat informal. What about picking up, like additional credentials? And I give you an example, I, I was talking to one of my working professional MBA students who recently graduated, and he's, was interviewing for a high profile CPG firm. And but he's also thinking about pursuing a, kind of a hybrid analytics master's degree at a very prestigious university.

00;23;44;12 – 00;24;01;26

Jon Quinn

And he was asking my advice for what he thought he should do. And I was like, I didn't hesitate to say, heck yeah. I mean, I mean, that's the direction the discipline in marketing is going is it's going to be more and more analytical, driven. And it was that way even during my career before I went to academia.

00;24;02;00 – 00;24;20;05

Jon Quinn

It's even more so now. And, I'm a big fan of not only I can weekly, daily basis taking in information about your discipline and about your

industry, but also picking up, like, official credentials. What are your thoughts about that Mike Ewing?

00;24;20;05 - 00;24;45;07

Michael Knemeyer

Yeah, I, I'm supportive of that. I think it's a great way to sort of monetize your lifelong learning. I'm part of an organization called Council Supply Chain Management Professionals, and they have certification programs, at various levels. And what it what it demonstrates is that you are committed to keeping yourself relevant and keeping yourself timely, that you're making an investment in yourself.

00;24;45;10 - 00;25;07;26

Michael Knemeyer

And it's a very, visible way to do that. It also brings some structure to it so that you can, somewhat document what you're, what you're learning. Right. So I like I like it from that point, particularly those, those certifications that have, good reputations and good visibility. You and you can figure those out pretty quickly if you look around and do some research.

00;25;07;28 - 00;25;13;22

Michael Knemeyer

But, again, I think they're a nice thing to add to your resume. And, as you get, further into your career.

00;25;13;24 - 00;25;19;24

Jon Quinn

And, Jensen. Michael, have you guys picked up any digital credentials since your graduation?

00;25;19;27 - 00;25;39;26

Jensen Green

I, I have, yep. So I got my MBA, actually in finance for years, actually, after I graduated, I think, I think continued education for me personally was really something important. And again, I think what we chatted a lot is just the informal piece of self-learning. But the more formal aspect of getting the MBA was something that was a it was a goal of mine from a very young age.

00;25;39;26 - 00;25;58;29

Jensen Green

So to be able to go out and get that, was very important to me. But the I think it's, it's it's real. I think there is just something to be said about putting something on your resume to say, hey, Mr.. Mrs. employer, I'm willing to go the step beyond. And I think that's, you know, an MBA or some sort of certification does just that.

00;25;58;29 - 00;26;20;11

Jensen Green

So whatever that looks like for you and your industry. I think I would be super surprised if in five, ten years we didn't see 15, you know, probably AI certifications on resumes. So just find something that you know you're interested in that might set you apart. It doesn't have to be an MBA, but it's got to be something that you can put on a resume and talk to an interviewer, I think is really, really important.

00;26;20;13 - 00;26;46;21

Jon Quinn

And that's a good point that you mentioned, because like your business education is just the foundation. And no matter how good the business school is, they can't see the future. They can't see what credentials are going to be needed ten years down the road. Heck, even five years down the road, we have fast. Things are moving. So do keep yourself relevant to keep yourself marketable, you've got to continue to, buffer and and build more credentials.

00;26;46;23 - 00;26;51;18

Jon Quinn

Michael, what about you? Have you picked up any additional credential since your, graduation?

00;26;51;20 - 00;27;29;28

Michael Senyak

Yes. So I got a grad certificate from Penn State that I had a previous employer kind of reimbursement before, and then I matriculated that into an MBA from from Smeal. Still pending. I still have a few classes, but to to piggyback off of Jensen's comments, I think it really shows initiative and drive from those prospective companies to kind of nurture that growth as well as just like this is the type of employee that you want to retain and grow the the type of person that shows initiative and growth through getting MBAs, through getting certificates.

00;27;30;00 - 00;27;39;05

Michael Senyak

And I think it's a two way street, right? You want employees that show that initiative and drive, but you also want employers that.

00;27;39;07 - 00;27;39;26

Jon Quinn

Support it.

00;27;40;00 - 00;27;47;02

Michael Senyak

Can give you that support it. Exactly. They give you the benefit of higher education and those opportunities to grow.

00;27;47;03 - 00;27;58;06

Jon Quinn

That's a red flag. If they don't have any tuition reimbursement or any sort of, incentive to improve and enhance your education, that's a red flag of the organization, right?

00;27;58;06 - 00;28;03;27

Michael Senyak

And it has to be from premium institutions as well, like Ohio State. Right?

00;28;04;00 - 00;28;10;27

Jon Quinn

Right. So any parting advice for aspiring professional listeners?

00;28;10;29 - 00;28;32;27

Michael Knemeyer

Get comfortable with being uncomfortable. This is what I've been telling a lot of folks these days. You know, realizing that, you know, we all, spend money on, going to gyms and keeping ourselves in shape. And the mind is a muscle, dude, in my opinion. And, to me, lifelong learning is basically that gym membership for your for your career.

00;28;33;03 - 00;28;34;20

Jon Quinn

I like that analogy.

00;28;34;22 - 00;28;51;26

Michael Knemeyer

And really continually challenging yourself to, to to go into areas that maybe you don't know a lot about. You know, it's easy to reinforce the strengths that you have, but, to also stretch, and look for those, those things that are going to get you to the next level.

00;28;51;28 - 00;29;06;29

Jensen Green

Gosh, I love that. You know, Jim, for your career learning. I'm definitely going to use that in the future. I, I think just you got to have fun. I think self-learning, you just got to have fun and you got to be doing something to you. Gives you energy to get up every day, and you got to be something.

00;29;07;02 - 00;29;27;26

Jensen Green

I don't care if it's, you know, you're making all this money. If you just soul sucking work, I don't care. You're just not going to be successful in it. So whatever you decide to do, you're doing, just have fun with it. It really doesn't matter. I mean, don't sweat the small stuff. It all work out. And if you got to find a profession industry that really gives you energy and you like doing, you're having fun doing it.

00;29;27;28 - 00;29;52;10

Jon Quinn

And so that's a really good point because like, if you enjoy what you're doing, this continuing, continual learning is not like onerous. It's something you want to do, something you actually enjoy doing. And if you're not enjoying what you're doing, my advice is find something that you do enjoy doing the do enjoy consuming content about and learning more about, because otherwise you're just going to be spinning wheels your career.

00;29;52;12 - 00;30;17;08

Jon Quinn

All right. So listeners and you can start your lifelong learning journey today. All that a lot of the podcast, the books, some of the E newsletters that we've talked about in this conversation today will be available on our web page notes. So make sure, yeah, no, no matter what your career goals and interests are, make sure you, find the right resources for you to utilize and leverage throughout your career.

00;30;17;10 - 00;30;21;18

Jon Quinn

So thank you so much for joining us on Career EQ Mike, Michael and Jensen.

00;30;21;21 - 00;30;35;07

Michael Knemeyer

Definitely come back to Career EQ for, lifelong learning, I know, I, I've been very impressed by the variety of topics that you've covered in this, podcast. And, just because you graduate doesn't mean you can't keep coming back. So keep coming back on.

00;30;35;08 - 00;30;38;05

Jon Quinn

Oh, thanks. Thanks for the plug there, Mike. You're welcome.

00;30;38;08 - 00;30;59;18

Jensen Green

Now, thank you so much for having me. This is wonderful. I can't wait to subscribe to this channel and see what other episodes are in the near future. So it's been a blast to be on. And, really appreciate appreciate you fostering this type of, you know, community of learning. I think it's really important to have these outlets for young minds and even developed minds alike to kind of come together and and learn something new and hear some different perspectives.

00;30;59;18 - 00;31;01;06

Jensen Green

Really important.

00;31;01;08 - 00;31;02;25

Michael Senyak

Thanks for having me on the call.

00;31;02;27 - 00;31;04;21

Jon Quinn

Thanks. Thanks. Thanks, Jensen. Thanks, Michael.