AI Just Took Over the Hottest Job…in AI

In 2023, prompt engineering, or training AI tools using specific prompts and instructions, was the hottest job in tech. AI was moving from Silicon Valley to Main Street at lightning speed, and Big Tech needed these roles to train its large language models (LLMs). Companies were paying six-figure salaries for roles.

Now, AI can do it by itself.

The *Wall Street Journal* reports that prompt engineers are already becoming obsolete.

Related: No Meetings, Up to $30 Per Hour, Fully Remote: A College Student Training AI Says the Work Is ‘Perfect’ for Introverts

“Two years ago, everybody said, ‘Oh, I think prompt engineer is going to be the hot job,'” Jared Spataro, chief marketing officer of AI at Work at Microsoft, told the WSJ. “It’s not turning out to be true at all.”

Spataro told the outlet that as the latest LLMs have evolved, these AI tools are more conversational and “aware of context” with the ability to ask follow-up questions, removing the need for “the perfect prompt.”

There are still about 3,000 jobs on Indeed with “prompt engineer” in the job description or title (some are listed as “AI engineer” with similar duties) at press time, though Indeed’s VP of AI, Hannah Calhoon, told the WSJ it is flatlining.

Related: Hiring Managers Are Looking for ChatGPT Experience — And Some Are Willing to Pay Up to $800,000 for It

AI taking over jobs is not anything new. In 2023, Goldman Sachs estimated that AI could automate 300 million full-time jobs, while McKinsey wrote that up to 375 million workers may be displaced by AI by 2030.

It's ironic, though, that after so many recent reports about AI taking over jobs, from Wall Street to factory workers, AI is now taking jobs from the people who made it.

https://www.entrepreneur.com/business-news/ai-is-taking-over-for-prompt-engineers/490762

Here's How Much a Typical Google Employee Makes in a Year

A mid-level Google employee made $331,894 in 2024, a 5% increase from the median salary of $315,531 in 2023, per a new filing submitted by Google's parent company, Alphabet, to the U.S. Securities and Exchange Commission.

The figure aligns with compensation at other tech giants in recent years. At Meta, for example, the median pay for employees in 2023 was $379,000 a year.

The filing further showed that Alphabet and Google CEO Sundar Pichai received total annual compensation of $10,725,043 last year, about 32 times more than the median employee. Pichai received a nearly $2 million raise from the $8,802,824 he made in 2023.

Google CEO Sundar Pichai. Photo by Klaudia Radecka/NurPhoto via Getty Images

The bulk of Pichai's compensation came from the "All Other Compensation" category, besides his $2,015,385 base salary and $405,630 in stock awards.

The remaining $8,304,028 included Pichai's personal security costs, which climbed 22% from the $6,775,631 Google paid in 2023 to $8,267,123 in 2024. The category also included his retirement plan and use of company aircraft or cars.

Related: Google CEO Sundar Pichai Says 'You'll Be Surprised' By How Google Search Changes in 2025

"Due to Sundar's significant public profile, Alphabet provides him with security protection," Alphabet's 2025 proxy statement

reads. “In 2024, Sundar’s security arrangements included residential security and consultation fees, security monitoring services, car and driver services, and personal security during all travel.”

Alphabet called Pichai’s personal security expenses “reasonable, appropriate, necessary and in the best interests of Alphabet and its stockholders.”

Other tech CEOs also have seven or eight-figure security costs. For example, Meta CEO Mark Zuckerberg’s $27.2 million total compensation in 2024 included a $14 million pre-tax security allowance. Meanwhile, Nvidia spent nearly $2.5 million in 2024 on CEO Jensen Huang’s security costs.

Related: Here’s How Much 8 CEOs Made in 2024, From JPMorgan’s Jamie Dimon to Disney’s Bob Iger

https://www.entrepreneur.com/business-news/how-much-do-google-employees-make-median-salaries-revealed/490761

Jeff Bezos Launches a Tesla-Rival That’s ‘Affordable’ and Customizable. Here’s What the EV Truck Looks Like.

“Non-gearheads” now have the chance to design their own cars.

Last month, an image appeared on Reddit of an unidentifiable small truck in a parking lot in Los Angeles. The sighting was first noted by *Carscoops* just after *TechCrunch* reported that Jeff Bezos was making an “affordable” vehicle through a

“secretive EV startup” called Slate Auto.

Related: I Tried Buying a Car on Amazon. Here Are the Pros and Cons.

Internet sleuths quickly put together (and *TechCrunch* confirmed) that the truck in the Reddit image *was* the actual Slate Auto concept car.

Now, the company is ready for reservations, and personalization is key. Everything is customizable, from the exterior look to the color to the interior knobs.

“We think everyone should be able to personalize their car,” the website says. “But vehicles aren’t built to be customized by non-gearheads (we love you, gearheads). So, we changed that.”

Provided by Slate Auto

In a video announcing the new “radically simple, radically affordable Slate truck” on X, CEO Chris Barman said the price starts in the “mid 20s,” though it will be closer to $20,000 (after federal EV tax credits). The single-cab electric truck is set to be delivered to customers in late 2026. The company is based in Troy, Michigan.

> *The people spoke. We built. Meet the radically simple, radically affordable Slate. Reserve yours at https://t.co/Y5RkOIFCRo pic.twitter.com/uvSZVpdkWv*
>
> *— Slate Auto (@slateauto) April 25, 2025*

“There’s a massive population of people out there when it

comes to safe, reliable, affordable transportation; there just really aren't many alternatives for them," CEO Chris Barman told Business Insider ahead of the official unveiling.

Related: The 'Secretive' Electric Vehicle Affordable Truck Was Just Spotted in Los Angeles

One way the company is keeping it affordable is through its customization options. For example, the trucks are wrapped, not painted, and can be changed at a customer's whim.

"With other cars, you pick your color when you buy it, and that's it," the website says. "With a Slate, you can pick your color whenever—and change it whenever. It's the first vehicle of its kind designed to be easily wrapped."

Wrap kits will start around $500, according to the company. (Though keeping it the simple gray—as per the Reddit reveal—will still stand out.)

> *What is this car?*
> *by**u/discostranger09** in**whatisthiscar***

Amazon founder Bezos, Mark Walter (Los Angeles Dodgers majority owner and CEO of Guggenheim Partners), and investor Thomas Tull have helped the new car company raise at least $111 million, per *TechCrunch*.

NBC reports that, according to a document filed with the Securities and Exchange Commission, Melinda Lewison, the head of Bezos' family office, is the new Slate Auto director.

[embedded content]
https://www.entrepreneur.com/business-news/jeff-bezos-backed-slate-auto-reveals-first-affordable-truck/490742

This Overlooked Leadership Skill Will Help You Build Trust, Influence Teams and Thrive Under Pressure. Here's How to Develop It.

Opinions expressed by Entrepreneur contributors are their own.

In an era shaped by uncertainty, rapid innovation and blurred lines between physical and digital leadership, executive presence has become one of the most critical — and yet most underestimated — skills for high-impact leadership.

It's not just about how you look in a boardroom or sound on a Zoom call. It's about the **intangible authority** you project, the trust you build and the decisions you influence. Executive presence is the signal that tells your team, your board and your investors: *"This is someone worth following."*

But here's the catch: Most executives are never taught how to build it.

In 2025, as leaders navigate hybrid organizations, global uncertainty and evolving stakeholder expectations, executive presence has shifted from a "nice-to-have" to a core leadership competency.

Related: 5 Core Strategies for Cultivating Executive Presence

What is executive presence *really*?

Executive presence is often mistaken for confidence or charisma. While both are ingredients, presence is much more layered. It's the sum of how you show up, communicate, listen, decide and lead – especially under pressure.

It's the **quiet authority** in a crisis. The **clarity of vision** in a crowded room.
The **ability to hold space**, earn trust and command respect – without saying much at all.

In practical terms, executive presence can be broken into three key dimensions:

1. **Gravitas:** How you carry yourself, especially in high-stakes moments.
2. **Communication:** Clarity, tone, body language and the ability to engage with purpose.
3. **Appearance:** Not vanity, but intentionality – how you present yourself and align with your message.

These elements matter not just in the boardroom, but in every room: investor calls, media appearances, team meetings and digital platforms. In a hybrid world, executive presence has to translate across both physical and virtual spaces.

Why it's underrated – until it's not

Companies spend billions on digital transformation, strategy and systems. But leadership presence – how decisions are conveyed, how vision is embodied, and how trust is projected – is rarely prioritized.

Until there's a crisis.

Until a founder can’t inspire confidence during a funding round.

Until a CEO loses the room during a high-stakes negotiation.

Until a board realizes their executive lacks the influence to rally talent, partners or the market.

In today’s landscape, **presence can be the difference between buy-in and breakdown**.

How executive presence has changed in 2025

Post-pandemic, presence is no longer about simply walking into a room and owning it. Today, leaders must know how to:

- Lead confidently on camera
- Build connection through virtual platforms
- Manage asynchronous communication without losing clarity
- Influence across diverse, cross-functional teams
- Earn trust in a remote-first or hybrid workplace

It’s not about volume – it’s about **value**. The modern executive doesn’t have to be the loudest voice – they must be the clearest, the calmest and the most aligned with purpose.

Related: How to Create an Executive Presence That Actually Persuades and Inspires Others

The mindset behind presence

You can’t fake true executive presence. It must be built on mindset and self-awareness.

Leaders with strong presence carry an internal belief that they belong where they are, and they're responsible for elevating those around them.

Here's what that looks like:

- They don't just communicate – they connect.
- They don't just show up – they show purpose.
- They don't just speak – they spark action.

In short, they lead from the inside out. And that starts with intentional development.

How to build executive presence – practically

No one is born with executive presence. It's developed like any strategic muscle – through deliberate practice, feedback and alignment.

Here are six actionable steps to strengthen your presence in 2025 and beyond:

1. Develop clear, purpose-driven communication

Speak less, say more. Remove filler. Pause for impact. Practice articulating your ideas with clarity and confidence, whether in person or online.

Tip: In virtual settings, make eye contact through the camera. Don't look at yourself – connect with your audience.

2. Master your body language

Your posture, gestures and facial expressions speak louder than words. Be still when making a key point. Use open gestures. Maintain calm energy.

Presence is physical before it’s verbal.

3. Manage emotions under pressure

Executive presence isn’t tested when things are smooth — it’s revealed in the fire. Learn to breathe, reset and regulate your energy. Others take their emotional cues from you.

4. Dress with purpose, not just style

Appearance isn’t about flash. It’s about intention and consistency. Whether you’re on stage, on Zoom or on LinkedIn — show up as a unified brand.

Ask: *Does how I show up match what I stand for?*

5. Create room for others

True executive presence includes how you make others feel. Elevate voices. Listen deeply. A leader who creates space for others will always own the room.

6. Get feedback and record yourself

Video yourself during presentations. Watch without sound. Watch with sound. What message are you sending?

Then ask your team: *“How do I show up when stakes are high?”*

Feedback sharpens presence faster than theory ever will.

A final word to executives and emerging leaders

As someone who works with boards, executives and founders every day, I can tell you: **Presence isn’t just an individual skill — it’s an organizational asset.**

A company is often judged by its leadership’s ability to communicate, inspire and project vision with confidence. When

an executive walks into the room or logs onto the screen, their presence sets the tone.

And in 2025, tone drives trust.

Trust drives talent.

And talent builds everything else.

Related: **How to Develop an Executive Presence and Earn Respect**

So ask yourself:

- *Do I project clarity in every setting I lead?*
- *Can I inspire confidence — even in moments of uncertainty?*
- *Does my presence align with the future I want to build?*

If the answer is “not yet,” then now is the time to invest in this skill.

Because strategy may open doors, but presence is what keeps them open.

https://www.entrepreneur.com/leadership/this-is-the-most-underrated-leadership-skill-in-2025/489998

‘The Goal Would Be to Speak Dolphin’: Google Develops AI

to Decipher Communications Between Dolphins

What are dolphins saying to each other? Google's new AI model attempts to understand the hidden language of dolphins, so humans can try to talk back.

Earlier this month, Google announced a new AI model called DolphinGemma, developed in partnership with the Georgia Institute of Technology and the Wild Dolphin Project, a nonprofit.

DolphinGemma is the first AI model that attempts to understand dolphin language. The AI was trained on 40 years' worth of audio and video of Atlantic spotted dolphins in the Bahamas. It absorbed decades of dolphin vocalizations with the end goal of identifying common patterns, structures, and even possible meanings behind dolphin communication.

Just like how an AI model predicts the next word in a typed sentence, Google's DolphinGemma AI model aims to use its training data to predict the next sound a dolphin makes based on observed patterns. It can also create new, made-up, AI-generated dolphin sounds.

Related: New Google Report Reveals the Hidden Cost of AI

The Wild Dolphin Project is starting to use DolphinGemma in the field this season for the first time to help researchers understand dolphin communication.

AI has the advantage of picking up on patterns that human beings might not recognize in dolphin audio and analyzing the data far more quickly than humans can. Dr. Denise Herzing, founder and research director of the Wild Dolphin Project,

told *Scientific American* that it would take human beings 150 years to manually comb through the data and pull out the same patterns that DolphinGemma can pick up on today.

“Feeding dolphin sounds into an AI model like DolphinGemma will give us a really good look at if there are pattern subtleties that humans can’t pick out,” Herzing stated in an announcement video. “The goal would be to one day speak dolphin.”

[embedded content]

DolphinGemma will also come up with new, made-up dolphin-like sounds that the researchers will play in the water this season to see how the animals react to new vocalizations.

It works like this: A pair of researchers will swim next to a dolphin, playing the AI-generated sound and passing a food item that dolphins enjoy, like seagrass or sargassum, back and forth. If the dolphin mimics the AI-generated sound, the researchers will respond by giving the dolphin the treat.

Related: These Are AI’s ‘Most Obvious’ Risks, According to Google’s Former CEO

The research is limited to one population of dolphins in one area — other groups could vary in how they communicate with each other. Google says it plans to release DolphinGemma as an open-source AI model this summer, so that academics can use it to help study other dolphin species, like bottlenose or spinner dolphins.

“By providing tools like DolphinGemma, we hope to give researchers worldwide the tools to mine their own acoustic datasets, accelerate the search for patterns and collectively deepen our understanding of these intelligent marine mammals,” Google wrote in a blog post.

AI is also being used to understand other animals. Late last

year, the Earth Species Project announced an AI model called NatureLM, which can identify an animal's species, age, and state of distress based on audio. Meanwhile, Project CETI (Cetacean Translation Initiative) uses AI to study sperm whale communication.

https://www.entrepreneur.com/business-news/google-uses-dolphin gemma-ai-to-decode-dolphin-communication/490753

Trying to Scale With a Small Team? Here's How to Drive Growth Without Draining Your Resources.

Opinions expressed by Entrepreneur contributors are their own.

Today's business landscape is global and ultra-competitive, and scaling efficiently without significantly increasing headcount is essential for early-stage organizations and a major challenge many entrepreneurs face.

There is no secret sauce, no elaborate scheme that successful businesses use to get ahead; the growth often lies in maximizing your current resources through lean methodologies that empower and energize smaller, agile teams to achieve outsized results.

Related: Building Your Business With Limited Resources? Here's the Mindset You Need to Succeed.

Leveraging automation and AI

With the explosion of AI over the past few years, it’s no surprise that AI would be mentioned here. One of the most effective strategies for scaling with a lean team is adopting technologies and integrating automations within workflows that users live in.

AI can be adopted and integrated into many different areas, including customer relationship management (CRM) platforms, automating marketing solutions (email blasts) and accurate AI-driven analytics that drive faster decisions, helping streamline operations and allowing the team to focus on higher-level functions.

For example, AI assistants can help customer relationship teams with automating initial customer interactions, which frees your customer service team to focus on more complex inquiries that help to improve overall customer satisfaction.

Prioritizing high-impact initiatives

To be an effective entrepreneur or leader, communication is key, and being able to prioritize initiatives that directly align with the overall strategic vision ensures that your lean team is working on projects that have the greatest impact.

Integrate key frameworks such as Responsible, Accountable, Consulted, and Informed (RACI) and Objectives and Key Results (OKRs) to maintain transparency, focus and measure progress.

By focusing efforts on high-impact activities, your lean team can achieve high success and significant results without the unnecessary strain usually attributable to early-stage organizations.

Foster a culture of agility and flexibility

Many think that agile methodologies are only for the fast-moving software development industry – but in reality, the frameworks are powerful tools for lean teams in any industry. Encouraging the right culture is key where quick pivots, regular genuine feedback loops and leadership that promotes continuous improvement are part of the everyday workflows.

This agile mindset, when adopted early, helps teams rapidly respond to market changes and client issues. It also helps teams iterate quickly on ideas internally and externally while also avoiding prolonged resource drains on ineffective strategies.

Related: Small Team, Big Success – 3 Ways to Make the Most Out of a Small Team

Empower through effective delegation and trust

In order to scale effectively with such limited resources, you have to be a leader who isn't afraid to delegate. You can't do everything, so don't think for a moment that you can. Empowering other team members through delegation and trust is crucial for success.

Trusting others builds rapport. Assigning clear ownership of tasks while allowing those team members the autonomy to execute the strategies creatively and efficiently, while also allowing them to fail, is how trust is created.

High-trust environments such as this encourage such teams to perform their best, contributing significantly to overall productivity and innovation within the organization. The key here is not to micromanage and burn your team out through

excessive top-down management.

Continuous skill development

When you have a lean and high-performing team, you also have a team that is learning things on the fly, continually pushing against their norms and comfort zone. Understanding this and investing in continuous learning and skill development across the organization ensures your lean team remains vigilant, versatile and highly effective.

Whether you incorporate regular internal training sessions to level up other employees, send employees to workshops or provide access to educational resources, this will equip your employees with the latest skills and knowledge, allowing them to contribute more effectively to the organization's overall goals without the need to fill skill gaps with more headcount.

Harness the power of strategic partnerships

Collaborating with strategic partners is one of the most rewarding initiatives an early-stage company can do. For such companies, forming relationships that have the ability to exponentially increase revenue and growth capabilities without overburdening internal resources provides tremendous value. Leveraging external expertise from a larger organization and networking through such partnerships allows your team to extend its networks, knowledge, capabilities and reach exponentially.

Related: How These 5 Entrepreneurs Used Their Limited Resources to Grow Their Business Into a Successful Venture

Measure effectively, adjust and optimize

In order for everything above to work effectively, you need to regularly monitor key performance indicators (KPIs) to assess your overall strategies and their effectiveness. However, in order to do this, you as a leader must be able to be humble, honest and open to criticism from others. An effective team is only as effective as its leader, and if you're a horrible leader, you should be able to hear it from everyone else.

Lean teams that are successful must adopt a disciplined approach to measurement, and that starts at the top by quickly identifying what works and optimizing or discontinuing initiatives quickly that don't deliver such desirable results. This isn't a one-time thing either – it's a continuous cycle of measurement and adjustments that ensure efficient allocation of such lean resources.

By being honest with yourself as a leader and integrating these principles into your strategic framework of operations, scaling with a lean team becomes not just feasible, but much easier, leading to a pathway to sustainable, profitable growth. As a leader, embrace agility, leverage technology, put yourself outside your comfort zone, and empower those around you to unlock the true potential beyond traditional resource constraints.

https://www.entrepreneur.com/growing-a-business/scale-your-small-business-without-draining-your-resources/486443

5 Money Habits That Separate Successful Entrepreneurs From Struggling Ones

Opinions expressed by Entrepreneur contributors are their own.

Successful entrepreneurs build systems, think long-term and let their money habits fuel their growth. On the other hand, struggling entrepreneurs chase revenue and react to financial stress.

Here are five specific, high-impact financial habits that consistently set thriving entrepreneurs apart.

Related: The 7 Financial Habits of the Most Successful Small Business Owners

1. They prioritize cash flow

If your business is struggling, then it's likely because you've fallen into the trap of obsessing over top-line revenue or social proof without focusing on what matters: cash flow. Having a $1M revenue business looks impressive, but if expenses eat up $990K, it's barely surviving.

Successful entrepreneurs obsess over cash flow. They understand that money in the bank, not just on paper, is what pays employees, fuels marketing and buffers against downturns. They monitor cash flow weekly (sometimes daily), and they use forecasting tools to anticipate dry spells before they happen.

What successful entrepreneurs do differently:

- Use rolling 13-week cash flow forecasts to anticipate

needs and make data-driven decisions.

- Build in a cash buffer (often 3-6 months of expenses) to weather emergencies.
- Delay unnecessary purchases unless they yield a positive ROI within a clear timeframe.

“Revenue is vanity. Profit is sanity. Cash flow is reality.” This isn’t just a cliché for successful founders; it’s gospel.

2. They pay themselves first

A common mistake among struggling entrepreneurs is not paying themselves (and burning out) or overpaying prematurely and stunting the business’s growth. Successful entrepreneurs strike a balance: They pay themselves first, but with discipline.

This habit goes beyond personal salary. It’s about respecting the business as a separate entity and keeping sustainability for personal life and professional vision. They also don’t develop a dependency on external funding too early.

What they do differently:

- Set a fixed monthly salary or distribution based on a percentage of profits, not whims.
- Use tools like Profit First to prioritize allocating money to profit, owner pay, taxes and expenses in that order.
- Reinvest strategically and only take what the business can afford after the essentials are covered.

Struggling entrepreneurs often wait for a “windfall” to pay themselves, but successful ones bake it into their system from

day one.

3. They track every dollar and review it monthly

Many entrepreneurs claim they're "bad with numbers" and avoid financial reports like the plague. That's like driving blindfolded. Successful entrepreneurs don't need to be accountants, but they do develop financial fluency. At the very least, they understand where the money is coming from, where it's going and why.

More importantly, they review regularly. They look at trends over time and spot inefficiencies.

What they do differently:

- Block time monthly to review P&L, cash flow statements and balance sheets.
- Compare actual spending vs. projected budgets to catch creep or bloat early.
- Use dashboards or hire fractional CFOs to surface real-time insights without drowning in data.

For instance, if customer acquisition costs (CAC) rise while LTV (lifetime value) stays flat, that's a red flag.

Related: This Toxic Money Habit Is Becoming More Common — If You've Picked It Up, Your Finances Are at Serious Risk, Expert Warns

4. They invest in assets, not just expenses

Struggling entrepreneurs make money in binary terms: spend vs.

save. Successful ones think in terms of assets vs. liabilities. Every dollar they spend is scrutinized not by the cost alone but by its potential to bring value.

This mindset shifts their decision-making. They're willing to pay $10K for a marketing system that brings in $100K in 12 months. They'll spend $3K on team training that improves retention and efficiency instead of burning out their best people.

What they do differently:

- They can easily distinguish consumable expenses (e.g., office snacks) and growth assets (e.g., content systems, SEO, automation).
- They apply the 10X lens: "Can this dollar bring back ten?"
- They track ROI on non-tangible investments (like branding, team development or customer experience).

They know some of the most valuable investments don't show up instantly. But with discipline, they compound, unlike the one-time dopamine hit of a fancy new laptop or desk setup.

5. They are patient and persistent

One of the least talked about but most powerful money habits of successful entrepreneurs is their ability to stay patient and persistent, even when results take time. They manage time wisely and stay patient to see results. This habit is the need of the time because we live in a world obsessed with quick wins, viral growth and instant gratification.

Struggling entrepreneurs mostly get discouraged when they don't see immediate investment returns. They pull out of marketing campaigns after a week, abandon strategies that

haven’t gone viral or pivot too frequently out of fear.

Successful entrepreneurs, on the other hand, understand that good financial results take time. Whether building brand equity, growing an audience, compounding content or developing a new product, none of it happens overnight. They commit to long-term strategies and are disciplined enough to stick with them, even when dull, slow or uncomfortable.

Why this matters for money:

Financially, patience leads to better timing, smarter investments and compound returns. Persistent entrepreneurs are more likely to:

- Wait for the right hire instead of rushing and wasting money on the wrong person.
- They invest in employee benefits instead of wasting time and effort on new hires.
- They let marketing strategies mature so that ROI increases over time.
- They avoid spending money on things they don’t need now to have more freedom with their money in the future.

“Most people overestimate what they can do in a year and underestimate what they can do in ten.” – Bill Gates

Successful entrepreneurs internalize this. They play the long game with their money, and short-term fluctuations do not easily shake them.

Related: I Scaled My Business to 8 Figures in 3 Years. Here’s 4 Ways I Mastered My Finances — and How You Can Do the Same.

So, ask yourself:

- Do I have a clear view of my cash flow?
- Am I paying myself in a sustainable, intentional way?
- Do I review my financials monthly, or only during a crisis?
- Am I investing in assets that compound?
- Is my lifestyle growing faster than my net worth?

If the answers to these are shaky, that’s your cue. The good news? Financial habits are learnable. And the sooner you start, the faster the compounding works in your favor.

https://www.entrepreneur.com/money-finance/5-money-habits-that-set-successful-entrepreneurs-apart/489761

How to Overcome Past Struggles and Turn Them Into Your Superpowers

Opinions expressed by Entrepreneur contributors are their own.

Every story of a superhero begins with an inspiring narrative. One where all these exceptional people had to deal with some unfortunate circumstances first, but facing these challenges turned them into something beautiful. Well, I have good news:

You don’t need a cape or a fictional backstory to possess a superpower. Your superpower is real, and chances are, it was forged in the fires of your earliest struggles. The challenges that used to seem daunting back in the day are what give you the unique edge and ability that no one else possesses.

To further understand this, the struggles and challenges you were exposed to in your childhood helped shape your values and leadership and helped define your superpower now.

Families: The original enterprise

The first workplace ever that we are exposed to is the family. It’s where you get exposed to management concepts like conflict resolution, human dynamics and emotional intelligence. In these first impressionable years, children will modify their behavior to fit the prevailing circumstances, which will help them cope and learn survival mechanisms.

Consider this: If conflict was a norm in your family setting, then you might be a very good peacemaker. On the other hand, if you were raised in a strict setting, then you are likely to have a very high appreciation for boundaries and discipline. Or if you were left to yourself, you might have developed an unparalleled sense of independence or being resourceful.

These experiences serve as the building blocks of your behavioral patterns, values and beliefs, which subsequently inform your leadership mode. For the most part, leadership development does not begin in the boardroom or conference room, but in the home. Family dynamics commonly shape the style with which one leads. For instance, if you had strict, authoritative parents, you may have emulated this style. Similarly, if you grew up in a family that prioritises collective participation, you may have emulated a cooperative leadership style.

Related: 4 Factors From Childhood That Are Strong Indicators of Success

Adversities shape your superpower

It is understood that every individual goes through battles while growing up; it can be economic hardship or being neglected, but tough situations always demand resilience and being exposed to these difficulties only aids your adeptness in ways that others might not have been equipped with. Here are some ways different challenges might have equipped you with a unique superpower:

1. **Hypervigilance:** If exposed to an unpredictable environment, you might have developed the ability to pick up on the subtle changes in emotion, tone or aura, and this sensitivity allows for added value for leadership positions as it helps in interpreting facets of a situation or potential conflicts.
2. **Emotional intelligence:** If displaying emotions was forbidden in your household while you were growing up, chances are you would have a better understanding of subtle social interactions. This can only aid in building social dynamics.
3. **Drive and determination:** Challenging childhood experiences may cultivate a strong desire to succeed later on. People from disadvantaged families are quite often determined to make it against all odds, making them tough and persistent in reaching their targets.
4. **Creative problem-solving:** People who have to "manage with" minimum resources have great imagination and out-of-the-box thinking. This creativity is characteristic of many successful entrepreneurs and innovators.
5. **Adaptability:** Having been raised in less stable settings prepares one to be adaptable and level-headed. This skill is a superpower that's invaluable in modern society.

Shedding the garbage drum

Regardless of these strengths, many of us suffer from an emotional “garbage drum” – that is, for whatever reason, weight that we have failed to process in the past. This emotional baggage is a hindrance as it contributes to unconscious paradigms, irrational beliefs or self-sabotaging behaviors that sabotage our potential.

A case in point is a leader who was raised in a home that is overly critical and instead of being highly competent, they exhibit signs of impostor syndrome and are always re-evaluating their choices. Others may see themselves over-controlling their teams due to the fact that they had developed trust issues in their formative years.

To make full use of your superpower, you have to get rid of this garbage drum. But how?

- **Self-awareness:** Delve into your life and the events that shaped and altered your behavior patterns and beliefs. A deep coaching session or journaling can help to explore such behavioral patterns.
- **Emotional processing:** Engaging in applied coaching therapy, meditation or other techniques that can assist with healing unresolved emotional trauma.
- **Mindset shifts:** Self-limiting beliefs that prevent you from advancing should be replaced with more beneficial ones. For instance, instead of feeling like you are too sensitive, treat it as a form of emotional intelligence.

When your creativity, intuition and potential are set free from the shackles of unnecessary emotional burdens, you’ll release the handbrakes and reach unimaginable heights.

Related: This Is the Leadership Superpower of 2025 – Do You Have What It Takes?

What’s your superpower?

Leaders who make a conscious effort to understand their superpowers have a competitive edge. They can connect with people on a deep level owing to their life histories, and this delivers meaningful change to society. Their struggles make them resilient, creative and even emotionally intelligent.

Ask yourself:

- How have your past challenges allowed you to grow into the person that you are today?
- What skills and traits have become your edge due to these experiences?
- What trash drum are you carrying and need to let go of?

It’s not just having dealt with something that is a superpower, it is how you dealt with them and turned them into your assets. Families might be our first enterprise, but it is our inner resilience and our wisdom-based adaptability in the face of challenges that will determine the legacy we leave behind.

https://www.entrepreneur.com/leadership/how-to-overcome-past-struggles-and-turn-them-into-your/489273

Spotify Has Paid Out More Than $100 Million to Podcast Creators — and It Isn’t Done

Giving Away Money

More than one billion people have listened to a podcast on Spotify since it launched podcasts in 2019, Spotify told *Entrepreneur* on Monday in an email.

The streaming giant also revealed for the first time that the company has paid more than $100 million to podcast publishers and podcasters globally since the start of the year. The payments are partly due to the Spotify Partner Program, which launched on Jan. 2 in the U.S., U.K., Canada, and Australia. The program gives creators a 50% share of revenue from ads.

Related: You Can Now Upload Your Video Podcast to Spotify, Even If You're Hosted on a Competing Platform

The partner program arises as Spotify attempts to bring more video podcast creators to its platform and challenge YouTube's dominance in the podcasting space. According to an Edison Research report from last month, the majority of Americans ages 12 and up have listened to a podcast (70%) or watched a podcast (51%) in their lifetime. The report found that one-third of U.S. weekly listeners turned to YouTube for their podcasts, making YouTube the most popular home for podcast content.

In February, Google reported that more than one billion people watch podcasts every month on YouTube. *The New York Times* reported that Spotify has 170 million monthly podcast listeners. Spotify says it has a total audience of 675 million.

Spotify's push to bring more creators and listeners to its platform seems to be working — several creators have said that the partner program has increased their views and earnings.

According to a press release from FlightStory, the company behind the popular “The Diary of a CEO” podcast, the show’s weekly views increased by over 45% after it joined the Spotify Partner Program.

“Since joining the Spotify Partner Program, we’ve seen weekly consumption grow by over 45%,” said FlightStory’s Chief Revenue Officer, Christiana Brenton. “That kind of trajectory is exceptional.”

Meanwhile, after receiving a payout from the Spotify Partner Program, David Coles, who hosts the horror podcast “Just Creepy: Scary Stories,” told *The New York Times* that he was reconsidering his “home platform” after his Spotify earnings with partner program payouts were recently higher than his YouTube revenue.

Related: Want More People to Actually Listen to Your Podcast? This Platform Beats Apple and Spotify With 1 Billion Podcast Viewers Every Month.

YMH Studios, the company behind the comedy podcast “2 Bears, 1 Cave,” told *The Times* that its quarterly revenue more than tripled after joining the Spotify Partner Program.

YouTube has paid creators, including podcasters, more than $70 billion from 2021 to 2024, per *The Times.*

How can I qualify for the Spotify Partner Program?

To qualify for the program, creators must host their show on Spotify for Creators, reside within the U.S., U.K., Canada, or Australia, have at least 12 episodes, hit 10,000 hours of views in the past month, and reached at least 2,000 people who have streamed on Spotify in the past 30 days.

Creators have to go to their monetize page in Spotify for

Creators to check their eligibility before they apply for the partner program.

https://www.entrepreneur.com/business-news/spotify-pays-podcast-creators-more-than-100-million/490741

‘Awesome’: 13 Year Olds Crash Corporate Earnings Calls on ‘Bring a Kid to Work Day’

Ever hear the old expression “Children are better seen than heard?”

Neither has the Gajrawala family.

This past Friday, Jefferies analyst Kaumil Gajrawala brought his teenage daughter, Milena, and his son, Kamran, to his office for “Bring a Kid to Work Day”.

Related: Duolingo’s Bored Teen Chatbot Spoke for CEO on Earnings Call

During earnings calls with PepsiCo and Keurig Dr. Pepper, the CEOs of the companies were surprised not only by the voices of children on the phone but also by the quality of their questions.

“So what do you think about the launch of GLP-1 oral medications coming to market next year?” asked Milena.

“Awesome,” answered Pepsi CEO Ramon Laguarta. Then, reports

Bloomberg, he went into full CEO speak about the weight-loss and diabetes drugs that threaten soda and snack sales. “Obviously, we’ve been transforming the portfolio and we’ll continue to give the consumer offerings that help them in any sort of dietary preferences that they have,” Laguarta said.

Milena’s brother Kamran got in on the action, too. During a call with Keurig Dr. Pepper’s CEO, Tim Cofer, he asked about Dr Pepper’s new blackberry soda. (His exact question was not reported on.)

“I think it’s my first-ever question from a young person,” Cofer replied. “I appreciate it, Kamran. And I hope Kamran’s a big fan of Dr Pepper Blackberry.” Bloomberg reports that much like Laguarta, Cofer then dove into business-speak, discussing the “full-funnel marketing activation” of the new drink.

Afterwards, both CEOs gave high marks to their unexpected questioners. “Families are important to us at PepsiCo,” said Laguarta in a statement, adding that he thought Milena “asked a great question.”

Jane Gelfand, senior vice president of finance at Keurig Dr Pepper, said of Kamran, “We were delighted to get a question from a fan and budding analyst yesterday,” and thought he “did a great job and brought smiles to our whole team.”

Bloomberg reports that long-time financial analyst Gajrawala brought his kids to work so that they could “get a feel for the job,” and says that this was his first time he had them join an earnings call.

Seems like they not only got a feel for the job—they can step right in and do it.

https://www.entrepreneur.com/business-news/kids-crash-pepsico-and-keurig-dr-pepper-earnings-calls/490734