

JARED HEYMANN

PODCAST & MEDIA GUIDE

Author of *Shouldology: A Why-To Guide to Getting Your Career Unstuck*. Writer, speaker, and professional overthinker. Former scientist, professor, corporate R&D leader, and startup CEO. Why reasonable people make



Why reasonable people make reasonable choices that produce ridiculous outcomes.

WHAT KIND OF GUEST YOU GET

Unexpected connections, explained clearly

Psychology, organizational behavior, decision-making, philosophy, business, and lived experience, putting ideas examining diverse ideas to see what connections emerge.

Ideas people actually remember

Pineapples, potatoes, plywood, Star Trek uniforms, Office Space, and occasionally actual research. Making complicated ideas memorable, not complicated.

Curious, not canned

Second-level questions, disagreement, and following an idea somewhere neither of us expected. Conversations never need to follow my outline.

FOUR CONVERSATION IDEAS

I'm Good at My Job. Why Doesn't It Feel Right Anymore?

The skills that make you valuable can become the same skills that keep you stuck.

- A working distinction between burnout and misalignment
- Why changing employers reproduces the same job under a new logo
- Why “What else can I do?” is the wrong first question

Career · Psychology · High achievers · Midlife

The Most Important Career Data Exists Only Inside Your Head

Most people giving you career advice are working with the least useful data.

- Why advice from mentors is structurally biased toward your past
- The difference between a list of strengths and actual self-knowledge
- How to read energy as evidence, and why it comes first

Career · Coaching · Leadership · Decision-making

Why More Options Make It Harder to Decide

Experience expands our choices faster than it improves our ability to choose among them.

- Why optionality and direction are different things
- How experience narrows what we can even perceive
- A way to decide between two options that are both good

Behavioral science · Psychology · Decision-making · Philosophy

What If We Stopped the Success Story at the Failure?

Success stories are motivating precisely because they finish at the part that makes them misleading.

- How to separate decision quality from outcome quality
- Why survivorship bias makes most business advice unusable
- What makes quitting a strategic choice, not a character flaw

Entrepreneurship · Business · Leadership · Resilience

FIVE MORE CONVERSATIONS, BY THEME

HIRING & IDENTITY

Your Résumé Is a Rearview Mirror, Not a Compass

MONEY & FIRE

The Most Valuable Thing Money Can Buy Is the Ability to Be Wrong

ENTREPRENEURSHIP

You Want to Be Your Own Boss. What Job Are You Signing Up For?

FUTURE OF WORK

Career Stability Is Temporary. Self-Knowledge Matters More.

MANAGEMENT & AI

As AI Expands, Understanding People Becomes More Valuable

Full descriptions, listener takeaways, and ready-to-use questions for all nine: jaredheyman.com/media

BOOKING, BIOS, AND TECHNICAL DETAILS

HOST READY INTRODUCTION

My guest today is Jared Heymann, author of *Shouldology: A Why-To Guide to Getting Your Career Unstuck*. Jared has been a scientist, professor, corporate innovation leader, startup CEO, coach, and professional overthinker. His work explores why capable people get stuck, why reasonable advice can point us in the wrong direction, and what changes when we stop asking what we can do and understand what we should do.

SHORT BIO

Jared Heymann spent twenty years saying “I can do that,” leading him through a career as a professor, scientist, innovation leader, startup CEO, and now writer, speaker, and professional overthinker. He is the author of *Shouldology*, exploring why reasonable people make reasonable choices that produce ridiculous outcomes.

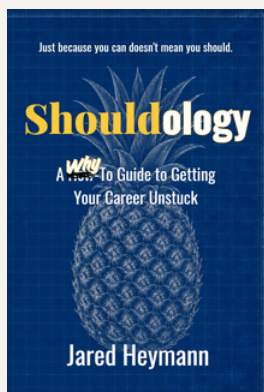
MEDIUM BIO

Jared Heymann spent twenty years saying “I can do that,” which led him through careers as a scientist, professor, corporate innovation leader, startup CEO, coach, writer, and speaker. It worked surprisingly well, which is partly why he eventually wrote a book about the problem. *Shouldology: A Why-To Guide to Getting Your Career Unstuck* explores why capable people get stuck, why the world keeps recommending more of what we’ve already proven, and why “can” is often a terrible proxy for “should.” Jared holds a Ph.D. from Duke University and an MBA from the University of Texas at Dallas. He connects psychology, organizational behavior, decision science, philosophy, and lived experience, with a questionable amount of dated pop culture references.

RECORDING SETUP

MICROPHONE	RØDE NT-USB+
CAMERA	Logitech C920S Pro HD
ENVIRONMENT	Quiet, private home recording space.
CONNECTION	Fiber internet with a Wi-Fi-connected recording setup.
PLATFORMS	Happy to use your preferred browser-based recording platform. Reasonably tech-savvy and comfortable learning whatever your show already uses.
LOCATION	Houston area, Texas · US Central Time
REMOTE	Preferred and available by arrangement.
IN PERSON	Available with advance notice in Houston, Austin, and Dallas. Other locations possible by arrangement; travel expenses requested when significant travel is required.

THE BOOK



SHOULDODOLOGY

A Why-To Guide to Getting Your Career Unstuck

Early in our careers, capabilities open doors. We build an ever-growing list of things we can do. *Shouldology* explores why capable, successful people get stuck, how knowing ourselves is essential but insufficient, and why the world refuses to reorganize itself around our newfound self-awareness.

Out late 2026 in paperback, hardcover, ebook, and audiobook read by the author.

Free chapter, mixtape, and Shouldictionary at Shouldology.com

WHERE MY WORK LIVES

An Overthinker's Almanac jaredheymann.substack.com

YouTube youtube.com/@jaredheymann

LinkedIn linkedin.com/in/jjheymann

FOR KEYNOTE AND WORKSHOP INQUIRIES

jaredheymann.com/speaking

Have an episode in mind?

Pick a conversation, bring your own angle, or tell me about your audience and we can find the overlap.

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