



STUDY GUIDE

DON'T MAKE THINGS WORSE

KEY TERMS: education
best

business
loop

losers
feel

NOTE-TAKING COLUMN: Complete this section during the video. Include definitions and key terms.

CUE COLUMN: Complete this section after the video.

Where did Mr. Carolla receive his education?

What is the Language of Losers?

What phrase has Mr. Carolla drilled into his employees?

How does Mr. Carolla respond to the Language of Losers?

What game does Mr. Carolla play with people who have been caught messing up?

DISCUSSION & REVIEW QUESTIONS:

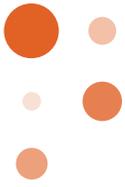
- Towards the beginning of the video, Mr. Carolla asks, “...why should you listen to me? I run a business that I built myself. I hire and fire people like you all the time. And I’ve seen a pattern with your generation, something I call ‘The Language of Losers.’” Do you agree with Mr. Carolla that because he built a business from scratch that he deserves credibility in terms of speaking to graduates and conferring practical advice for their futures upon them? Why or why not? What pattern do you think Mr. Carolla is referring to? Why do you think he calls it the ‘Language of Losers?’ Explain.
- The first example that Mr. Carolla shares with us is, “I did my best...” - Did you do the job? Yes or no? That’s the only answer that counts. If the answer is no and you say ‘I did my best,’ then you’re terrible at your job. So the phrase I’ve drilled into my employees is ‘Don’t do your best, do my best.’” Why is doing the job or not the condition that counts, rather than the condition of doing one’s best? What do you think Mr. Carolla means by ‘do my best?’ Explain.
- Later, Mr. Carolla shares with us, “...the newest and most damaging edition to the Language of Losers: ‘I FEEL’. I feel threatened. I feel I’m being treated unfairly. I feel like you’re a bully. You’re 23 and you still live at home with your Stuffies and your Huggie-Bookie. Nobody cares what you feel like.” Why do you think that Mr. Carolla characterizes this example as ‘damaging?’ Do you agree with Mr. Carolla’s harsh reality that ‘Nobody cares what you feel like,’ in terms of how management at a business views employees? Why or why not? What point is Mr. Carolla really making in this example? Explain.
- Towards the end of the video, Mr. Carolla ties the ‘Language of Losers’ examples together by stating, “All of these fall into a little game I play that works with employees who were caught dropping the ball... – Stupid or Liar? You either don’t believe what you’re saying and you’re trying to put one over on the guy who signs your checks, or you’re too stupid to have the job in the first place. Either way you’re out.” Do you think that Mr. Carolla is being too harsh? Why or why not?
- At the end of the video, Mr. Carolla concludes by directing graduates to, “...get a job and fight to keep it. And remember, the Boss man sees all. You’re not getting away with anything. He’s the boss because he’s fluent in the language of losers.” What do you think Mr. Carolla means by ‘fight to keep’ a job? Explain. What is the main point that Mr. Carolla is trying to get across in the video?

EXTEND THE LEARNING:

CASE STUDY: The Snowflake Test

INSTRUCTIONS: Read the article “CEO Makes Employees Take Snowflake Test,” then answer the questions that follow.

- Why is the article ‘sure to trigger some of you?’ Why doesn’t Mr. Reyes want most people to work for his company? How many people reach out to work for Mr. Reyes’ company? When does a prospective employee have to take the test? How long is the Snowflake Test? What is the purpose of the Snowflake Test? How would you answer the last question of the ones listed in the article? What is the truth that nobody talks about?
- Do you take Mr. Reyes seriously as someone to take advice from? Why or why not? Do you think that Mr. Reyes is wrong to administer a Snowflake test for prospective future employees? Why or why not? In what ways might the Snowflake Test benefit the company? In what ways might the Snowflake Test benefit people who take it- especially ones who do NOT pass it? Would you be offended to some degree if asked to take the Snowflake Test? Why or why not? What conclusions about society can you draw from the fact that Mr. Reyes feels compelled to administer the Snowflake Test? Do you think that many other employers feel similarly to Mr. Reyes, whether they actually administer a Snowflake Test or not? Why or why not? What do you think Mr. Corolla would say about the Snowflake Test? Explain.
- In what ways does the article relate to the points made in the video? Why is the language in the examples that Mr. Corolla cites in the video indicative of being a ‘loser’ when it comes to work performance? Explain.



QUIZ

DON'T MAKE THINGS WORSE

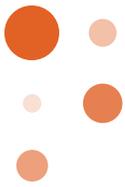
- 1. Which of the following phrases is part of Carolla's "Language of Losers"?**
 - a. I did your best.
 - b. I did my best.
 - c. You do your best.
 - d. We did our best.

- 2. What phrase is destroying our society?**
 - a. I think.
 - b. I feel.
 - c. I work.
 - d. I know.

- 3. If you do your job well and you're not rewarded, someone else will find you and reward you.**
 - a. True
 - b. False

- 4. The beach is a metaphor for _____.**
 - a. Tyranny
 - b. Commerce
 - c. Freedom
 - d. None of the above.

- 5. How many new beach laws does Mr. Carolla think should be written?**
 - a. None
 - b. Two
 - c. Four
 - d. Six



QUIZ - ANSWER KEY

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<http://newbostonpost.com/blogs/ceo-makes-employees-take-snowflake-test/>

CEO Makes Employees Take Snowflake Test

Kyle S. Reyes | March 10, 2017



You'd better put on your safety pin. This article is sure to trigger some of you. Why? Because ... gasp ... you're about to get some real talk from someone who makes hiring and firing decisions every single day.

Companies across the country do their best to make you feel all warm and fuzzy about them. They want EVERYONE to want to work for them. They want to create this grand illusion that they're more magical than Disney. They sell the experience that they do things like donate socks to kittens and give each other foot rubs and all of that weird crap to make people happy. Their oxygen is your desire to work for them. Then, of course, you get there and realize it's miserable **actually** working for the company.

But here's the thing.

I don't want most people to work for my company. No, seriously. Most people suck.

WHAT. DID. HE. JUST. SAY????

I said most people suck. Really. Not just professionally. Just as people. They are whiny, needy, entitled little brats.

Not just millennials. Their parents. Their grandparents. Their kids. Lots of people.

And I want people to work for me who don't suck.

Listen, we've got all of the magical stuff. We have a 30-foot bar in the office with literally thousands of bottles of heavenly liquid. We have an X-Box, huge beanbag chairs, an office dog, a private caterer, and a personal trainer.

We get hundreds and hundreds of people reaching out to work for us.

But again, lots of people suck.

I realized that pretty quickly ... and I also realized it was a time suck on my staff and me to be weeding through endless piles of paper trying to find the handful of people who actually want to hustle for a living and would be a great fit for our company.

So I've implemented something that is going to give HR managers and the PC Police night sweats.

I lovingly refer to it as The Snowflake Test.

Anyone who may be a viable candidate for our agency has to take the test before they get an at-bat at an interview.

It's 30 short-answer and essay-style questions that help us to really get to know a candidate. We want to get in their heads. See how they apply logic and reason to different scenarios. See what makes them tick. See if they'd be a good fit for our culture.

Among those questions?

- Outside of standard benefits, what benefits should a company offer employees?
- What are your feelings about employees or clients carrying guns?
- What are your feelings about safe spaces in challenging work environments?
- Should "trigger warnings" be issued before we release content for clients or the company that might be considered "controversial"?
- How do you feel about police?
- When was the last time you cried and why?
- What are your thoughts on the current college environment as it pertains to a future workforce?
- What does "faith" mean to you?
- You see someone stepping on an American Flag. What happens next?

Listen, people. This is just a little real talk. The truth of it – that nobody talks about – is that you need to fit the culture of a company or it's just not going to work out.

Since I launched this "filtering" process, if you will, I've gotten a tremendous amount of whining from the general public.

I was scolded by a woman on the phone yesterday who told me she wouldn't take the test and "shame" on me for making people take a test to come work for us. She "demanded" I remove the test or risk losing out on "perfect employees" like herself.

Bummer.

Well, snowflake, it's back to the heaping pile of applications for me.

Kyle S. Reyes is President and CEO of The Silent Partner Marketing. He's also an acclaimed keynote speaker on entrepreneurship, leadership, marketing and social media. You can follow him on Facebook.