



# How to unapologetically live your best work life.

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MJ Kinney, Principal | FareScience LLC

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work life



# Where I am

1. Know exactly what I do.
2. Actively challenge myself in a healthy way.
3. Able to work on my own terms.

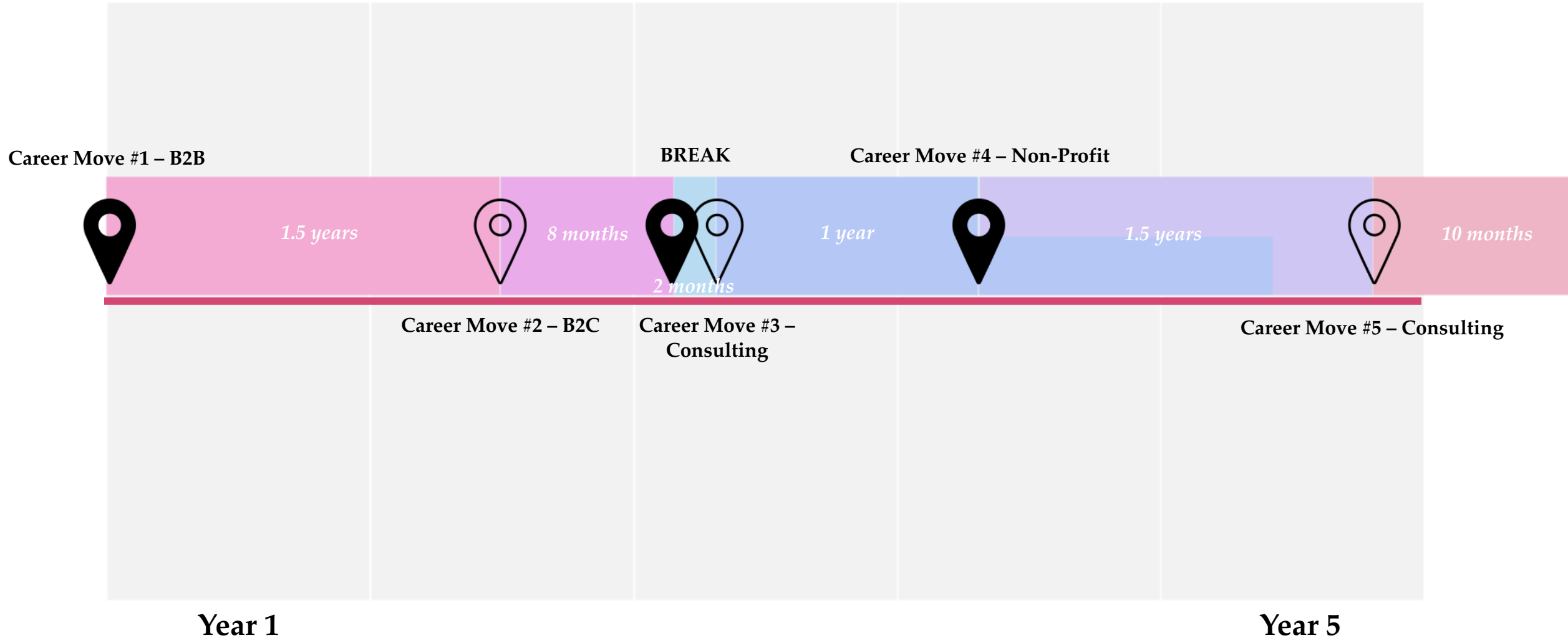
# Specifically...

1. Food Scientist & Product Developer
2. Plant-Based Meat, Egg, & Dairy  
(Formulation, Sourcing, & Scaling)
3. I work with companies who believe what I believe. The products I make are the ones I would buy.

The background features a large, central, light pink circle with several concentric, slightly offset circles in varying shades of pink. Additionally, there are wavy, curved lines in shades of pink extending from the top-left and bottom-right corners towards the center.

How I got  
started

# My Roadmap



# Words said

- “I just think you might have unrealistic expectations. I didn’t begin to make a 6-figure salary until working in the industry nearly 20 years.”
- “You don’t have enough experience. We’re looking for people who can stay in a job longer than 1-2 years.”
- “This is your first real job. You don’t know this yet, but this is how things work.”
- “You’ll never have work-life balance as a food scientist — this is why we need to increase your role in sales.”
- “Working from home isn’t going to happen — being in a lab is what you signed up for.”
- “What’s happened to you? You used to care. We knew this person who used to go above and beyond. What happened to her?”
- “The work you’re doing is absolutely important. We want this to be a vocation — a true calling for you. And the moment it doesn’t feel that way, we’ve failed you.”



# Encountering The Dip

**“All coping does is waste your time  
and misdirect your energy.”**

- Seth Godin, The Dip

1. Identify the problem.
2. Get spectacularly clear about who you are right now, and who you want to be.
3. Set your limits.
4. Draft possible solutions to the problem that would simultaneously uphold who you want to be.
5. If those solutions cannot exist in your work, find new work or create the work you would like to have.



Who you are  
right now

vs.

Who you want  
to be

- Start with who you want to be.
- Ask yourself if that matches who you are at this moment.
- If you spot misalignment, ask yourself: “Is this who I really want to be, or is it what I think I should want?”
- If this is who you truly want to be, it is your duty to advocate for and protect it.

# Values

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Health

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Integrity

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Education

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Creativity

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Autonomy

# Philosophy

- “Winners quit fast, quit often, and quit without guilt.”  
– Seth Godin, The Dip
- If you don’t prioritize your life, someone else will.”  
– Greg McKeown, Essentialism
- “A spark isn’t a soul’s purpose!” ... “Oh, you mentors and your passions. Your purposes, your meanings-of-life. So basic.”  
– Soul, Pixar Film



# Resources

- Choose Yourself, James Altucher
- The Dip, Seth Godin
- Essentialism, Greg McKeown
- Think2Perform's Values Exercise:  
<https://www.think2perform.com/our-approach/values/new>

# Thank you!

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