BUSINESS & CAREERS



Sydnee Goodman has the answer.

That's where it all began."

study for the test proved her wrong.

didn't want to go.

How Sydnee Goodman Took On The Most Male-Dominated Industry On The Planet

BY KALE PANOHO

Sydnee's name is searched over 20,000 times a month on Google and her daily vlogs, which cover everything digital entertainment can gather over

Women break out in their industries every single day but have you ever

wondered what this looks like and how they have accomplished this? Well,

150,000 content-hungry eyes per day. This is an industry, mind you, with over 2.5 billion participants, and only 18.5% of them female. So who is Sydnee Goodman and how did she become the face of the male-saturated industry of online gaming? I spent an hour with Sydnee to answer these questions and understand how her moxie helped her forge her own path in the male-dominated gaming world.

HOW DOES A FEMALE BECOME A BIG TIME **GAMER?**

As a young girl Sydnee Goodman was introduced to a world of moving pixels

and her life long journey with games began. "My dad is a huge nerd," she said, "He loves video games but he was really into

Halo: Combat Evolved. As a kid, he used to let me watch him play when I wasn't afraid of watching. We spent a lot of time at home as my mom was sick so I just ended up playing more games with my Dad and my brother.

Throughout high school, Sydnee's love for gaming grew. And the wishes of her parents did, too - in an entirely different direction. Nearing the end of her undergrad and heading into her career-defining moments in college Sydnee, was pressured to choose a more traditional, stable career so she opted to take a test that would make her eligible for admission to dental school to appease her parents. Believing that she would fail the test miserably Sydnee's hours of

couldn't be what they wanted me to be. I burst into tears. I remember thinking this is my life and even if they're disappointed, they'll definitely still love me and they definitely wouldn't be the ones to have to live through the shitty

existence of doing something you don't want to actually do for the rest of your

"I remember the fear of telling my parents I didn't want to go. Honestly, I

She scored well above the admission requirement for Dentistry school but

Even at a young age, Syndee had the intuition to know that what she *truly* wanted comes from regular practice and discipline. It was that first decision to pursue a career that she loved that paved the way for her success. Here are some of her daily habits... SYDNEE GOODMAN'S DAILY ROUTINE FOR **SUCCESS** • Develop a meditation practice. Sydnee uses the app Calm every morning for 10 minutes. • Find and discuss your thoughts with a therapist. Sydnee recommends that

• Create an exercise routine. Sydnee hired a personal trainer to write her program. She hits the gym each morning at 5.30 am

anyone and everyone should at least try therapy. Most of us need to share

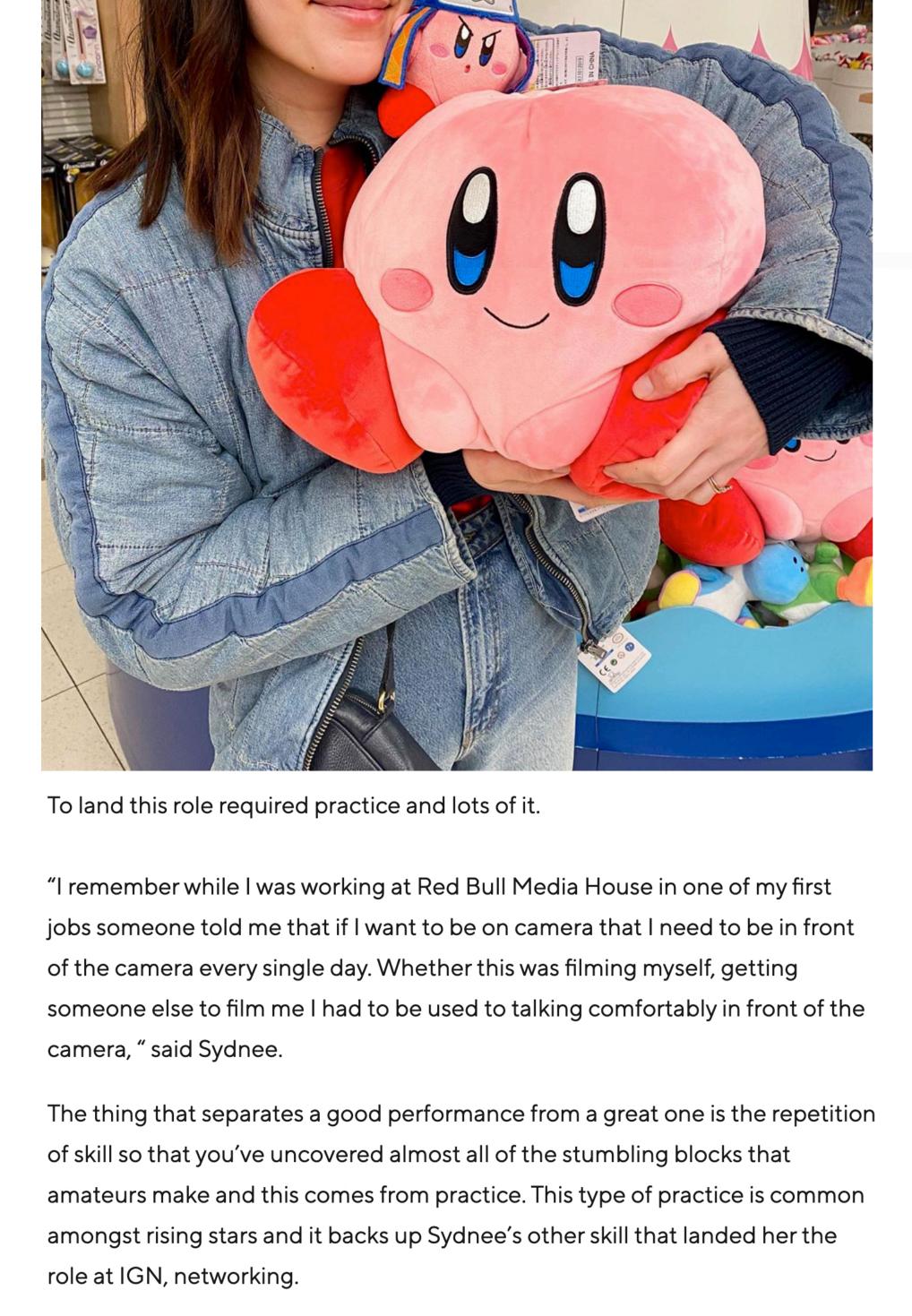
their thoughts with someone who can listen and direct them appropriately.

- **HOW SYDNEE BECAME A WELL-KNOWN**
- FEMALE FACE IN A MALE-SATURATED WORLD

When it comes to the gaming world, Sydnee's prolific career is front and

gamers. It receives close to 150 M+ visitors to its site per month. Sydnee is featured prominently Monday through to Friday.

center. She is the host of IGN's Daily Fix the largest website on the planet for



consistency of getting to know another human being. These are Sydnee's tips to make the most of meeting new people. SYDNEE'S TACTICAL NETWORKING TIPS • Make your connections human - Check your motives and create meaningful

connections with people. Avoid asking yourself What is in this for me? But

rather, treat this person as you would a friend - don't just appear when you

need a favor. This line of thinking will always guarantee that you're in the

Connect on social media – Sydnee after meeting at others would

frame of mind to give before receiving

relationships that mattered. Not the sleazy meet-as-many-people-as-possible

Sydnee implemented a networking strategy that focused on building

kind of way. But the kind of relationship-building that requires time and

and liking their posts and adding comments on relevant posts HOW TO HANDLE CRITICISM AND STILL LOVE WHAT YOU DO As the face of one of the Internet's most prolific comments section over at

IGN, Sydnee is scrutinized and harshly criticized or praised day in, day out for

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HOW TO HANDLE CRITICISM AND STILL

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worst of all, questioning whether she was actually right for her work.

consistently stay in touch with those she meets by following them on Twitter

worst of all, questioning whether she was actually right for her work. "The Daily Fix is so personal to me because I spend so much of my day ideating

and co-writing with my producer. And then it's me in front of the camera," she says. "I'm relatively new to the world of more formal hosting and would always wonder when the bad comments rolled in if these people were actually right to say that I'm bad at my job or if I got the role because I'm "hot." Even though there is one in twenty comments like that, I always looked for the negative. I remember questioning myself so many times of whether or not I'm

routine to take care of myself." Criticism can come from your parents. It can come from your friends, your partner or an audience you've never met. When you're trying something that others are too scared to do, this treatment is what almost all of us will be subject to on some level. Take Sydnee's approach. Remember, others'

I've now learned that others' criticism doesn't speak to me as a person or who I

am. I don't have to be a martyr for their problems. I've learned to use my daily

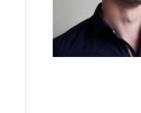
industry. This is because she keeps showing up. She keeps getting better and asking what others want before getting what she needed. And then she repeats this cycle again and again. Want to take a leaf from Sydnee's book? Find more of Sydnee across her socials channels here:

Sydnee has become one of the most recognized faces in a male-saturated

 YouTube: https://www.youtube.com/user/sydsogood Instagram: https://www.instagram.com/sydsogood/

- Twitch: https://www.twitch.tv/sydsogood Facebook: https://www.facebook.com/sydsogood/ If you love this story about Sydnee Goodman and want to hear the story of our
- CEO Natalie Ellis who is redefining feminism and the female-forward movement behind BossBabe check out our first episode of the BossBabe

podcast here.



right for this.

insecurities are not your own.

Kale Panoho Kale is the editor here at Bossbabe.com and is the partner of the digital creative firm K&J Growth. Kale leads our team of our contributors while running the day to day growth of

numerous companies and brands from all over the globe through his firm. Kale is an advocate for gender balance in business and avid gymmie when he isn't creating globally recognized marketing campaigns. If you want to chat with Kale just shoot him an email on editorial@bossbabe.com kjgrowth.com