



EP. 127 FORMULAS FOR SUCCESS

HOSTED BY DON YAEGER AND CHRIS GOEDE

Founder of espnW Laura Gentile

Great team = Team that truly supports each other + Buy-in to the same goal + Respect each other's strengths and responsibilities

Marketing Guru Brandon Steiner

Consistency over time = Credibility

Chevron's Kim McHugh - Highest Ranking Woman in Oil Drilling Industry

Leaders = Learners

Co-Founder of The Ritz Carlton Hotel Company Horst Schulze

Great customer service = Listen + Show empathy + Apologize + Correct

John Maxwell's 5 Levels of Leadership Formula

Common language *leads to* Common belief *that leads to* Common behaviors

Reflection Question: If you asked your lead team how they define leadership. How many different answers did you get?

Leadership = Influence

Culture = How do we think, act, and interact?

Don Yaeger's Formula on How to Ask Better Questions

Research + Connection = Breakthrough