



EP. 137 WD-40 CEO STEVE BRASS WITH HOST DON YAEGER

(10:45) Two questions Steve asked his WD-40 tribe when he became CEO:

1) _____

2) _____

(11:35) People could see there were actions resulting from their _____.
I've learned that involvement is a powerful force.

(12:20) There is power in co-creation of _____ by as many people as possible. If you get co-creation and input, the execution is that much more productive. People are going to have buy-in to what you are doing because they contributed to it.

(26:45) Listen with the intention of being influenced by others. *Reflection Question: What is one way you can put this into practice this week?*

(27:00) If you are a leader, even your _____ become orders, so you have to be careful what they are saying.

Answers:

If you were CEO, what are the things you'd change in the business?

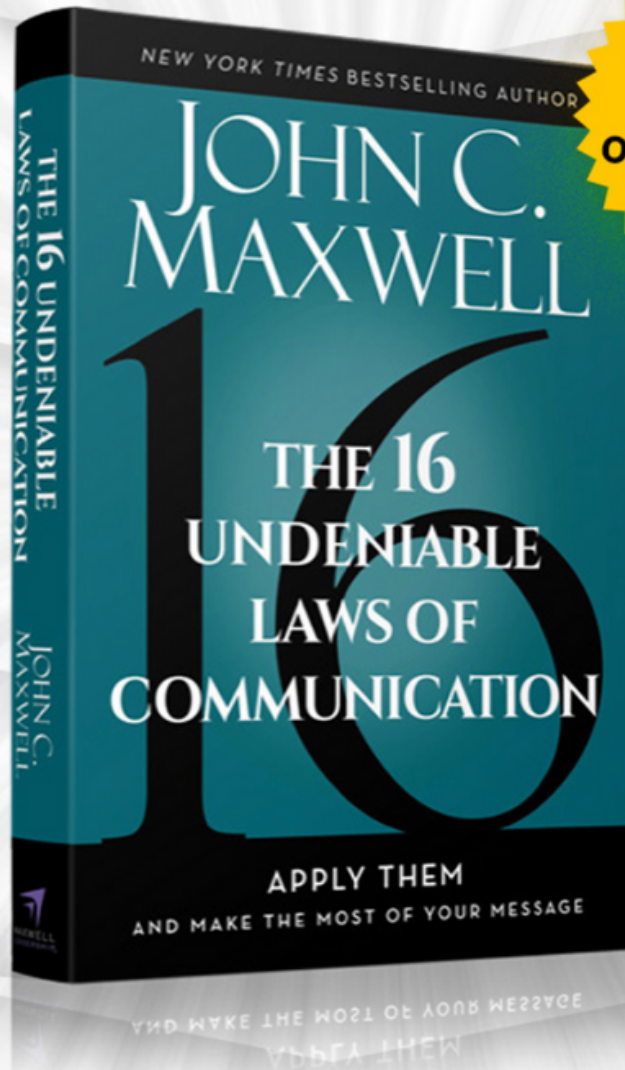
What is an example of one barrier that's getting in your way of being more effective?

input

strategy

suggestions

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