



EP. 144 SAVANNAH BANANAS OWNER

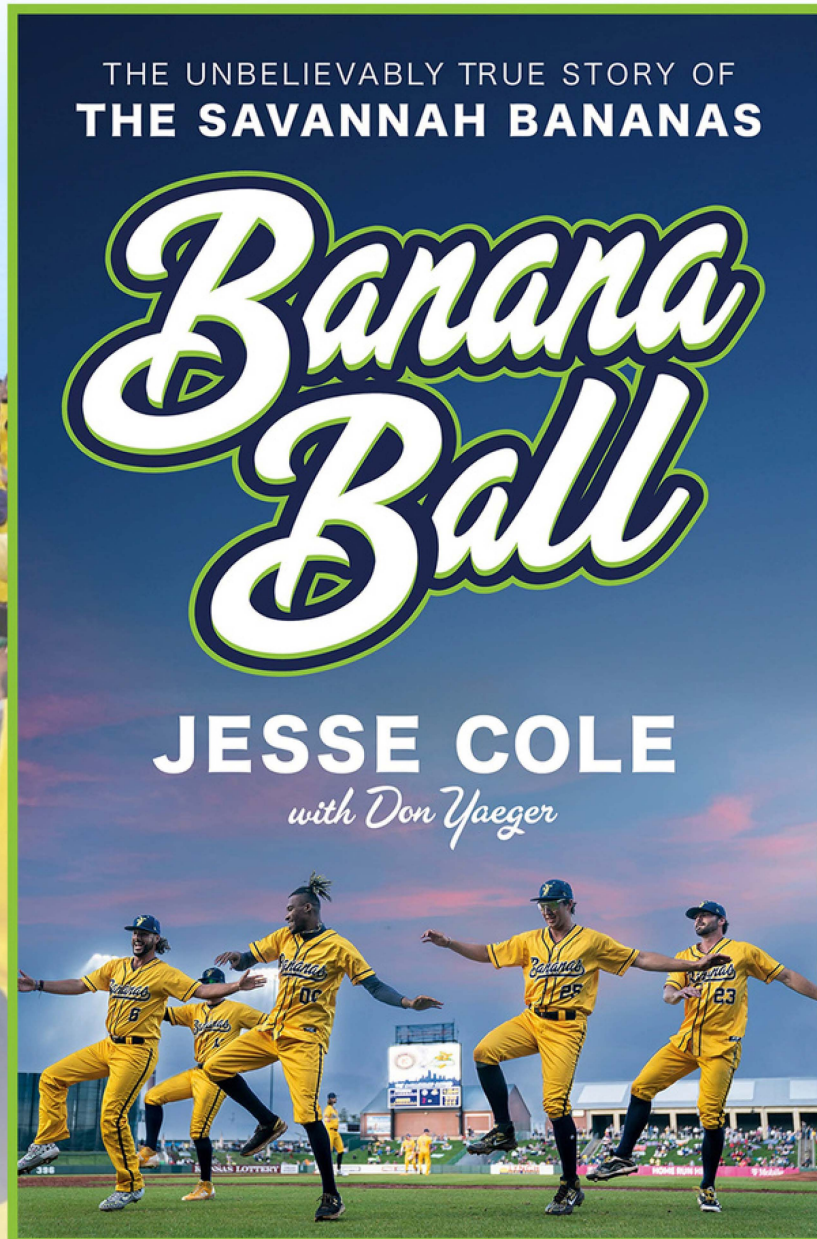
JESSE COLE WITH HOST DON YAEGER

- (8:35) The greatest creators and the greatest innovators create something that they would love, that they would be a _____.
- (11:45) People ask, are we B2C or B2B? No, we are H2H: _____. How are you creating that type of experience that really can make an impact on you personally?
- (12:55) *Reflection Question: In what meeting or interaction this week can you shift the focus from serving customers to creating fans? Ask, "Is that how we would treat a fan?"*

- (14:00) As a leader, you need to be a _____. You need to put yourself in the customers' shoes and constantly do a friction audit on your entire experience every day.
- (17:20) Many companies have core values or core beliefs, but do you have _____ to back them up?
- (21:15) You have to get through the _____ to get to the great.
- (26:15) Follow what gives you _____ because that will drive everything else.



The Savannah Bananas *peeled* back the game of baseball and made it fun again. I loved writing their story! - Don Yaeger



PRE-ORDER TODAY

Answers:

fan of
human-to-human
friction fighter
stories
messy
energy