



44 FARMS CEO BOB MCCLAREN WITH HOST DON YAEGER

(5:20) _____ is so important in baseball as it is in all of our businesses that we are involved in. It is about selecting the right people for your organization.

(16:20) *Reflection Question: Bob says you're never too big to seek a little advice. Is there an upcoming project that you should ask an expert about before you begin?*

(18:20) The fun part of business is _____. When you help somebody be more successful, you don't have to worry about the bottom line. It takes care of itself.

(25:45) Every game matters and every day matters, and how we _____. It is really the approach, because not every day is a great day. Take it one day at a time, one issue at a time.

(31:20) It's hard not to like someone who spends time with you and is _____ in you.

Answers:

Scouting
getting to know people
approach it
genuinely interested

THE ART OF

Storytelling

INCREASE SALES • CAPTIVATE INVESTORS • GROW LEADERSHIP





It is a Universal Truth: Storytellers change the world. They connect with others at such an intimate level that they become the best leaders, the best mentors, the best teachers, preachers, politicians and salespeople. They're even the best dinner guests!

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