



DEXCOM CEO KEVIN SAYER WITH HOST DON YAEGER

Don's notes and favorite quotes from this episode:

- Start with "Will you help me understand this?" or "Will you help me get better?" when you ask for feedback. That encourages the person to be honest and speak freely.
- People have to believe that you are not asking them to do anything that you would not be willing to do yourself.
- A meaningful way to intertwine your company's product and purpose is by naming an everyday tool or item used by your employees after someone who their work has impacted. This will serve as a reminder that what they are doing is bigger than themselves.
- For a group of individuals to become a true team you need a sense of purpose, a culture of high expectations, team members need goals and accountability, and leaders must command all of the principles they talk about.

Reflection Question: Write down the last time you asked for feedback. How did you respond? How did your response influence your team's willingness to share honest opinions and suggestions with you in the future? Was your first response defensive?

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