



VISTAGE CEO SAM REESE
WITH HOST DON YAEGER

Don's notes and favorite quotes from this episode:

- You can always talk yourself out of doing something uncomfortable. Once you set a goal, commit to the action. Then, share that with your team to “box yourself in.”
- Sam shares a short member story at the beginning of every meeting about how the company has had positive impact. He encourages others to do this with a customer testimonial.
- *“I believe that we all have big opportunities for breakthroughs. We can get stuck thinking we can only improve a little bit at a time, but I believe in big breakthroughs. The fun and the challenge is to achieve it and then you hold on to that as long as you can — until you get to the next level of performance.”*

Reflection: Use Sam's model and write one goal for this quarter in each category:

Fitness	Faith
Finances	Function
Family	Future

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Storytelling

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