



## LONGTIME CELEBRITY CRUISES CEO

LISA LUTOFF-PERLO WITH HOST DON YAEGER

### **Don's notes and favorite quotes from this episode:**

- Lisa doesn't interview for competence because she figures by the time someone is sitting in front of her, their competence has been well-vetted. She asks things like:
  - Tell me about your family.
  - Tell me about the things you have accomplished, why were they special to you?
  - What is your proudest moment?
- "As a CEO, people don't work for me, I work for everyone else."
- "When your ambition and values butt heads, your values will win. Integrity means the how is always more important than the what."

**Reflection Questions:** How can you become the steward of your own PR campaign? Consider these questions:

### **Evaluate Your Professional Identity and Value Proposition:**

- What unique value do you bring to the team and organization?
- How have your experiences shaped your professional skills and approach?

### **Contributions, Goals, and Aspirations:**

- What are your top three professional achievements?
- What are your long-term professional goals?
- How do your goals align with the organization's mission and objectives?
- What steps are you taking to achieve these goals?

### **Self-Advocacy and Visibility:**

- Are the contributions and goals you listed above visible to your leaders and peers?
- How do you seek out feedback on your performance from your supervisor?

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