



MASTERCLASS CEO DAVID ROGIER WITH HOST DON YAEGER

Don's notes and favorite quotes from this episode:

- It's easy to say, "We've already tried that." But do you challenge and test the mental models you have in your mind?
- There is often a difference between what people say they want, and what people actually want and do. Be attuned to that when reviewing feedback and metrics.
- Overcommunicate with your team. Any small win, put it out there!
- If you can learn from people you don't have personal access to, it gives us all a level playing field.

Reflection Questions: David described testing the filming and production process on his parents before they asked any famous instructors: *"Before you go big, test!"*

Consider the following questions and scenarios. Which best applies to your team?

1. Are you rolling out a new product or service? Name one way to use small-scale testing before implementing major changes or initiatives.
2. What can you do or say this week to foster a culture that values careful planning and testing among your teams, especially in environments that demand rapid growth and expansion?
3. In what ways can you involve your team in an upcoming testing process to enhance buy-in and gather diverse perspectives before going big?

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