



GOOD SPORTS CEO MELISSA HARPER WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- “The next best idea in an organization can come from anywhere. It may be a summer intern or your longest standing employee.”
- “My ultimate goal is not perfection, it’s progress.”
- “When one of our employees comes to me with a question, my answer is usually, ‘What’s your recommendation?’ Because I want to know whether they thought about it. I want to know what they think the solution is.”

Reflection Questions: In order to have greater clarity of mission, answer these questions...

What motivates your customer?

Why should they care about your product or service?

How would building a relationship with you help them meet their goals and objectives?

Using the answers above, can you reduce your mission to a bumper sticker like Melissa’s “food bank for sporting goods?”