



NETFLIX CO-FOUNDER MARC RANDOLPH

WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- “You want people to have the freedom to make decisions on their own, but the responsibility to achieve the things we have all agreed are the important things we have to accomplish.”
- “Culture is not aspirational, it is observational. Who you hire speaks pretty loud, who you fire speaks volumes, and who you reward says a lot. I want to reward freedom and responsibility to show people that is what I value.”
- “Most companies, especially as they get bigger, are building all these guardrails around people. We believed that what makes someone want to work at a company was being treated like an adult—being given the opportunity to have impact. It wasn't being constrained and judged but being able to unleash yourself, your creativity, your thoughtfulness, your decision-making ability.”

Reflection Questions: Answer Marc's questions to ensure everyone on the team has all of the knowledge and context to make their own good decisions:

What are our objectives as a company? What are our priorities?

How will we compete?

What are the other groups in the company working on that we need to understand?

THE ART OF

Storytelling

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It is a Universal Truth: Storytellers change the world. They connect with others at such an intimate level that they become the best leaders, the best mentors, the best teachers, preachers, politicians and salespeople. They're even the best dinner guests!

The good news is that the Art of Storytelling ***CAN BE LEARNED!***

Your audience can improve their storytelling skills by incorporating fundamental elements and habits. In this live or virtual program you will learn the **Ten Elements of a Well-Told Story** that Don has discerned from research and applied as longtime Associate Editor of Sports Illustrated and an 11-time *New York Times* best-selling author.

To book Don, contact anjie@greatnessinc.com

 donyaeger.com

 (850) 412-0300