



TARGET CEO BRIAN CORNELL

WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- "Take the time to explain the 'why.' It is really easy to talk about direction and principles, but we ask our leaders to have the patience to explain the details to create alignment and illustrate understanding."
- "You can run great plays in basketball, but if you're not playing defense, it won't matter that you have a 40-point scorer on your team. You may not win the game. The fundamentals are important in sports and business."
- "My role as CEO is a chance to coach again, to teach and share stories. After all these years, I guess I'm still on the field."

Reflection Questions: Brian talked about the importance of not putting one individual ahead of the collective team and shared the Bill Walton story. Consider these categories to test your own process:

Decision-Making Process: Am I considering the perspectives and needs of all team members before making decisions? Are my decisions benefiting the team as a whole, or are they disproportionately favoring one individual?

Resource Allocation: Is there any team member who consistently receives more support or time than others without a justifiable reason?



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Recognition and Rewards: Am I recognizing and rewarding contributions fairly and based on merit? Do I acknowledge the efforts and achievements of all team members, not just a select few?

Opportunities for Growth: Is there transparency in how opportunities are offered and assigned?

Feedback and Accountability: Do I solicit and act on feedback from all team members about my leadership?

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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