



## AMERILIFE EXECUTIVE BRIAN PETERSON

WITH HOST DON YAEGER

### *Don's favorite quotes from the episode:*

- The hardest skill for me to learn was to delegate to other people, even if I knew I could do it faster. Learning how to utilize your team is so important!
- As a business leader, when you think you have communicated enough, communicate one more time.
- They say the best coaches make adjustments at halftime. In the same way, when you go into a new role, you have to make adjustments all along the way.

### *Reflection Questions:*

Brian emphasizes the importance of using Motivosity to create a community where individuals can share best practices and highlight daily instances of people going above and beyond. Similarly, Don uses a Friday newsletter called "Success Stories" to showcase achievements. What strategies does your team employ to encourage mutual recognition and appreciation?

Brian assigned a "culture and engagement specialist" in order to remain intentional about designing the culture rather than letting it happen by default. Who on your team should be thinking about this year-round?

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!

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