



## LOGICMONITOR CEO CHRISTINA KOSMOWSKI

WITH HOST DON YAEGER

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

- If people don't understand you—and where you're coming from—it becomes very hard to lead.
- When I was the soccer captain at Northwestern, I ramped up my off-season training but later realized that I didn't bring my team with me. It was a real turning point for me, showing that being a great leader means you can't go at it alone.
- If you are not aligned to a common vision, then you are not going to bring that exponential power of "team" to make you more powerful than a group of individuals.

**Reflection Questions:** List one goal you have in your business. Then, write down three milestones you can commit to celebrating along the way to put Christina's advice into practice.

**GOAL:**

**Milestones:**

What is one celebration that highlights individual contributions while also emphasizing your collective achievements? Pick one from the list or choose your own: *Team Outings, Recognition Wall, Charity Donations, Story Sharing Sessions, Feature in Company Newsletter.*

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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