



## BROADRIDGE FINANCIAL SOLUTIONS CEO

TIM GOKEY WITH HOST DON YAEGER

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

- When leading a team there is the main thing and 1,000 details. When your team knows the WHY behind the main thing, they will fill in the details better.
- When something truly matters, it often comes down to inches. That's why surrounding yourself with people who are better than you and providing them with what they need makes a big difference
- If as a leader, you put your own needs above others, it undermines your leadership.

**Reflection Questions:** Can you recall a time when you made a personal sacrifice for the betterment of your team or organization? What was the outcome, and what did you learn from that experience?

How effectively do you recognize and leverage the strengths and talents of your team members, even if it means stepping back to allow others to shine? What are some specific examples of this in *your* leadership practice?

THE ART OF

# Storytelling

INCREASE SALES • CAPTIVATE INVESTORS • GROW LEADERSHIP





**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.

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