



TUNNEL TO TOWERS CEO FRANK SILLER

WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- It was a sad day but it was a glorious day because there were so many acts of heroism. It was the greatest rescue mission in the history of our country. More than 25,000 people were saved on September 11th, 2001.
- Protecting our country is never over. Our Tunnel to Towers foundation promises our first responders and military that if they kiss their families goodbye before going to work or serving, and they don't come home, we will be there to take care of their loved ones.
- Keep it simple. Our mission is pure. People see where their donation is going.

Reflection Questions: What legacy do you want to leave behind as a leader, and how can you begin working towards that legacy today?

How can you develop a culture within your company that prioritizes helping others, especially those in need, much like the Foundation supports military families and first responders?

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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