



GREAT CLIPS CEO STEVE HOCKETT

WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- After I failed, I got better because I allowed that failure to refine me instead of define me.
- Life is about compromise. It is ok to go into a situation with a plan and leave with adjustments.
- The three important elements that help you move ahead as a leader are patience, performance, and presence.
- Act like you've always been there so when you arrive you're never surprised.
- The beauty of franchising is you can build a business with someone else's idea.
- Be humble and stay curious forever.

Reflection Questions: How effectively are you applying the "3 Ps" — patience, performance, and presence — in your leadership? Which of these areas could use more focus and development?

Name a specific example of a past setback that has shaped the way you lead today.

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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