



## TROPICAL SMOOTHIE CAFE CEO

CHARLES WATSON WITH HOST DON YAEGER

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

- As a leader I have to have the mindset of, I'm here, I'm always available, I'm consistent. Because to me, consistency is the greatest thing you could ever offer to your team.
- If I respond to emails or make decisions too quickly, it eliminates a lot of great ideas and work that my team could add to the conversation. So now I try to be the last to respond, not the first.
- TRUST: Transparent, Responsible, Unique, Service-oriented, Tenacious

**Reflection Questions:** What is one thing you can do this week to ensure that every team member, whether a generalist or a specialist, feels valued and understands the importance of their role in the organization's success? Name one person you want to encourage.

Reflect on a time when you were faced with disappointment or were put in an unexpected role, how did you maintain focus and use the opportunity to contribute meaningfully, like Charles Watson did as a punter?

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.

To book Don, contact [anjie@greatnessinc.com](mailto:anjie@greatnessinc.com)

 [donyaeger.com](http://donyaeger.com)

 (850) 412-0300