



## TOUCHSTONE INVESTMENTS CEO

BLAKE MOORE WITH HOST DON YAEGER

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

- Settling for average is never an option if you want to succeed.
- You shouldn't set lofty goals for your team without giving them the tools to do what you are asking them to do.
- I try not to come into a meeting with a pre-set idea so I can remain flexible to listen to my team's ideas.
- If you have a busted play and things didn't go right, don't just stand there, you go find somebody to block. You find somewhere to run. You don't just quit.

**Reflection Questions:** Name a recent project you assigned. Have you provided your team with the resources and tools they need to meet the expectation? If not, how can you better support them?

Have you made it clear to your team what success looks like for your business? How do you know they fully understand these goals?

When was the last time you checked to see if your team is aligned with the expectations you set? Do you assume they know what's required?

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!

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