



FORMER UNITED CEO OSCAR MUNOZ WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- It is never too late to do the right thing.
- Transparency builds trust. When I would approach an employee I would look at their lanyard or a button they might have, and ask them about it.
- Discretionary effort is the willingness of employees to go above and beyond their job descriptions. Oscar observes that in any organization, 10% of the people will consistently give maximum discretionary effort. Another 10% tend to be negative and unlikely to contribute any extra effort. The remaining 80% typically align with whichever side appears to be winning.

Reflection Questions: How effectively do you recognize and leverage the strengths of the top 10% in your organization? Are you creating meaningful opportunities for them to excel and inspire others?

What specific actions have you taken to mitigate the negative impact of the bottom 10%? Are you addressing underperformance and negativity with clear, constructive strategies?

Are you setting clear and compelling goals that motivate people to give their best effort? How are you tailoring your communication to resonate with each of these distinct groups?

INCREASE SALES • CAPTIVATE INVESTORS • GROW LEADERSHIP

STORYTELLING IS THE DIFFERENCE BETWEEN GOOD AND GREAT

The good news is the Art of Storytelling can be learned!

**2024
INDUCTEE**
Professional
Speakers
Hall of Fame

“

Don Yaeger is the greatest storyteller in the world today and what he teaches will make an impact on your life.

– John C. Maxwell

”

When Simon Sinek wanted to teach storytelling to his community he called Don Yaeger.



SPEAKING TOPICS

- ☑ The Art of Storytelling
- ☑ Individual High-Performance
- ☑ Building Great Teams
- ☑ Servant Leadership

DONYAEGER.COM

**READY TO INSPIRE & TRANSFORM
AT YOUR NEXT TEAM MEETING?**

Check Don's availability:
850-284-9849 or donw@greatnessinc.com