



WAZE FOUNDER URI LEVINE

WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- When I was building Waze, if I had told you I was creating an AI crowd-sourced navigation system, you wouldn't have cared. But if I said I was going to help you avoid traffic jams, then you would. When you focus on the problem, it will serve as the North Star of your journey.
- Telling a good story is not about numbers, it's about creating emotion and engagement.
- When your customers care, they'll actively help you succeed.

Reflection Questions: What are the core problems your business is solving, and how effectively are these aligned with the needs and frustrations of your customers?

How well does your company's story resonate with your customers by focusing on their needs and the benefits they receive rather than your products or technology? If it doesn't fully connect, do you need to rework your story?

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!

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“

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

– John C. Maxwell

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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:
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