



YUM! BRANDS CO-FOUNDER DAVID NOVAK

WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- When you recognize people for doing great work, and you do it sincerely, and you do it genuinely, you give away a piece of your heart to someone else. I don't like waiting for the employee meeting at the end of the month or the annual sales meeting to give recognition. I think you want to build recognition into the way you do business every day.
- When I think about a culture I ask these questions: How are you going to work together? What kind of behaviors do you recognize, reward, and expect?
- I always try to look at the potential of people. And I think as a leader, as a coach, your job is to help people achieve things that they otherwise would not have been able to achieve without you.

Reflection Questions: Fill out the table for three of your teammates.

Name	What does this person do really well?

Now, when was the last time you recognized them for these things? Do you need to make an adjustment?

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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 ”

**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

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AT YOUR NEXT TEAM MEETING?**

Check Don's availability:
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