



SOCURE FOUNDER AND CEO JOHNNY AYERS WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- I have no desire to settle for second or third place— I want to be number one.
- Figuring out how to appeal to an individual's motivations is key, and that process can vary greatly from person to person. For your top performers, leaders, and high achievers, you may need to take an entirely different approach tailored specifically to their unique needs and drivers.
- The ability to practice delayed gratification — the psychological strength to persevere toward a goal over an extended period of time — is a lost trait.

Reflection Questions: What micro-competitions or scoreboard metrics can you implement to foster healthy competition and drive within your organization, while still maintaining a collaborative culture?

When was the last time you had to push one of your top performers to find their "edge" and reach new levels of excellence? How did you approach that conversation?

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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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