



SUMMIZE CEO TOM DUNLOP

WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- The difference at the top level—the elite top percent—is how you control the uncontrollables. It's the mentality and how you react.
- You can't design a culture so much around teamwork that you fail to recognize the high achievers. That constant push and pull is a hard dynamic to balance.
- Incorporate customer feedback—but don't let it dictate strategy. Customer input is valuable, but shouldn't be your strategy alone.

Reflection Questions: Tom pays 1,000 pounds (\$1,200) to the employee who comes up with the best idea to make Summize 1% better that quarter. How are you incentivizing innovation within your organization? Are you actively encouraging your team to contribute ideas for continuous improvement?

Do you anticipate and plan for competitive threats? Are you studying your competitors and adjacent markets, or are you too focused on internal operations?

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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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