



## **KITSON & PARTNERS CEO SYD KITSON**

WITH HOST DON YAEGER

### *Don's favorite quotes from the episode:*

- Everybody who works here signs a team agreement with five things we all agree to do. People in the organization have confidence that if someone's a troublemaker, they're not going to be working for us long.
- If you're afraid to fail, you're never going to be successful. You have to be willing to take risks and face consequences.
- Doing something for the greater good is incredibly important. Not just in football—but in life.

**Reflection Questions:** If you were to create a team agreement, what five expectations for culture and behavior would you include?

Have you defined what “success” means for your team beyond profits—does it include service, growth, and accountability?

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# STORYTELLING IS THE DIFFERENCE BETWEEN GOOD AND GREAT

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

**2024  
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## SPEAKING TOPICS

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

“

**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.**

**DONYAEGER.COM**

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

Check Don's availability:  
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