



**BOSE CEO LILA SNYDER**

WITH HOST DON YAEGER

*DonYaeger*

*Don's favorite quotes from this episode:*

- Championships are won in the offseason. You can't take your foot off the gas.
- You get better at asking questions when you actually care about the answers.
- Sponsors are the people who believe in you before you believe in yourself.
- Coach pulled me aside and said, "You look scared to death." I replied honestly, "I am scared to death." His response? "That's nice, but that's not your job. Your job is to act as if this is fun."

*Reflection Questions:*

Who in your life serves as a mentor—and who plays the role of a sponsor, someone who actively advocates for your growth and success?

Now flip the perspective: Who can you sponsor or uplift? Whose potential could you help unlock by stepping up as an advocate?

How do you tend to show up under pressure? Do you project confidence, even when you're feeling uncertain inside? Recognizing your default response is the first step—what would it take to grow in this area?

Bring Don's inspiration and tools for culture transformation to your team!

[DonYaeger.com](http://DonYaeger.com)

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

Check Don's availability:

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