



SUPER BOWL SPECIAL: TB12 FOUNDATION'S LISA BORGES

WITH HOST DON YAEGER

DonYaeger

Don's favorite quotes from this episode:

- When you are curious, you make meaningful connections because you care about others' interests and what motivates them.
- Genuine curiosity builds trust and unlocks performance
- Elite leaders redirect quickly instead of dwelling on setbacks

Reflection Questions:

What systems do you have that encourage curiosity across your organization? I making curiosity a measured expectation. You could:

- Add “demonstrates curiosity” to performance reviews (with examples)
- Require each leader to share 1 thing they learned this month + how it changed a decision
- Promotion criteria includes: asks better questions, seeks opposing viewpoints, learns fast

Where in your leadership are you listening to respond instead of listening to understand?

Name a leader who made you feel genuinely seen — what did they do differently?

BONUS: If the person you named is still in your network, reach out and thank them.

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

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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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