

## Don Yaeger Bio

As a Hall of Fame keynote speaker, a recent inductee to the National Speakers Hall of Fame, a twelve-time *New York Times* Best-selling author, host of the top-rated Corporate Competitor Podcast, Storyteller in Residence for National Geographic, Executive Leadership Coach, and longtime Associate Editor for *Sports Illustrated*, Don Yaeger has fashioned a career as one of America's most provocative thought leaders.

He is primarily sought to discuss lessons on achieving Greatness, learned from first-hand work alongside some of the greatest sports and business legends in the world.

Additionally, Don has been retained by companies and organizations to coach their leaders on building a culture of Greatness, using the framework built through his exhaustive study of Great Teams in sports and business, discerning the lessons we can learn from them. Throughout his writing career, Don has developed a reputation as a world-class storyteller, in fact, renowned thought leaders such as John Maxwell and Simon Sinek have called Don the best storyteller they have ever worked with! Because of these achievements, Don has been invited as a guest to every major talk show - from Oprah to Fox Business News, from CNN to Good Morning America.

In 2020 Don launched the Corporate Competitor Podcast, which *Podcast Magazine* quickly recognized as one of the Top 50 Podcasts in America. By 2022 Spotify had listed Corporate Competitor Podcast in the top five percent of the most followed and shared podcasts in the world. Among the guests interviewed by Don for episodes of the podcast have been former Secretary of State Condoleezza Rice and the CEOs of Disney, Delta Airlines, Bank of America, Hendrick Motorsports, KPMG, FanDuel, Chick-fil-A, Insight Enterprises, TopGolf, Mayo Clinic, BET Media and Ritz Carlton.

Born and raised in Hawaii, Don has traveled extensively through his career. A graduate of Ball State University where he was selected as one of the university's "50 Graduates of Distinction" over its first century and subsequently was inducted into their Hall of Fame in 2022, Don now resides in Tallahassee, Florida. He and his wife, Jeanette, have a son (Will) and a daughter (Madeleine).

Learn more at [www.donyaeger.com](http://www.donyaeger.com) or contact don at [donw@greatnessinc.com](mailto:donw@greatnessinc.com)