



WHAT MAKES THE **GREAT ONES** GREAT

Don's experience is steeped in sports & leadership, but his lessons are universal. This engaging 10-month series will help your team define how Greatness looks in their lives while also diving into applicable lessons regarding their mindset, inner circle, teamwork, preparation, selflessness, professional development and priorities. By starting this journey, your team will learn **WHAT MAKES THE GREAT ONES GREAT.**

These **45-minute virtual lessons** in high performance and competitive fire are from lifelong study of the greatest champions, business leaders and brilliant minds of our generation. That study was distilled into a game-changing book written by *12-time NY Times best-selling author*, Don Yaeger. Now, Don has combined his acclaimed keynote speaking and his executive coaching into a virtual format designed to deliver impact, influence and insight. **Each session will be customized to allow your leadership to be voiced and reinforced in a way that directly connects with your team.**

Learn how the **GREAT ONES THINK** so you can build the kind of mental toughness that takes excuses off the table, embraces accountability, and envisions your next victory before you even start the battle.

Learn how the **GREAT ONES PREPARE** so you can develop the type of habits that prime you to break through adversity, to break free of complacency, and to avoid being unraveled by oversight.

Learn how the **GREAT ONES WORK** so you can navigate your professional life in a way that makes you an invaluable force as a trusted teammate or a fearless leader.

Learn how the **GREAT ONES LIVE** so you can practice the consistent traits that will build your reputation, establish your legacy, and allow you to start doing those common tasks with uncommonly successful results.

Month#1: Live In-person Training on (June 23, 2025, 1200-1500hrs- In Bismarck):

- Objective: Define Greatness / Let's Make It Personal

Discover how to define Greatness. Be challenged to identify your own definition of Greatness. Then learn how to eliminate excuses in your personal and professional life in order to unlock new levels of success.

(This session will cover characteristic #1 from the Characteristics of Greatness book)

- Objective: Harness your Inner Fire

Realize how to overcome adversity in ways that build your character and fuel the resilience needed to push through any personal or professional challenge life throws your way.

(This session will cover characteristic #8 from the Characteristics of Greatness book)

- Objective: Find Value in your Associations

Identify your inner circle and recognize when to improve the quality of those connections and relationships in ways that increase your capacity for Greatness.

(This session will cover characteristic #2 from the Characteristics of Greatness book)

Live Virtual sessions begin. Sessions will be recorded. Days/Times are TBD.

Virtual Month #2 (July 2025):

Objective: Be the Ultimate Teammate

Learn to embody the traits and qualities that make you invaluable to the team without needing to feel like the most valuable on the team.

(This session will cover characteristic #11 from the Characteristics of Greatness book)

Virtual Month #3 (August 2025):

Objective: Prepare for Everything and Visualize your Victory

Understand how the little details can lead to unparalleled success while also recognizing the power of mindfulness and seeing yourself successful long before the game or sales pitch begins.

(This session will cover characteristics #5 and #7 from the Characteristics of Greatness book)

Virtual Month #4 (September 2025):

Objective: Do Selfless Acts for Others

Encourage the habit of intentionally doing something for someone without expecting anything in return

(This session will cover characteristic #13 from the Characteristics of Greatness book)

Virtual Month #5 (October 2025):

Objective: Re-Center yourself for a Greater Mindset & Peace

Approach your daily work with the kind of enthusiasm that sets the atmosphere for success while also knowing when to re-center yourself and your place in the world.

(This session will cover characteristics #3 and #4 from the Characteristics of Greatness book)

Virtual Month #6 (November 2025):

Objective: Build Character like it's a Muscle

Build good character so that it becomes muscle memory and learn how to act with integrity especially when no one is watching.

(This session will cover characteristic #14 from the Characteristics of Greatness book)

Virtual Month #7 (December 2025):

Objective: Embrace Setting the High Standard

Learn how to embrace being a role-model and intentionally being comfortable setting the standard when everyone is watching

(This session will cover characteristic #15 from the Characteristics of Greatness book)

Virtual Month #8 (January 2026):

Objective: Set Goals and Reject Complacency

Defy human nature by resisting complacency and setting the kind of goals that push you to continue improving your skill set and unlocking new levels of success

(This session will cover characteristic #6 from the Characteristics of Greatness book)

Virtual Month #9 (February 2026):

Objective: Be Willing to Make Adjustments and Thoughtful Risks

Master the art of taking thoughtful risks while also being flexible to necessary adjustments and changes that allow you to adapt to better lanes of success.

(This session will cover characteristics #9 and #10 from the Characteristics of Greatness book)

Virtual Month #10 (March 2026):

Objective: Identify your Priorities and Work on your Legacy

Prioritize your values and be more than the sum of your quotas reached or accolades earned while taking strides to create a well-rounded legacy now, rather than later.

(This session will cover characteristics #12 and #16 from the Characteristics of Greatness book)