



EPISODE 1: HOW TRACK AND FIELD SHAPED

TOPGOLF CEO

DON YAEGER TALKS WITH DOLF BERLE

CULTURE IS CREATED BY DESIGN OR DEFAULT

Apply these best practices from Don Yaeger and Dolf Berle - drawn from over two decades of C-Suite experience - in order to DESIGN your company culture:

5 ways to maximize you team's discretionary energy:

- Give very clear goals.
- Provide immediate feedback.
- Ensure your team is engaged but not overwhelmed.
- Ensure your team is free from distractions.
- You do not want your team to be worried about failure, because you want them to be brave when they execute their plan.

5 steps to learn from failure:

1. Take 100% responsibility when a failure occurs.
2. Reflect on your preparation, did this influence the outcome?
3. Reflect on your mindset, did this influence the outcome?
4. Reflect on your opponent. What can you learn?
5. What went well that you can do again?

"I don't consider it a failure to lose if you're beaten by someone who is just so much better than you. I actually enjoy being in the company of people who are so awesome." -Dolf Berle

The stories you tell and actions you recognize are a huge part of company culture, so ask yourself:

1. What stories do you tell? Are you sharing stories in alignment with the culture you are seeking to create?
2. What actions do you recognize? Celebrate the success you want to see again.