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"There is nothing in this world that gives a greater ROI to a leader that attracting, developing, and multiplying leaders." John C. Maxwell

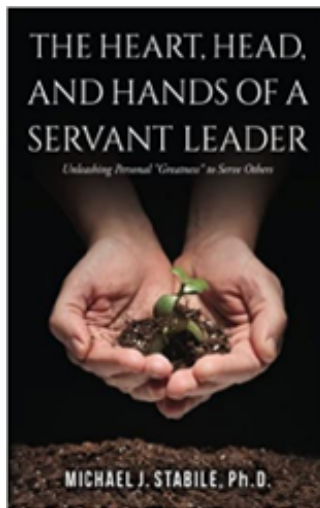
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**TOPIC THIS ISSUE:
WHY SERVANT LEADERSHIP**



WHY SERVANT LEADERSHIP

BY: MICHAEL J. STABILE



To serve is to lead. The Master servant leader reintroduced the design: *in order to lead, each must first become a servant.* Servant leadership is not new, but it has been lost for so long that those who hear it today perceive it as new. In the 1970s, Robert Greenleaf, while working as an AT&T executive, conceptualized the notion of servant leadership and introduced it into the organizational context:

*The Servant-Leader is servant first...It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead...The best test, and difficult to administer is this: Do those served grow as persons? Do they, while being served, become healthier, wiser, freer, more autonomous, and more likely themselves to become servants? And, what is the effect on the least privileged in society? Will they benefit, or at least not further be harmed?*⁵

A distinguished list of authors, researchers, speakers, and organizational leaders from a variety of backgrounds and fields have embraced and embodied the heart message of servant leadership. Business leaders and authors such as James Autry, Ken Blanchard, Stephen Covey, Max De Pree, James Hunter, Herb Kelleher, John Miller, John Maxwell, James Sipe, and Larry Spears, just to name a few, have embraced and embodied the heart message of "to serve is to lead" in their lives, organizations, and writings. The works of researchers and

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theorists such as Peter Senge's *The Fifth Discipline*, Jim Collins's *Good to Great*, James Kouzes and Barry Posner's *The Leadership Challenge*, and Peter Block's *Stewardship: Choosing Service over Self-Interest* have noted empirical scientific evidence that correlates with the heart message of servant leadership.

A variety of organizations, such as Southwest Airlines, TD Industries, SAS, Wegmans Food Market, Nugget Market, Aflac, Zappos, REI, QuikTrip, Starbucks, Men's Warehouse, and Container Store, which have been mentioned in *Fortune* magazine's "100 Best Companies to Work For" are also companies that practice servant leadership:

Fortune magazine's annual list of the [100 Best Companies to Work For](#) is out. It comes as no surprise that among the winners are many organizations from the [list of servant leadership companies](#). What is especially noteworthy is that 5 of the top 10 Best Companies to Work For are also identified as companies practicing [servant leadership](#).

Jesus' philosophy concerning leadership is important because societies' philosophies restricting leadership have not allowed leaders to emerge. Organizations, even the best-intentioned, have limited human potential, either consciously or unconsciously. Regardless of your perception, the heart message of servant leadership resonates deep within the human soul. Most have accepted the idea that they do not have the "right stuff" to be leaders. They have bought into an idea that is not true. Jesus came to reestablish the **"heart" plan**. He created us in His image to have dominion over the earth—for leadership—and that leadership is inherent in all of us. The Master reminds us that true leadership is service. Individuals and organizations that first recognize and then embrace this truth benefit and thrive. **Why? Because it is part of our human DNA.**

The heart of the Master is for us to unleash the key to personal success by discovering our personal giftings and assignments. We were each designed and conceived for an assignment. We were each born to lead in an area of gifting, and our attitudes toward life and leadership will be a product of discovering our gifts and our functions and serving them to the world.

You were born to lead, but you must become a leader. When you make the decision to cultivate your intrinsic leadership potential, a transformation will occur. Every human being has been endowed by the Creator with leadership potential in a unique and special area of gifting. However, it is only potential, and potential must first be discovered and then unleashed. True leadership begins with self-discovery and has very little to do with what you do; it is essentially a matter of becoming who you are. It



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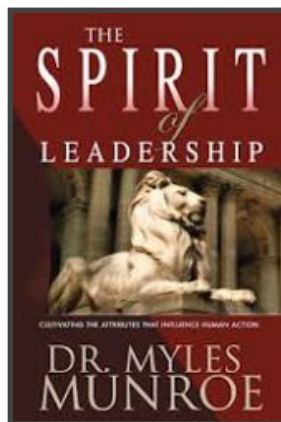
is a choice and act of your will to be aligned with your unique design. It is the result of your commitment to self-manifestation. The truth is that you are a leader, regardless of your present status or your feelings about your leadership ability and potential.

Every product is designed by its manufacturer with the right parts and is engineered to accomplish the function that it was created to perform. When we talk of manufacturer settings or standard settings, these were part of the original design and are required to fulfill the manufacturer’s intent. The same holds true for all of creation, including human beings. The Creator established the original design and purpose for humankind. He wired all humans with the capacity and natural ability to lead.

According to the Master, we are leaders by nature, and the way of leadership is to serve others. You may ask, **“What do I serve to others?”** Jesus’ answer is simple. To become the great leader you were created and destined to become, you must discover your unique **“sweet spot”** or inherent gift and assignment, your purpose. **True leadership is becoming a person who is valuable to others, rather than just a person of esteemed position or fame.** If you find your unique sweet spot or special talent and commit to serving it to the world, then your significance will cause others to seek you out. When you are aligned in your sweet spot, you come alive. When you come alive, you will become a person of influence through exercising your gifts rather than through manipulation, position, or prestige. The more you become a person whose gift is valued, the greater your influence will be.

FIRST OF ALL, SERVE

BY: DR. MYLES MONROE



What is leadership?

It is above all, service. A leader is a servant of people. **How do you become a leader by serving?** Simple, you have to serve something to the world. **What do you serve?** You serve your gift. When you find your gift and you serve it to the world, you become great. Greatness happens to you while you are serving your gift and because you are serving yourself to the world. Having others serve you does not make you great. Leadership has more to do with releasing yourself and

deploying yourself, rather than employing people.

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Whatever your gift in life is, it is not for you to keep it; it is for you to give to the world. God gave it to you. Pass it on. Servant leadership is serving your gift to the world at every opportunity. Servant leadership is serving yourself to the world. Servant leadership is self-distribution to your generation. Distributing yourself.

Servant leadership is being prepared to serve your gift at every opportunity. Stop waiting until you are great to start serving. Do not put it off until you get your degree, title, or promotion. Clean the bathroom and serve. Make tea and serve. Rearrange the chairs and serve. Run the cameras and serve. Sing in the choir and serve. Mow the lawns and serve. You serve at every opportunity.

If you want to be great, you first have to serve your gift without charge or compensation. (*Go the extra mile, do the little things, nothing is too small for you to do.*) Volunteer your service. I meet people barely out of school who want to charge fees for what they do. I do not understand this, but I tell them, “*You can’t even blow your sax well, and you want pay?*” *You had better find a mentor who will even allow to stand on the stage or carry the equipment.*”

Our government, military, businesses, schools, and churches need effective leaders who have the people’s best interests at heart. **They serve first of all.**



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WHY SERVANT LEADERSHIP IS MORE IMPORTANT THAN EVER

BY: PALENA NEALE, PH.D.
(FORBES MAY 26, 2020)



This global pandemic is a time of unprecedented challenge, and a time when servant leadership is more important than ever before.

Service before self is paramount.

The pandemic is affecting us all — individually, organizationally and

societally. We are having to find new ways of working, and normal business concerns are overlaid by added challenges: different ways of operating, keeping staff safe and handling sickness, layoffs, furloughs and loss of income. Wider societal impacts include adverse effects on the global economy. This all calls for a more comprehensive, communal leadership approach: leadership that is focused on serving others.

The Servant As Leader

In his essay [The Servant as Leader](#), Robert K. Greenleaf first coined the phrase "servant-leader," writing, "The servant-leader is servant first ... That person is sharply different from one who is leader first, perhaps because of the need to assuage an unusual power drive or to acquire material possessions."

In fields that are vital in this pandemic, like health care and global development, you might believe that values like caring and serving others are integral to the role, but not every leader embodies these traits. Even in the caring professions, money, power or day-to-day decision-making can cause leaders to lose sight of their altruistic goals. They may lead the organization without prioritizing service to the community. Although Greenleaf does say, "*The leader-first and the servant-first are two extreme types. Between them, there are shadings and blends that are part of the infinite variety of human nature.*"

The differences are:

- A servant-leader's focus is primarily on other people's (and their communities') well-being and growth.
- The servant-leader isn't a sole leader with power, but rather, a power-sharer.
- They put other people's needs above their own and enable their



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team to grow, develop and perform to the best of their ability.

During this pandemic, we all need to step up and do what we can for the greater good.

The Organization And Servant Leadership

In *The Institution as Servant*, Greenleaf said that in caring for people and serving each other, servant leadership was the foundation of a good society.

Caring used to be an individual responsibility, but now, most caring is delivered through institutions or organizations — which can be complex, large, impersonal, sometimes incompetent and even corrupt. However, collectively, organizations have the power to be world-changers. To create a better, just and more caring society with more opportunities for people, we need to increase our organizations' capacity to serve. We need to improve their "serving" performance, by examining operations and the people operating within them. Organizations have the power to change society, but first, capacity must be built, people developed and servant leadership must be given the necessary climate to thrive and prosper.

How To Develop Servant Leadership

In *Leadership: Theory and Practice*, Peter G. Northouse describes 10 characteristics of servant leadership: *listening, empathy, healing, awareness, persuasion, conceptualization, foresight, stewardship, commitment to the growth of people and building community*. **How do you practice these?** Whether you are at work, or in your family or community, servant leadership has a vital role to play, now more than ever.

These three things can help you to become a better servant leader during the COVID-19 pandemic:

Communicate and Engage with Others. These days, people are looking for certainty and safety. In his article "[The Psychology Behind Effective Crisis Leadership](#)," Gianpiero Petriglieri advocates "**holding**" — a concept from psychology describing the way someone "**contains and interprets**" events in uncertain times. Containing refers to the **ability to soothe distress**, and interpreting to the **ability to help others make sense of a confusing predicament**. Offering reassurance — about a person's life, job, the organization, the future — and presenting a clear direction are all part of holding. Petriglieri writes,

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"In groups whose leaders can hold, mutual support abounds, work continues, and a new vision eventually emerges. When leaders cannot hold, and we can't hold each other, anxiety, anger, and fragmentation ensue."

Sharing ideas and communicating are important, and so is team spirit. Engage employees in finding solutions and working on projects that benefit those they serve, both in and outside of the organization. Build resilience by sharing positive stories of what your organization and/or employees have been doing well!

Create a Plan. It is important to prepare for potential challenges. Think of the things that need to happen, including obstacles that might get in the way and plan how you will respond. Include your team, and consider this to be a real, working risk assessment with practicable actions. Address all the possible scenarios — extended periods of lockdown, illness, loss of income streams, continued new ways of working or adapted business practices. How will you react to each scenario? Planning ahead, considering all eventualities and knowing what you'll do in each case will help alleviate anxiety, stress and panic, and enable you to act in a calm, measured way. Furthermore, communicating this information with candor builds trust and demonstrates transparency, which is especially important during times of uncertainty.

Model Servant Leadership. In times of perceived danger, the primitive **"fight, flight, freeze"** responses prevail and extraordinary behavior can manifest, like people hoarding toilet paper or reporting their neighbors to the police for taking a walk. In times of crisis, people often look to leaders for how they should respond. **So lead by example.** Demonstrate servant leadership by modeling the kind of attitude and behavior you want others to have in the face of crisis — one of calmness, sharing, gratitude and compassion for others. Encourage "we" before "me" and walk your talk.

During this pandemic, we have already seen many acts of servant leadership around the world. **Let's think about how we can continue to show up as servant leaders and continue to serve others, while we live and lead.**

