

# SERVANT LEADERSHIP NEWSLETTER

TOPIC THIS ISSUE: VALUE BASED CHARACTER DRIVEN SERVANT LEADERSHIP

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## VALUES BASED CHARACTER DRIVEN SERVANT LEADERSHIP

By: Michael J. Stabile



**July 2003 Pam and I took a huge step of faith in launching FutureNow Consulting.** We left a secure position at a very crucial time in our lives and the lives of our family.

Our family was in transition as our eldest daughter, Sara, was planning a wedding to be married in a few months. Our middle daughter, Jessica, was finishing up college and also talking about getting married, Our youngest daughter, Christina, was finishing high school and preparing for college. Needless to say, it was a time of great transitions for all of our family. Twenty years ago, Pam and I prayed to have a greater influence and to be used in the lives of people to see cultures transformed one person at a time. For those of you who have followed us or experienced our influence in some way know that we are Christ-followers, people of faith, that believe that we had a greater purpose and calling in starting FutureNow.

We called our business FutureNow because we believe in the



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tremendous potential of people and organizations that go untapped. Our focus was on unleashing the wealth of potential in each person and organization. Thus, FutureNow stands for your future begins today! You have the power to step into your influence and future to unleash the seeds of potential that are in all of us and in our organizations.

## Values Based

FutureNow was founded on being **Values Based, Character Driven Servant Leadership**. We believe **to serve is to lead**. Values-driven leaders lead from a deep sense of purpose and a demonstrated commitment to life-affirming values, such as honesty, integrity, excellence, courage, humility, trust, care for people and social and environmental responsibility. Values-driven leadership offers a platform for leaders to unleash this potential by serving as a catalyst for personal development and transformation and by encouraging employees to **engage their values, sense of purpose and intrinsic motivation to be part of something that contributes positively to society**.

## Character Driven

Character driven leaders focus on **leading from the inside out**. Character-based leadership creates the foundation for ethical organizations. The most essential function of leadership is the demonstration and communication of character. An organization's leaders certainly set an example through their own behavior. These leaders have positive attitudes, unquestionable integrity, and a commitment to the mission. However, the leadership team also has to **make good character an organizational priority**. Leaders must be very direct and clear about the company's culture and its standards of performance. **How is this done? They model the way!**

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## Servant Leadership

**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. 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. **A servant-leader focuses primarily on the growth and well-being of people and the communities to which they belong.** While traditional leadership generally involves the accumulation and exercise of power by one at the “top of the pyramid,” servant leadership is different. The servant-leader shares power, puts the needs of others first and helps people develop and perform as highly as possible.

### The DNA of FutureNow

(Our Core Values and Alignment with Maxwell Leadership)

**We VALUE People:** We are people of value, who value people, and add value to them. *(We teach what we know we reproduce who we are.)*

**We focus on a POSITIVE Attitude:** We have a growth mindset and ABOVE THE LINE solution focus. *(Don't come with a problem, come with at least 3 solutions and one that includes you!)*

**We GROW Daily:** We expect to get better everyday. The 1% Growth rule. *(Growth doesn't happen in a day but it happens daily.)*

**We Lead by EXAMPLE:** People do what people see. We model the way! *(It is more caught than taught.)*

**We Live INTENTIONALLY:** We move from success to significance. *(Success is happening to you. Significance is about others.)*



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**We EXCEED Expectations:** Expectations are the floor not the ceiling. *(Thus, expectations must be set before they can be met.)*

**We EQUIP others:** The leaders greatest return is the investment in others. *(To serve is to lead! Leadership is about others!)*

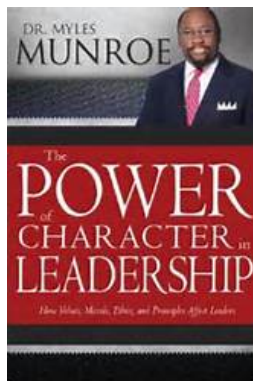
**We are CONSISTENT:** Leaders are not perfect but are consistent in how they respond both good and bad. *(Progression not perfection!)*

**We are Catalyst of TRANSFORMATION:** Changing cultures one person at a time. *(Be the change you desire to see.)*

**We Allow room for FAITH:** Without faith it is impossible, but with it all things are possible. *(We walk by faith not by sight.)*

## CHARACTER MATTERS

By: Myles Munroe



On the day that former business magnate Bernard Madoff was sentenced to 150 years in prison for his massive Ponzi scheme—which cost his clients billions of dollars—the judge made some striking comments about Madoff’s life and leadership:

***“In terms of mitigating factors in a white-collar fraud case such as this, I would expect to see letters from family and friends and colleagues. But not a single letter has been submitted attesting to Mr. Madoff’s good deeds or good character or civic or charitable activities. The absence of such support is telling.”***

Remarkably—and significantly—not one friend, family member, neighbor, colleague, or acquaintance came forward to offer a positive statement about Madoff’s character or deeds. Such a statement might have helped to commute his sentence, allowing him the possibility of being released on bail some time before the end of his life.



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The judge’s comments about Bernie Madoff’s character lead us to ask ourselves some probing questions about our own lives:

- *If my family, friends, and colleagues were asked to give a statement under oath about the strength of my character, what would they say? Would they be able to talk about my good values and the positive contributions I have made to society?*
- *Changing the analogy around, would their testimony be strong enough to “convict” me of my good character? If so, would their assessment be true in light of what I know about myself?*
- *How much importance have I placed on having a good name—and the character to back it up?*
- *What difference would it make to my family, my business, or my organization for me to be acknowledged as a person of genuine integrity?*
- *Am I living ethically in all areas of my life—such as the ways I work with others, meet my responsibilities, and treat others in the world?*

**Personal Commitment to  
Character Building**

By: Daniel Goleman

Unless commitment is made, there are only promises and hopes; but no plans.

*Peter F. Drucker*

meetville.com

**What do the following quotations tell us about the power of character?**

*“You must discover what you are made for, and you must work indefatigably to achieve excellence in your field of endeavor. If you are called to be a street sweeper, you should*

*sweep streets even as Michelangelo painted, Beethoven composed music, or Shakespeare wrote poetry.”*

—Martin Luther King, Jr.

*“Excellence is not an act, but a habit”.—Aristotle*



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*“The best preparation for tomorrow is to do today’s work superbly well.”*  
—William Osler

*“I challenge you to find one single solitary individual who has achieved his or her personal greatness without lots of hard work.”*  
—John Wooden

*“There is no such thing as failure. There is only giving up too soon.”*  
—Jonas Salk

These quotes tell us that the experience of excellence is a central part of human fulfillment, and that character—working hard, doing our best, and persevering—is essential for realizing excellence. Warren Bennis, author and leadership expert, addressed the role of individual responsibility in becoming a better leader when he said:

*“The leader never lies to himself, especially about himself, knows his flaws as well as his assets, and deals with them directly. You are your own raw material. When you know what you consist of and what you want to make of it, then you can invent yourself.”*

This is relevant to leadership character as much as it is to competencies and commitment. It requires a degree of self-awareness, a preparedness to examine habitual behaviors and consider whether there may not be better ways of leading than the ones that have worked, more or less, for you in the past. **We limit our development as leaders by not having the discipline and courage to assess ourselves honestly.**

