

THE SERVANT LEADERSHIP ACADEMY MANIFESTO

WHAT WE BELIEVE

01 WE ARE ALL IN THE PEOPLE BUSINESS

100% of your customers, clients & employees are people. No matter what product you sell, or service you offer, your business revolves around the care & attention that you give to your people.

02 SERVANT LEADERSHIP IS ABOUT SERVICE

Not good...but GREAT service! As leaders, we need to understand that we seek to deliver exceptional service to the people that we are in our charge. Our people deliver exceptional customer service to our customers & communities.

03 YOU CAN'T SERVE OTHERS IF YOU DON'T EXIST

Leadership can't just be about growing & developing people. We have to be about growing & developing your organization too. Servant Leadership is the catalyst for both.

EMPLOYEE ENGAGEMENT + CUSTOMER SATISFACTION =
BOTTOM LINE GROWTH

04 OUR ROLE AS LEADERS IS INFINITE

Our ability to impact the people around us extends far beyond the workplace. We impact our people's lives in a way that nearly nobody else can. It is our role to impact our people & our community through our leadership.

05 CHANGE IS THE NEW NORMAL- SERVANT LEADERS EMBRACE THIS

People don't fear change, they fear change without context. Servant Leaders help teams & organizations adapt to a new agile way of working.

WHY WE BELIEVE IT



A DESIRE TO SERVE OTHERS OVER THE DESIRE TO SERVE SELF

Servant leadership is about the conscious decision to put the needs of your people ahead of the needs of yourself. We model the need to work together as a team, share responsibility & promote innovation.



LEADING THROUGH PURPOSE OVER MANAGEMENT BY OBJECTIVES

Purpose is the why behind what we do - the value that organizations provide customers & communities. When we understand our actions impact purpose, we invest ourselves emotionally in the outcome.



CARING & INCLUSIVE COMMUNITIES OVER ORGANIZATIONAL CULTURE

Community is a shared strength, created by the investment of its members. Great communities accept & support those who share similar beliefs & values, yet don't expect others to pretend to be someone else.



COLLABORATIVE & EMPOWERED TEAMS OVER DEFINED OWNERSHIP, COMMAND & CONTROL

We seek ego-free, synergistic & team oriented environments that promote self-regulation & the ability to make decisions they believe is in the best interest of themselves & their customers.



GROWTH OF PEOPLE OVER EMPLOYEE DEVELOPMENT

Our single largest responsibility is the growth of our people, not just as employees but as citizens in their communities. We inspire our people to be their best, & hold them to accountable when they aren't.

OUR PRINCIPLES

CALLING

Why were you compelled to lead others?

LISTENING

The best way to understand, is to listen.

EMPATHY

See things through the lens of others.

HEALING

You have the ability to change the next chapter of the lives of your people.

AWARENESS

You are aware of self & surroundings, & are present for your people.

PERSUASION

Encourage, don't direct, your people to move in a direction that is in their best interest.

FORESIGHT

You have the ability to see the forest from the trees, & adjust course to stay on purpose.

CONCEPT-UALIZATION

Share the vision of the finish line with your people in a way that lets them shape it too.

STEWARDSHIP

Your responsibility is beyond your team, & your company.

GROWTH

Your greatest measure of success is the growth & development of your people.

COMMUNITY

Your workplace culture is a place where all are welcome & all matter.

Ready to step into your calling as a Servant Leader?

We'd love to hear from you. > servantleadershipacademy.com

