

SERVANT LEADERSHIP

Servant Leadership is a philosophy. It is a way of looking at Leadership that has been embraced by companies across the globe, including Marriott International, Starbucks and the highly successful South-West Airlines.

In 1970, inspired by novel The Journey to East, Robert K. Greenleaf (1904–1990), launched the modern Servant Leadership movement with his classic essay The Servant as Leader, in which he coined the terms Servant leader and Servant Leadership. Prior to that, Greenleaf worked for AT&T and was the founder of the Center for Applied Ethics, which was later renamed the Greenleaf Center for Servant Leadership.

The most important characteristic in being a servant leader, according to Greenleaf, is making one's main priority to serve, rather than to lead. He proposed that Servant Leaders find success and "power" in the growth of others by helping their people to develop and perform as highly as possible.

5 Principles of Servant Leadership:

