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Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword; Introduction; Part 1 My Journey from Prisoner to Monk to Social Entrepreneur; Chapter 1 My Greatest Failure; Finding Opportunity in Disaster; Chapter 2 From Selfish to Servant; The Practice That Changed My Life; What If Businesses Operated in This Way?; The Power of Servant Leadership; The Essence of Leadership; Serving by Helping Organizations Develop Extraordinary Leaders; Part 2 Serve to Be Great: The Business Case; Chapter 3 Winning the War for Talent; Attracting Top Talent; Fully Engaged People; Improving Retention Chapter 4 Creating a Highly Innovative Culture Linking Innovation Directly to Profit; What Does Being Innovative Actually Mean?; Building a Highly Innovative Culture; Why Serving and Caring for People Results in a Highly Innovative Culture; Chapter 5 Delivering World-Class Customer Service; Quantifying the ROI in Customer Service; How Great Leaders Inspire World-Class Customer Service; Developing Employees Who Wow Your Customers; Chapter 6 Why Serving Others Is a Highly Effective Marketing Tactic; Smarter, More Enjoyable Marketing; Marketing with the Spirit of Service Part 3 Making the Shift: Becoming the Ultimate Leader Chapter 7 Making Serving a Habit; An Easy Way to Jump in to the Top 1 Percent; Action Is Most Important; The Habit of Serving Others; The Little Things Matter;

What a Teenager Dying of Cancer Taught Me about Leadership; Chapter 8 Grow by Empowering Others; Empowered People Equal Better Results; Empowering Others Helps Us Become the Ultimate Leaders; Chapter 9 Inspire Greatness; Start with Why; The Gift of Inspiration; Values That Inspire and Guide the Way; Character That Inspires; True Greatness Self-Sacrifice: The Ultimate Test of CharacterChapter 10 Measuring the Right Things; Measuring the Intangibles in Business; Be Goals versus Do Goals; Chapter 11 Becoming the Ultimate Leader; Becoming the Ultimate Leader Is Enjoyable; Staying Cool under Pressure; The Ultimate Tool for Becoming the Ultimate Leader; Making a Profit While Making a Difference; Afterword; Author's Note; Serve Your Team; Connect with Matt; About the Author; Acknowledgments; Appendix: A Quick Start Guide to Mindfulness Training; Notes; Index

Sommario/riassunto

This three-part book begins with Matt's story of going from selfish to servant while on his journey from prisoner to monk to social entrepreneur. The book shows leaders the connection between superior long-term results and serving their people and community. Matt Tenney cites numerous business case studies and research that demonstrate how servant leadership results in attracting top talent, increased employee engagement, and lower turnover, as well as a more innovative culture, better customer service, and a better ROI on marketing efforts. *Serve to Be Great* offers practical, action
