



Why We Serve
Why We Lead

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“

The first and most important choice a **leader** makes is the choice to **serve**, without which one's capacity to lead is severely limited.

Robert Greenleaf

”



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Knowledge

Skill

Mindset



4

Knowledge
Skill
Mindset



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Knowledge
Skill
Mindset



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Lead Self
Know Self




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“
As a leader, the first person I
need to lead is me. The **first**
person that I should try to
change is **me**.
”

John Maxwell



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Start with Why



9

The Golden Circle



What The tangible stuff we do. The products we make, services we offer, and jobs we perform (at work and at home).

How The things that set us apart from others who do about the same thing we do. Our values in action.

Why Our purpose, cause, or belief.

From Start With Why by Simon Sinek



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Start with Why.



11



Start with Why.
Stories help us
find our **Why.**




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Start with Why.



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Start with Why.
Explore your Why.



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