

# SERVANT LEADERSHIP TOOLKIT

Relā

*Better Leaders.  
Better World.*

**What is servant  
leadership?**

The background is a solid red color. In the bottom right corner, there is a decorative graphic consisting of numerous thin, light red lines that curve and intersect, creating a sense of movement and depth.

Rela defines servant leadership as a style in which the leader balances the interest of others and self while relentlessly pursuing a win for all stakeholders. These leaders seek to enrich lives, build better organizations and are inspired to care for each other.



**Is servant leadership  
a philosophy or  
a practice?**

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**Both. Servant leadership requires a new way of thinking and being which translate into new ways of acting.**



**Isn't servant leadership  
for religious people?**

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**No. Anyone can choose to adopt servant leadership in their life. The choice to apply religious or spiritual emphasis is an individual one.**



**“The great leader is seen as servant first, and that simple fact is the key to such greatness.”**

Robert Greenleaf, Founder of  
Modern Servant Leadership Movement



**I don't like the term**  
***servant leadership.***

The background of the image is a solid red color. In the lower portion, there are several thin, white, wavy lines that create a sense of motion and depth, resembling a stylized landscape or a network of connections.

**You're not alone! Servant leadership shows up everywhere just with different names. It matters less what you call it and more that you do it.**



**What are words  
that describe  
servant leadership?**

The background is a solid red color. In the bottom right corner, there is a decorative graphic consisting of several thin, light red lines that curve and intersect, creating a sense of movement and depth.

PERSUASION Credibility

**Communication**

Honesty

STEWARDSHIP

VISION **Visibility**  
LISTENING

Influence

Appreciation of others

INTEGRITY

**Trust** MODELING

Service

PIONEERING

ENCOURAGEMENT Teaching

**Empowerment**

COMPETENCE

**“Leadership is first a matter of the heart. Whenever we have an opportunity or responsibility to influence the thinking, behavior, or development of others, the first choice we are called to make is whether to see the moment through the eyes of self-interest or for the benefit of those we are leading.”**

**Ken Blanchard, *The Servant Leader***

**I'm afraid servant  
leadership will cause  
my profits to suffer.**

The background is a solid red color. In the lower half, there is a decorative pattern of thin, light red lines that curve and intersect, creating a sense of movement and depth.

Actually, according to [FirmsofEndearment.com](http://FirmsofEndearment.com), companies who embrace the principles found in servant leadership, out perform the S&P 500 by 14 times!




**What if my company  
doesn't embrace  
servant leadership?**

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**You still have choices. Regardless of the leadership style of your company, boss or co-workers, you can make a choice to show up as a servant leader (and we can help you!)**

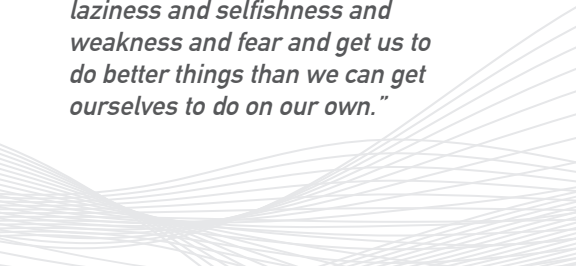
A decorative graphic at the bottom of the slide consisting of numerous thin, light gray lines that flow and curve across the width of the page, creating a sense of movement and depth.

**So, servant leadership  
means I have to meet  
everyone's wants and  
needs?**

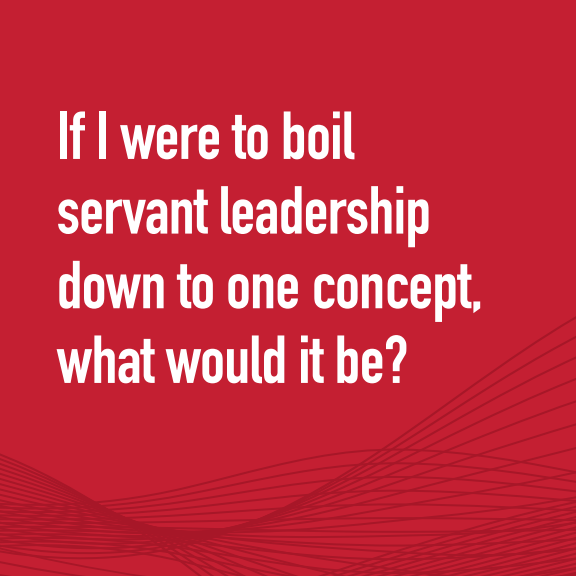


Not at all. A servant leader focuses on others but the purpose of this focus is the other person's best interest. David Foster Wallace puts it this way:


*"In other words, a real leader is somebody who can help us overcome the limitations of our own individual laziness and selfishness and weakness and fear and get us to do better things than we can get ourselves to do on our own."*



**If I were to boil  
servant leadership  
down to one concept,  
what would it be?**

The background is a solid red color. In the bottom right corner, there is a decorative graphic consisting of numerous thin, light red lines that curve and intersect, creating a sense of movement and depth.

**Everybody wins. The servant leader makes decisions with all stakeholders in mind (including self) and works towards the greatest good for the greatest number of people whenever possible.**



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Rela is a nonprofit leadership development organization, working to create a better world through servant leadership. We partner with individuals, teams and organizations to provide best-in-class servant leadership training and experiences.

[RELALEADERSHIP.COM](http://RELALEADERSHIP.COM)