Practicing Servant Leadership Published by Jossey-Bass

Practicing Servant-Leadership: Succeeding Through Trust, Bravery, and Forgiveness was published by Jossey-Bass on September 22, 2004. Edited by Larry C. Spears and Michele Lawrence, this powerful new book from The Greenleaf Center includes contemporary essays on the meaning and practice of servant-leadership by Margaret Wheatley, James Autry, John Bogle, John Carver, Larry C. Spears, and other contributing authors. Foreword by Warren Bennis. Response to this book has been excellent and it is selling well, having reached as high as number 350 on amazon.com’s ranking from among nearly two million books.

Practicing Servant-Leadership is the ninth book to be created by Larry C. Spears since 1994 and published through one of our four publishing partners (Jossey-Bass, John Wiley & Sons, Berrett-Koehler, and Paulist Press). One hundred percent of all royalties and advances on each of these books goes directly to The Greenleaf Center in support of its ongoing work. Over the past ten years these nine books combined have generated an estimated $500,000 in direct support of The Greenleaf Center ($250,000 in royalties and advances, plus an additional $250,000 in direct sales of these books by the Greenleaf Center itself). Well over one hundred thousand people have been introduced to servant-leadership and The Greenleaf Center through these books.

Stephen Covey (author of The Seven Habits of Highly Effective People) writes in Practicing Servant-Leadership: “I congratulate the Greenleaf Center for its invaluable service to society, and for carrying the torch of servant-leadership over the years.” Practicing Servant-Leadership is available in many local bookstores and can also be ordered through the Greenleaf Center for $35 ($28 + $7 shipping).

Practicing Servant-Leadership
The Greenleaf Center’s 15th Annual International Conference on Servant-Leadership
Thursday–Saturday, June 2–4, 2005 • Westin Hotel, Downtown Indianapolis, Indiana

Thursday, June 2
Pre-Conference Workshops
• Repacking Your Bags, presented by Richard J. Leider, author of Repacking Your Bags: Lighten Your Load for the Rest of Your Life
• Putting Servant-Leadership into Action, presented by James C. Hunter, author of The World’s Most Powerful Leadership Principle: How to Become a Servant Leader
• Get-Acquainted Reception Thursday evening

Friday, June 3
• Keynote by Peter Block, author of Stewardship and The Answer to How is Yes
• Moderated plenary panel on servant-leadership in community
• Concurrent breakout sessions which promote organizational and personal servant-leadership in a variety of contexts
• Keynote by LTC (retired) Consuelo Castillo Kickbusch, one of the “100 Most Influential Hispanics in America”
• Friday evening Reception

Saturday, June 4
• Keynote by Danah Zohar, author of Rewiring the Corporate Brain and Spiritual Capital
• Moderated plenary panel on servant-leadership in organizations
• Concurrent breakout sessions
• Keynote by Richard Leider, author of Repacking Your Bags and Claiming Your Place at the Fire

Plus: An excellent on-site bookstore and the opportunity to network with other learners, authors, servant-leader practitioners and thought-leaders.
Registration and information is available online at www.greenleaf.org.

Hotel Reservation Information: You must make your room reservations by April 30, 2005, and mention the Greenleaf Center Conference to obtain the special rates of $149/$155 plus tax per night for single/double occupancy. To reach the Westin Reservations Desk, call 317-262-8100 or 800-WESTIN1. The Westin’s mailing address is 50 South Capitol Avenue, Indianapolis, IN, 46204.
Who is the Servant-Leader?

The servant-leader is servant first... It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead. . . . The difference manifests itself in the care taken by the servant — first to make sure that other people’s highest priorities are being served. The best test, and difficult to administer, is: do those served grow as persons; do they, while being served, become healthier, wiser, freer, and more autonomous; and do, in so doing, build a better, more humane society? And, what is the effect on the least privileged in society: will they benefit, or at least, not be further deprived?"

— from The Servant as Leader by Robert K. Greenleaf

The Greenleaf Center’s Mission

The Robert K. Greenleaf Center for Servant-Leadership exists to support those who, through the practice of servant-leadership, seek to create organizations in which individual stakeholders become healthier, wiser, freer, and more autonomous; and in so doing, build a better, more humane society which welcomes the full diversity of the human family.

The Greenleaf Center’s Goals

1. To make all institutions aware of servant-leadership and to deepen their understanding and practice of it.

2. To create a larger base of caring people from which servant-leadership can arise (i.e., CEO’s, trustees, aspiring leaders and followers, external consultants).

3. To achieve widespread recognition, understanding and acceptance of spirituality in the workplace.

4. To create a new understanding and practice of moral persuasion toward organizational transformation, and to follow the methodologies of exemplary servant-leaders.

Originally founded in 1964 as the Center for Applied Ethics, Inc., the Center was renamed the Robert K. Greenleaf Center in 1985. The Center is an international, not-for-profit institution headquartered in Indianapolis, Indiana.
Throughout the 60s Robert Greenleaf serves as consultant to several institutions:
- The Richardson Foundation
- Ohio University
- The Ford Foundation
- MIT
- Fresno State College School of Business
- Dartmouth College

The Center’s first financial report for 1964-1965 showed total income in the form of $5,000 from the General Service Foundation against expenses of $1,500.

While working with the Ford Foundation, Bob and his wife Esther make five trips to India.

1964: Robert Greenleaf retires from AT&T after 38 years and founds the Center for Applied Ethics, later to be named The Robert K. Greenleaf Center.

1968: The Center for Applied Ethics, Inc. changes its name to the Center for Applied Studies, Inc.

1970: Robert Greenleaf publishes *The Servant as Leader*. Initial shipment is 200. Half a million copies have been sold since.

1973: Robert Greenleaf revises and republishes *The Servant as Leader* which is the current version today.

1974: Robert Greenleaf publishes *Trustees as Servants*.

1975: Robert Greenleaf publishes *Advises to Servants*.

1977: Paulist Press publishes *Servant Leadership: A Journey into the Nature of Legitimate Power and Greatness*. Despite modest initial sales, annual sales have increased each year since 1990.

1979: Robert Greenleaf publishes *Servant: Retrospect and Prospect*.


1980: Robert Greenleaf lays down role as board president and chief staff officer and takes on a more informal role as advisor. Continues to publish several more essays.

1982: Robert Greenleaf publishes *The Servant as Religious Leader*.

1983: Robert Greenleaf publishes *Seminary as Servant*.

1985: Position of Executive Director is established and Dick Broholm fills the part time position.

1987: Robert Greenleaf publishes *Old Age: The Ultimate Test of Spirit*.


1987: The Greenleaf Center relocates from Massachusetts to Indianapolis. Larry Spears is hired as Director.


1990: Publication sales and memberships begin to increase.

1990: Membership program is launched.

1990: The first issue of *The Servant Leader* newsletter is published.

1990: Robert Greenleaf dies September 29th at 86. Epitaph reads “Potentially a good plumber, ruined by a sophisticated education.”

1988: Georgia drawing together servant-leadership in Atlanta, sponsors a symposium on 100 people.

1989: The Greenleaf Center relocates from Massachusetts to Indianapolis. Larry Spears is hired as Director.

1991: W. K. Kellogg Foundation awards a three year, $260,000 grant to create programs on servant-leadership.


1991: Larry Spears and John Gummere create The Greenleaf Center logo.

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On the Road

The Greenleaf Center offers a wide array of programs, speakers and consultative services. Please contact Speakers Bureau Director Marcia Newman if you are interested in learning more.

Gus Gustafson, GC Speakers Bureau, spoke on servant-leadership to the Grocery Supply Company in both Sulphur Springs, TX and in San Antonio, TX in August, 2004.

Ben Houston, GC Speakers Bureau, presented on servant-leadership to the Jostens company in Bloomington, MN in August, 2004.

Gary McGee-Cooper, GC Speakers Bureau, consulted with the Grocery Supply Company in Dallas, TX in August, 2004.

Greenleaf Center President & CEO Larry C. Spears gave a series of talks in September at Baldwin-Wallace College in Berea, Ohio. Alan Kolp, Professor of Religion at Baldwin-Wallace College, wrote afterwards: “I have heard from so many people since your visit that they appreciated your presence. You were great in a number of different venues [students, faculty, community leaders, business leaders, clergy], and your visit is still rippling!”

Shann Ferr, GC Speakers Bureau, spoke to the River Valley Resources group in Madison, IN in September, 2004.

Larry Fidelus, GC Speakers Bureau, gave a presentation at Goshen College in Goshen, IN in September, 2004.

Marcia Newman, GC Speakers Bureau Director, addressed the Miami County Probation Department in Angola, IN in September, 2004.


Elizabeth Jeffries, GC Speakers Bureau, addressed the Palmetto Senior Care gathering in Columbia, SC, in September, 2004.

Shann Ferr spoke to Catholic Hospital East in Philadelphia, PA, in October, 2004.

John Izzo, GC Speakers Bureau, made a presentation to Orange County (CA) employees in Palm Springs, CA, in October, 2004.

Charles Groce, GC Speakers Bureau, worked with Grocery Supply Company employees in Sulphur Springs, TX in October, 2004.

Larry C. Spears and John Noble, director of the Greenleaf Centre-United Kingdom, made a joint presentation on servant-leadership titled, “Practicing Servant-Leadership,” at the Greenleaf Centre-United Kingdom’s annual conference in London, England in November, 2004. Charlie Foote, a conference, wrote: “I found this to be a quiet, meditative session, and a valuable change from the rigours of the morning. Some of the deeper aspects of servant-leadership worked their way into my consciousness.”


Don Frick, GC Speakers Bureau, gave a presentation at Hampton House, Butler University, in Indianapolis, IN November, 2004.

Marcia Newman was a featured speaker at the University of Fairbanks in Fairbanks, AK in November, 2004.

GC Board Chair Jack Lowe spoke on servant-leadership to a group of fifty administrators of the Dallas Independent School District in Dallas, TX.

Margaret Wheatley, GC Speakers Bureau, was a featured speaker at a gathering of City of Anaheim, CA employees in December, 2004.

In the News

The following is a selected listing of recent articles, books, and other resources featuring servant-leadership and The Greenleaf Center.

The Fall 2004 issue of Leader to Leader, a publication of The Leader to Leader Institute and Jossey-Bass, included an excerpt from a chapter written by Larry C. Spears which is contained in Practicing Servant-Leadership. Both the book chapter titled, “The Understanding and Practice of Servant-Leadership,” and the journal article titled, “Practicing Servant-Leadership,” focus on the meaning of servant-leadership and current practices.

The Fall 2004 issue of Reflections on Nursing Leadership, the journal of the Honor Society of Nursing, Sigma Theta Tau International, included an article by Larry C. Spears. The article, titled, “Servant leadership: prescription for organizational health,” provided an overview of servant-leadership, with an emphasis upon its relevance to healthcare. Reflections on Nursing Leadership has a circulation of 120,000 readers located in ninety countries around the world.

A November issue of Connections, a publication of the World Business Academy, featured an update on Larry’s activities in 2004, including: his February 27th appearance on NBC’s Dateline; receiving the International Leadership Network’s 2004 “Dare to Lead” Award on April 30th; and, the September publication of Practicing Servant Leadership.

Upcoming

The following is a brief listing of upcoming events and publications pertaining to servant-leadership and The Greenleaf Center.

Greenleaf Center President & CEO Larry C. Spears is scheduled to travel/speak in the following locations and dates in 2005:

- Minneapolis, Minnesota (March 1)
- Fairfax, Virginia (March 28-29)
- Baltimore, Maryland (April 2-6)
- Virginia Beach, Virginia (Aug. 1-2)
- London, England and Stockholm, Sweden (early-November)

Gonzaga University and The Greenleaf Center have joined forces to produce The International Journal of Servant-Leadership. This new journal is the first of its kind to focus on servant-leadership. Its purpose is to publish the latest thinking in servant-leadership theory, practice, and research that will further the influence of servant-leadership globally. The journal reflects the ideals of educating the whole person, living a life of moral discernment, and striving to heal the heart of humanity.

The editor is Dr. Shann Ferr, Chair of the Gonzaga Doctoral Program in Leadership Studies at Gonzaga University. The senior advisory editor is Larry C. Spears, President & CEO of The Greenleaf Center.

Michele Lawrence, Conference & Finance Director of the Greenleaf Center also serves on the editorial board. Further information regarding the journal can be found at www.gonzaga.edu/servantleadership. The premiere issue is scheduled to be published in March, 2005.

The Greenleaf Center’s tenth annual Leadership Institute For Education (LIFE 2005) will be held in Indianapolis on March 31-April 1, 2005. Designed for educators, administrators and staff in educational institutions, this two-day program is geared toward professionals who wish to deepen the understanding and practice of servant-leadership within their institutions.

Over three hundred institutions have sent participants to this program since 1996. Many participants have subsequently launched or expanded a variety of servant-leadership initiatives at their institutions.

Dr. Margaret Wheatley (author, Leadership and the New Science and Turning to One Another) will serve as a featured presenter at this event. Drs. Shann Ferr and Mike Carey (Gonzaga University) will facilitate the LIFE 2005 program. Brochures are available now. You may also find information at our website: www.greenleaf.org.
Recent Commentary by Larry C. Spears

“Servant-leadership takes a toughness and strength of character because you are, in fact, making a commitment not just to the bottom line financially, but to the bottom line when it comes to people. Effective servant-leaders take on this dual commitment to both. The feeling that comes from that kind of commitment is most often one of gratitude, and of love.”
—From NBC’s Dateline, Feb. 27, 2004

“Robert Greenleaf wrote, ‘The servant-leader is servant first.’ In so doing, he declared the primacy of serving others as the single best reason for anyone to seek a leadership position and to exercise legitimate power and authority. The work of the Greenleaf Center is focused on encouraging the understanding and practice of servant-leadership. To that end, my own declaration is that, ‘Anyone can be a servant-leader.’”
—From remarks given upon accepting the 2004 Dare-to-Lead Award from the International Leadership Network, St. Louis, MO, April 30, 2004

“We view the growing trend toward servant-leadership as a reflection of the slow but ongoing maturation of humankind. It reflects a deep yearning in the hearts and minds of many people to find a better, more caring way of working together. This sometimes conscious, sometimes unconscious seeking of wisdom owes much to the original writings of Robert K. Greenleaf, and to the countless practitioners, teachers, and writers who continue to carry forward and to expand upon his crucial idea of ‘the servant as leader.’”
—From Practicing Servant Leadership, Jossey-Bass, 2004

“Numerous hospitals and healthcare systems across the U.S. are involved with servant-leadership and the Greenleaf Center today, including: Austin Medical Center (Austin, MN), Centegra Health System (McHenry, IL), Kingston Hospital (Kingston, NY), Parkland Hospital (Dallas, TX), Ascension Health (St. Louis, MO), St. Joseph’s Hospital (Chippewa Falls, WI), and St. John’s Hospital (Springfield, IL). Servant-leadership offers hope and guidance for a new era in human development, and a prescription for creating healthy organizations.”
—From Reflections on Nursing Leadership Journal, Fall 2004

“Servant-leadership serves to enrich and deepen relationships within most organizations where it has been embraced. I believe that the idea of servant-leadership is a source of strength for a great many people in the world today. Over the past fifteen years I have also come to view my own personal effort to understand and practice servant-leadership as being inextricably linked to my life as a spiritual seeker. While I have a great many questions (and not many answers), my own journey in servant-leadership continues to teach me much about the natures of both gratitude and humility, which I view as a very good thing, indeed.”
—From presentations at Baldwin-Wallace College, Berea, OH September 2004

“An increasing number of companies have adopted servant-leadership as part of their corporate philosophy or as a foundation for their mission statements. Among these are the Toro Company (Minneapolis, MN), Synovus Financial (Columbus, GA), ServiceMaster (Downers Grove, IL), the Men’s Wearhouse (Fremont, CA), Southwest Airlines (Dallas, TX), Starbucks (Seattle, WA), and TDIndustries (Dallas, TX). TDIndustries, one of the earliest practitioners of servant-leadership in the corporate setting, is a heating and plumbing contracting firm that has consistently appeared every year on Fortune Magazine’s annual list of the ‘100 Best Companies to Work for in America’ since these rankings began in 1998”
—From Leader to Leader, Fall 2004

“International interest in servant-leadership over the past ten years has been truly remarkable. The Servant as Leader alone has been translated into ten different languages, most recently Japanese. Reflections on Leadership has even been translated and published in a Bahasa (Indonesian) edition. There are now ten Greenleaf Center offices located around the world. Because of these developments, and others like them, the daily practice of servant-leadership around the world is now spreading to many different people and institutions.”