

CONTENTS

	<i>Foreword</i> Jon Gordon	<i>xv</i>
	<i>Introduction</i>	<i>xix</i>
Part 1	MY JOURNEY FROM PRISONER TO MONK TO SOCIAL ENTREPRENEUR	1
	1 My Greatest Failure	3
	<i>Finding Opportunity in Disaster</i>	8
	2 From Selfish to Servant	13
	<i>The Practice That Changed My Life</i>	20
	<i>What If Businesses Operated in This Way?</i>	21
	<i>The Power of Servant Leadership</i>	22
	<i>The Essence of Leadership</i>	25
	<i>Serving by Helping Organizations Develop Extraordinary Leaders</i>	26
Part 2	SERVE TO BE GREAT: THE BUSINESS CASE	29
	3 Winning the War for Talent	31
	<i>Attracting Top Talent</i>	36
	<i>Fully Engaged People</i>	37
	<i>Improving Retention</i>	39
		xi

4	Creating a Highly Innovative Culture	41
	<i>Linking Innovation Directly to Profit</i>	<i>41</i>
	<i>What Does Being Innovative Actually Mean?</i>	<i>47</i>
	<i>Building a Highly Innovative Culture</i>	<i>49</i>
	<i>Why Serving and Caring for People Results in a Highly Innovative Culture</i>	<i>52</i>
5	Delivering World-Class Customer Service	57
	<i>Quantifying the ROI in Customer Service</i>	<i>61</i>
	<i>How Great Leaders Inspire World-Class Customer Service</i>	<i>63</i>
	<i>Developing Employees Who Wow Your Customers</i>	<i>66</i>
6	Why Serving Others Is a Highly Effective Marketing Tactic	71
	<i>Smarter, More Enjoyable Marketing</i>	<i>78</i>
	<i>Marketing with the Spirit of Service</i>	<i>81</i>
Part 3	MAKING THE SHIFT: BECOMING THE ULTIMATE LEADER	89
7	Making Serving a Habit	91
	<i>An Easy Way to Jump in to the Top 1 Percent Action Is Most Important</i>	<i>93</i>
	<i>The Habit of Serving Others</i>	<i>95</i>
	<i>The Little Things Matter</i>	<i>96</i>
	<i>The Little Things Matter</i>	<i>99</i>
	<i>What a Teenager Dying of Cancer Taught Me about Leadership</i>	<i>101</i>
8	Grow by Empowering Others	105
	<i>Empowered People Equal Better Results</i>	<i>107</i>
	<i>Empowering Others Helps Us Become the Ultimate Leaders</i>	<i>109</i>

9	Inspire Greatness	121
	<i>Start with Why</i>	<i>123</i>
	<i>The Gift of Inspiration</i>	<i>125</i>
	<i>Values That Inspire and Guide the Way</i>	<i>129</i>
	<i>Character That Inspires</i>	<i>131</i>
	<i>True Greatness</i>	<i>132</i>
	<i>Self-Sacrifice: The Ultimate Test of Character</i>	<i>136</i>
10	Measuring the Right Things	139
	<i>Measuring the Intangibles in Business</i>	<i>140</i>
	<i>Be Goals versus Do Goals</i>	<i>142</i>
11	Becoming the Ultimate Leader	149
	<i>Becoming the Ultimate Leader Is Enjoyable</i>	<i>154</i>
	<i>Staying Cool under Pressure</i>	<i>156</i>
	<i>The Ultimate Tool for Becoming the Ultimate Leader</i>	<i>157</i>
	<i>Making a Profit While Making a Difference</i>	<i>160</i>
	<i>Afterword</i>	<i>163</i>
	<i>Author's Note</i>	<i>165</i>
	<i>Serve Your Team</i>	<i>167</i>
	<i>Connect with Matt</i>	<i>169</i>
	<i>About the Author</i>	<i>171</i>
	<i>Acknowledgments</i>	<i>173</i>
	<i>Appendix: A Quick Start Guide to Mindfulness Training</i>	<i>177</i>
	<i>Notes</i>	<i>181</i>
	<i>Index</i>	<i>187</i>



<http://www.pbookshop.com>

