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**CITY College**  
An International Faculty Of The University.



## BUSINESS SEMINAR 2016

# A Pathway to Successful Leadership: The SERVE Leadership Model

Monday, 31 October 2016 | 20:00 | Auditorium (3, L. Sofou st., 5th floor)  
Mandatory for all MARENG3a, Postgraduate Marketing & Management students, Open to the public

**Chick-Fil-A** is the second largest quick service chicken restaurant chain in the US, with more than 2,000 locations in more than 40 states and annual revenue of \$6 billion.

One of their projects is to promote the **SERVE leadership model** which is based on the book "The Secret" by Ken Blanchard and Mark Miller.

SERVE teaches that leaders can succeed by:

**S**eeing and shaping the future. See an opportunity and pursue it aggressively.

**E**ngaging and developing others. Encourage participation and instill confidence.

**R**einventing continuously. Think creatively.

**V**aluing results and relationships. Success is about both of these things.

**E**mbodiment of the values. True leadership is about building and maintaining trust.



**Ann Marie Moraitakis:**  
Senior Manager of Community Affairs - Head of Operations for Chick-fil-A Foundation, Atlanta, GA



**Gloria Cox:**  
Senior Supervisor, Programs, Chick-Fil-A, Atlanta, GA



**Matt Gibson:**  
Owner/Operator, Easton, Maryland



**Randy Harris:**  
Owner/Operator, Overland Park, Kansas



**Pablo Mauricio Leon Arenaza:**  
Owner/Operator, Flagler Park, Miami



**Raymond Mefford:**  
Owner/Operator, Cheyenne Wyoming



**Sonya Collier:**  
Sourcing Manager, Supply Chain, Chick-Fil-A, Atlanta, GA



**Darryl Lesure:**  
Program Manager, Supply Chain, Chick-Fil-A, Atlanta, GA

Eight distinguished speakers from the company will introduce participants to the model and discuss its practical application

### CONTACT DETAILS

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