



The University
Of
Sheffield.

International Faculty
CITY College.



BUSINESS SEMINAR 2017

A Pathway to Successful Leadership: The SERVE Leadership Model CSR & Sustainability aspects

Monday, November 6, 2017 | 13:30 | Auditorium (3, L. Sofou st., 5th floor)

Mandatory for all students attending the units 'Sustainable Development and the Greening of Business'

Chick Fil A Inc. is the second largest quick service chicken restaurant chain in the United States, with more than 1,430 locations in 38 states and annual sales of more than \$2,9 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:

Seeing and shaping the future. See an opportunity and pursue it aggressively.

Engaging and developing others. Encourage participation and instill confidence.

Reinventing continuously. Think creatively.

Valuing results and relationships. Success is about both of these things.

Embodying the values. True leadership is about building and maintaining trust.



Jonathan Purser
Team leader,
Calhoun, Calhoun, GA



Charlie Farr
Corporate
Restaurant Development



Kevin M. Wood
Owner/Operator,
Middletown, DE



Carlos Colon
Owner/ Operator,
Woodbridge, NJ

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

CONTACT DETAILS

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