

Servant Leadership

Getting Started

- What are we going to do?
- How are we going to do it?
- Who are we?

Rich Jepsen





- Currently on Board of Directors
- Training Committee Chair – 18 Years
- BOD and Executive Committee – 1997-2000
- Commercial Sailing Committee Chair – 2 years
- Cruising Committee
- Represents US Sailing to: National Association of Boating Law Administrators (NASBLA), National Knowledge Standards Committee and Education Standards Panel USCG National On The Water Standards Committee
- Owned and operated OCSC Sailing – SF Bay for 30+ years

Larry Ledgerwood

- Current Training Committee Chair
- Chair of National Sail Program Symposium (NSPS)
- Keelboat Instructor at: OCSC San Francisco Bay & US Naval Academy
- Owner of Consultative Resources Corporation, and Ledgerwood Consulting

How this came about

Rich's List

1. Removing Obstacles
2. Continually demonstrating they are the most important part of your business
3. Binding them to the organization so they will go through walls
4. Creating jobs for them that are interesting and challenging and that are growth oriented
5. Doing What You Say You Will Do (DWYSYWD) - Walk the Talk
6. Providing Public Praise and Private F&B (Frank & Beneficial) conversations

Rich's List

7. Being the first one to admit a mistake
8. Avoiding favoritism and rewarding excellence
9. Creating and maintaining a fertile environment
10. Being interested in your employees travails
11. Knowing the difference between being fiscally prudent and being cheap with employees
12. Getting and keeping control of your ego

Rich's Lessons

Once upon a time there was this

Penny Wise and Pound Foolish

... a lesson on how NOT to bind a leader to your organization.



Penny Wise and Pound Foolish

A photograph of a large iceberg floating in the ocean. The visible tip is a small, flat, rectangular block of white ice. The vast majority of the iceberg is submerged underwater, appearing as a much larger, jagged, and textured mass of blue-tinged ice. The water is a deep, clear blue, and the sky is a pale, clear blue. The horizon line is visible in the distance.

Ego Lurks

Take an “outside” view

Listen to them – no, *REALLY* listen to them

Thoughts?

Rich's Lessons

Let me tell you about a time when

What's in my *employee's* best interest?

Finding the good and potential in people
.... Is a love and respect thing.

What's in my *employee's* best interest?

- People may never change
 - ... but their behavior and performance can change
 - ... if they are willing AND you do the heavy lifting

What's in my *employee's* best interest?

- Protect them
- Baby steps



Thoughts?

What does the Science say?

- Trust
- Engagement
- Motivation

The Level of Trust

$$\text{Trust} = \frac{\text{Credibility} \times \text{Intimacy}}{\text{Perceived Risk}}$$

From Synectics Inc.

Motivation

- Autonomy
- Competence
- Purpose

From Daniel Pink's - Drive

Alignment / Vision

- Start with enlisting
- The vision thing

The Challenge of a Great Vision

- They are willing volunteers.
- They sign up for their reasons, not yours.

From Walt Sutton tellthestory.com

It is a bit like ...



Google's Five Things



Science or Art

- *Knowing* it is Science
- *Doing* it is Art

Discuss

Some Resources

- [List of books, sites etc]

Next Steps

Close

Thank you