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 Direct

Training Committee Chair —

BOD and Executive Commit

Commercial Sailing Commit

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
- 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



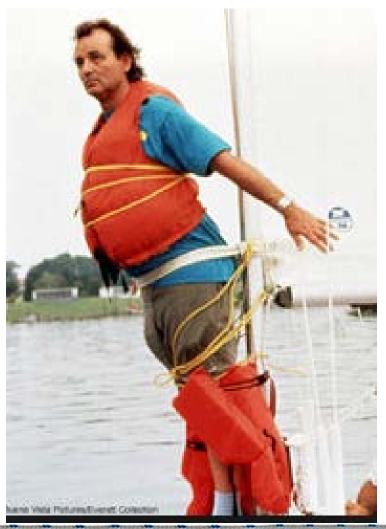
Rich's Lessons

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



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?



Thoughts?



What does the Science say?

- Trust
- Engagement
- Motivation

The Level of Trust

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

1

Psychological Safety

Team members feel safe to take risks and be vulnerable in front of each other.

2

Dependability

Team members get things done on time and meet Google's high bar for excellence.

3

Structure & Clarity

Team members have clear roles, plans, and goals.

4

Meaning

Work is personally important to team members.

5

Impact

Team members think their work matters and creates change.

re: Work

Science or Art

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

Discuss

Some Resources

• [List of books, sites etc]

Next Steps

Close

Thank you