

## Greenleaf Key Messages

*PB: As noted in the book, the following (done for a NP client a few years back) would be a “toolkit” of sorts, that a NP would use (with a writer’s help or on their own), with minor editing, in various pieces of marketing materials, web/promo copy they’d create. Often, these entities aren’t good at expressing their strengths in writing, so folks like us can help distill those strengths into potent nuggets like these.*

The Robert K. Greenleaf Center for Servant Leadership is the premier and pioneering organization in the field of servant leadership. Servant leadership is a leadership philosophy and set of practices that fosters growth, well-being, and bottom-line results in both people and their respective communities—whether academia, corporations, not-for-profits, or others.

The Center’s mission is to promote the practice of servant leadership, as elucidated by the organization’s founder, Robert K. Greenleaf—who fathered the movement in 1964, and crafted the phrase “servant leadership” to embody a better way for people to be *and* lead in society.

The work of The Greenleaf Center for Servant Leadership—delivered through training, workshops, talks, conferences, and more—is applicable to any individual and organization committed to achieving solid bottom-line results *and* fostering growth in people, and in any arena—academia, Corporate America, the non-profit arena, and others.

The Center is the “go-to” transformative organization for academic institutions seeking resources, guidance, trends on, and cataloging of, research in the field of servant leadership, and it’s for this resource that The Center is particularly renowned within academia.

The Center is considered THE authority in the field of servant leadership, one whose philosophy, teachings, commentary and imprimatur carry weight with those pursuing and implementing the principles of servant leadership in their respective organizations.

The Center’s international conference is considered the foremost event of its kind in the world, serving as a gathering point for education, inspiration and connection in the world of servant leadership.

The Center’s robust bookstore is often the gateway portal for organizations seeking to explore servant leadership and expand their knowledge of the subject. It’s a resource that has historically supplied texts to university programs with servant leadership departments (15 currently), including many religious campuses, whose worldview often meshes with the principles of servant leadership.

One of The Center’s key strengths is that their authoritative expertise offers unique and substantive value to anyone operating in the servant leadership arena, or seeking to learn more about it—whether consultants, students, corporate entities, academic departments, not-for-profits, etc.

A donation to the Greenleaf Center for Servant Leadership goes beyond just supporting the remarkable work we do here: As we create more servant-leaders, your support will help build a more just, caring, enlightened and productive society—one where personal growth and organizational results are valued equally. And because our work touches both individuals and entities of all types—corporate, academic, non-profit and more—who knows how far the transformational ripples will extend?