



Table of Contents

The Soft Stuff	1
The Absolute Importance of Leadership	2
Good Leadership – It's Just Common Sense	3
Service-Based Leadership	4
Constituencies.....	5
Becoming a Service-Based Leader.....	5
Leadership and Relationships	7
Charisma and Trust.....	7
Consistency and Common Decency	8
Motivation and Morale	9
The Ultimate Value of People	10
How to Get the Best from Your Service Team.....	11
The 100/0 Principle	12
Consequences	13
Give Them More than Just a Paycheck	13
The Enemies of Effective Leadership.....	14
In Conclusion.....	16