


Stepping Up,
Standing Strong.
A Lesson in Servant Leadership

Presented by: Carl L. Gould

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The Center for Entrepreneurial Excellence

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Become a Leader
Regardless of
Title or Position

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patients smoke Missing
gaining trust angry vendors SOCKS
toothpaste surprise visitors

WHY DID I GET INTO THIS BUSINESS?

Families in distress Crisis
BEES inspections
fine dries emergency
maintenance

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To Serve



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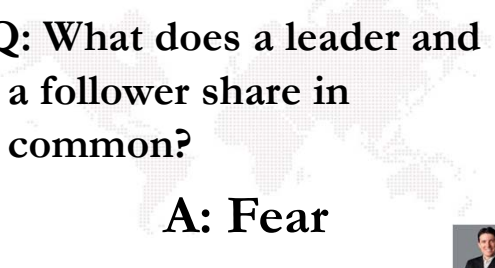


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Leadership Principle #11

Q: What does a leader and a follower share in common?

A: Fear



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How do you overcome your fear?



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Body language of certainty

Know your outcome

Bailout question

Bailout outcome



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Leadership Principle #32

Negotiate *Terms...*

**But NEVER
negotiate your
*Standards***



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Are You Here To Please

or

Are You Here To Serve?



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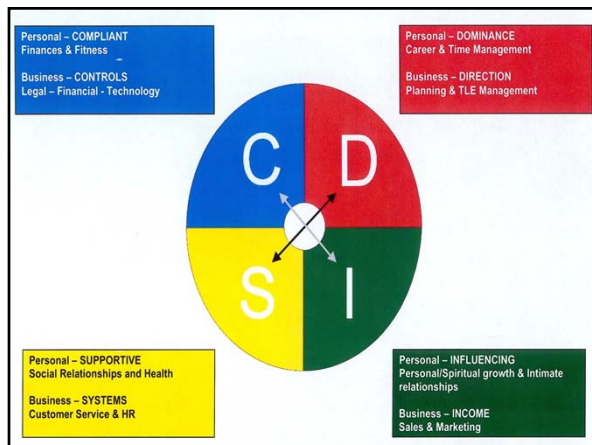


What “style” of leader are you?







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Are you a...






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or a...








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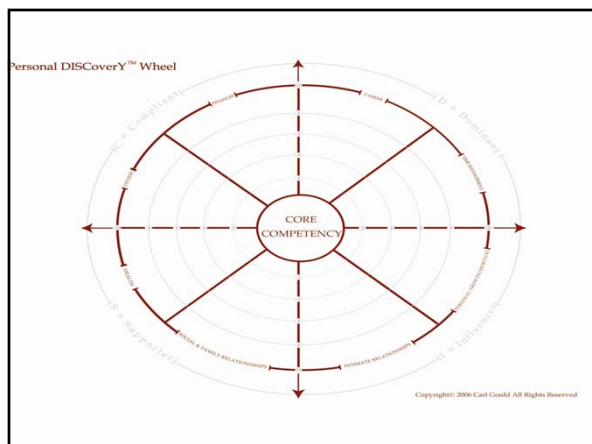
CLEAN MUDDY



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THE 7 STAGES
of SMALL-
BUSINESS
SUCCESS

*From STARTUP to
SEVEN FIGURES
in THREE YEARS
OR LESS*



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