

## Leadership Commandment 9: [Strive to Serve Others](#)

As a leader, your role – your purpose – is to help others, to guide others, to bring out the best in others. Your position exists because people have needs. They need assistance; they need direction; they need resources; they need support; they need inspiration and a whole lot more. Meeting those needs is what your role is all about. To lead is to guide, to guide is to help, to help is to serve. Remember that. Apply that. [Strive to Serve Others](#).

A “boss” controls. A “leader” Serves. Which will I be, today?

It is the act of serving others that makes leadership a noble and rewarding professional calling.

### The “Sounds” of Service:

The 10 important sounds: *I apologize for the mistake. Let me make it right.*

The 9 important sounds: *How can I make this job easier for you?*

The 8 important sounds: *I’m not sure, but I will find out.*

The 7 important sounds: *How can we do better next time?*

The 6 important sounds: *What can I do to help?*

The 5 important sounds: *Tell me what you need.*

The 4 important sounds: *I’m here for you.*

The 3 important sounds: *I’ll handle that.*

The 2 important sounds: *Thank you.*

The 1 important sound: *Yes.*

### **Do I SERVE Others?** A Self-Reflection Assessment

#### **Do I...**

**S**eize opportunities to help others be more successful?

**E**nrich the experiences, careers, and lives of those with whom I interact?

**R**esist the temptation to think and act in ‘me first’ ways?

**V**olunteer my time and efforts for the betterment of others?

**E**xtend a ‘helping hand’ to those in need?

**Take Away...to Remember:** With leadership comes a great deal of power and authority – the ability to direct, control, and decide. What separates true leaders from those who are ‘leaders’ by title only is how they use that power and authority. Let the ninth commandment of leadership guide you...[Strive to Serve Others](#).