

Servant Leadership: *Leading the Millennials towards Success*



By 2020, Millennials will make up 35% of the global workforce as [reported](#) by the ManpowerGroup.sg. This shift in today's workforce means that the concept of 'leadership' certainly needs **redefining**.

Millennials, born between 1982 and 1999, are defined as being tech-savvy, more socially responsible and relatively much more carefree than their older generations. This offers both

opportunities and challenges for the employers and leaders. Millennials no longer want to settle for just a 9-5 job, these generations crave for growth, recognitions and a better work-life balance.

To effectively attract and retain Millennial top talents, top and successful employers must now abandon their old ways and look forward to a more innovative method of leading - **Servant Leadership**.

What Servant Leadership is all about

Not a very new concept, Servant Leadership has been around for quite some time and has been gathering much attention [recently](#). The principle behind Servant Leadership is hidden in its name - **To lead by serving**.

Servant leaders are essentially all about being selfless. The mindset of a servant leader is to **help** his or her employees, to understand and acknowledge their needs, passions and professional abilities and in turn, provide the resources, guidance and opportunities to bring out the talent in them. In other words, it is not what the employee can do for the company but what the company can do for the employees.



Why Servant Leadership?

Drivers of high performance

It has indeed been proven by a [study](#) that Servant Leadership increases work performance among the employees. With the selflessness support and guidance from servant leaders, the employees are more likely to feel motivated and connected to their works.

Team unity, diversity and solidarity

Servant leaders are effective listeners, supporters and role models to their entire staffs. These are the keys to building the team up towards greater success. This particular style of leadership allows you to recognize diversity in your team and use that to your advantage by personalising your management. Help the underperformers to do better, and help the high performers to do even better!

Higher organisation cohesiveness

According to a [research](#) published by a Professor of Management at University of Illinois at Chicago, servant leaders create an environment of trust, cooperation, fairness and understanding resulting in the feeling of admiration and wanting to be like their leaders.

Case Study: 3 Famous Servant Leaders

Bob Chapman, CEO, Barry-Wehmiller

No doubt a true servant leader, Bob Chapman has described his leadership style as being ‘People-Centric’. The mission statement of the company itself pretty much says it all (“Building great people is our business.”).

According to Chapman, leaders have meaningful responsibility over the lives they possess an influence over, the lives of their employees. He believes that everyone in the company matters and that these people should go home thinking that what they do matters.

Presently, Barry-Wehmiller has over 80 acquired company with 11,000 team members in over 100 locations worldwide.

Listen to his TEDx speech: <https://ed.ted.com/on/RXHIt47V>

Cheryl Bachelder, CEO of Popeyes Louisiana Kitchen

In turning a tumbling restaurant chain into one of the most successful franchise to date, Bachelder has adopted the title of ‘servant leader’. As highlighted in her [book](#), becoming servant leader was the key to this dramatic success.

She believes that being (servant) leaders means serving others without the hope of gaining recognition. The key is to know the people you work with, and knowing them well enough to see how and where they can grow with the company. And you make it happen for them. She is well-known by her quote: “I must know you to grow you”

Popeyes now has a market cap of \$1.4 billion.

Sameer Dholakia, CEO of email delivery platform SendGrid

One of the highest rated chief executives in tech and among the [likes](#) of the popular tech giants: Elon Musk and Mark Zuckerberg, Dholakia has practised servant leadership to turn the company around with skyrocketing sales and profits.

In his perspectives, the true role of a leader is to empower his employees. For this reason, he spends half of his time meeting with his employees and making sure that they know he is always there to help.

SendGrid is now recognized as one of the largest API companies in the world, serving over 50,000 customers worldwide and sends 1.3 billion emails each day.

This is where you ask yourself: **Are you a Servant Leader?**