

DEDICATED LEADERSHIP

“Love always hopes, always perseveres.” – I Corinthians 13

Dedication means setting the example for upholding the company’s culture, and behaving with reliability.

As a leader, you make a commitment to serve. This is clear to others when you consistently demonstrate the principles of servant leadership, and emphasize the company’s priorities in your interactions.

It’s not enough to “give it a try,” to dabble intermittently with the principles, or to make half-hearted effort. Dedication requires you to make an ongoing effort to learn, grow, perform, and uphold the company’s Christian values and ethics.

Key Actions for Being Dedicated

- **Behave with reliability and consistency.**

Take regular actions so others can predictably know what to expect from you.

You grow as a leader in the eyes of those around you when you behave with a set of consistent, reliable actions that add value. When people know that they can count on you to deliver, you build a positive reputation. In turn, others want to work with you more and you’ll likely encounter even greater opportunities to lead. Consider these tips.

- Show up on time (or early) for meetings and appointments.
- Communicate timelines and deadlines for deliverables, and meet them.
- Uphold standards of quality, and exceed expectations whenever possible.
- Complete projects on time and on budget – or early and under budget.
- Go out of your way to help others succeed, and to help them look good.
- Develop a healthy practice of communicating – where you are, what you’re doing, and who you are working with – so others will know what’s important to you.

- **Emphasize the company’s priorities (vision, mission, and core values) in work decisions.**

When sharing company direction and decisions, refer to components of the *Performance with a Purpose* model to help position reasons and explain why.

When changes happen, employees often want to know the reasons behind them; they want to know how these changes will make things better. Because the Performance with a Purpose model summarizes the company’s top priorities, you can rely on it to help address employee concerns, clarify the vision for the change, and focus attention on what is most important.

EXAMPLE OF WHAT TO SAY:

- *“The changes we are making to the scheduling system will ensure that all of us have the right amount of time for our work shifts as well as breaks and lunch. All of you who contributed are helping to make this a great place to work for great people.”*

Key Actions for Being Dedicated (continued)

- **Emphasize the company's priorities (vision, mission, and core values) in work decisions. (continued)**

Refer to components of the Performance with a Purpose model when providing guidance on performance.

Every day at work, you guide the performance of your employees by providing feedback, giving recognition, and motivating others to do their very best. In these interactions, you have the opportunity to notice their everyday tasks and behaviors, and elevate them with higher meaning by tying them to our purpose. This helps team members see how even the smallest actions make a difference, and makes it more likely you'll keep their performance moving forward.

EXAMPLE OF WHAT TO SAY:

- *“Keith, you made a difference today. By interacting with our guests while they are waiting in line, you are not just entertaining them and taking their minds off the hot summer sun, you are living up to our brand by creating memories worth repeating.”*

- **Set an example of how to do things the right way.**

Demonstrate our commitment to servant leadership through Christian values and ethics.

Herschend Enterprises welcomes people of all faiths, and would never require its employees to be practicing Christians. To ensure there is no misinterpretation of its intentions, Herschend leaders are taught that “Christian values and ethics” means leading with love, as described in the nine principles. When you consistently demonstrate these nine principles and uphold what the company stands for through your words and actions, you are leading with love – and you are setting an example that others can follow.

Commit to your own plan for development.

Developing servant leadership does not end with the completion of a training program. Because there is no perfection in leadership, your growth as a servant leader is a life-long, ongoing commitment to greater self-awareness and disciplined practice. While Herschend Enterprises is devoted to helping you improve your skills and abilities at work, servant leadership is something you can use in all aspects of your life, and with other groups and organizations.

There is no better way to show your commitment to servant leadership than for you to start planning your own growth. Consider these tips.

- **Set goals and develop a plan.** Identify the aspects of servant leadership you most want to work on, and set one or two goals for how you would like to demonstrate them more consistently. Create a learning plan that sets objectives over time, so you can focus attention and achieve goals.
- **Identify learning resources.** Seek out additional resources (books, videos, seminars, training programs) associated with servant leadership to ensure continued learning.
- **Cultivate relationships with like minds.** Surround yourself with others who have a genuine commitment to continuous growth and improvement. Consider inviting a leader you admire to be your mentor, and set up a plan of regular (monthly or quarterly) meetings to discuss your growth.