



The University Of Sheffield.



CITY College
An International Faculty Of The University.

BUSINESS SEMINAR 2015

A Pathway to Successful Leadership: The SERVE Leadership Model

Tuesday November 3, 2015 | 18:00 – 20:00 | Leontos Sofou 3, 5th floor (Auditorium)
Mandatory for all MARENG3a, Postgraduate Marketing & Management students, Open to the public

Chick Fil A Inc. is the second largest quick service chicken restaurant chain in the United States, with more than 1,430 locations in 38 states and annual sales of more than \$2,9 billion

One of their projects is to promote the **SERVE leadership model** which is based on the book "The Secret" by Ken Blanchard and Mark Miller.

SERVE teaches that leaders can succeed by:

- S**eeing and shaping the future. See an opportunity and pursue it aggressively.
- E**ngaging and developing others. Encourage participation and instill confidence.
- R**einventing continuously. Think creatively.
- V**aluing results and relationships. Success is about both of these things.
- E**mbodying the values. True leadership is about building and maintaining trust.



Harry Marcus
Owner/Operator
Elkton, MD



Paula Turner
Business Consultant
Expertise in Real Estate



Chinedu Ezeamuzie
Sr. Analyst, Brand and Product Management
Business Growth & Supply Chain Solutions



Alex Aviles
Owner/Operator
Brownsville, TX 78526



Brad Peterson
Analyst, Payroll & Benefit Systems
Enterprise Applications



KayDee Sullivan
Analyst, Supply Chain Solutions
Business Growth & Supply Chain Solutions

Six distinguished speakers from the company will introduce participants to the model and discuss its practical application

CONTACT DETAILS

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