



The University Of Sheffield.



CITY College
An International Faculty Of The University.

BUSINESS SEMINAR 2014

A Pathway to Successful Leadership: The SERVE Leadership Model

Wednesday May 28, 2014 | 12:00 – 13:30 | Leontos Sofou 3, 7th floor

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.



Constantine Zouboukos
Owner/Operator
Chick-fil-A
Pelham, Alabama



George Angelos
Owner/Operator
Chick-fil-A
Vienna, West Virginia



Annette Arton
Operator Spouse
Chick-fil-A
Lafayette, Louisiana



John Arton
Owner/Operator
Chick-fil-A
Lafayette, Louisiana



Nathan Magnuson
Organizational Development Specialist
Masco Contractor Services
Daytona Beach, Florida



Darryl Lesure
Program Manager for Supply Chain,
Chick-fil-A
Atlanta, GA.

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

CONTACT DETAILS

The University of Sheffield International Faculty, CITY College
T: 2310 536544 / 528450 | aipapanastasiou@city.academic.gr
www.citycollege.sheffield.eu

