

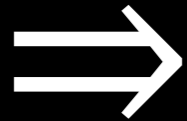
The Importance of Service-Leadership in Higher Education

Po Chung, SBS, OBE, JP
Chairman

HK Institute of Service Leadership & Management

Joining the dots

- General Education



Service Leadership Jobs ⇒

Competitive for
21st Century

Your children &
Grandchildren

Content

1. General Education
2. Why Service Leadership?
3. What in Service Leadership?
4. Where to Education
5. How Service Leadership?
6. Joining the Dots

My Story

- Educated in Hong Kong & USA
- Co-founded DHL International 1972
- Sold DHL and retired from business 2002
- “General Education Initiatives” 2006
- “Service Leadership & Management” 2011-
- “Hong Kong Model 2.1” 2013-

General Education Works for Me

- English
- Mathematics
- Chinese History
- Western Civilization
- Psychology
- Sociology

General Education Works for Me

- Political Science
- Physical Science
- Biological Science
- World History
- Literature
- Art & Music

Industrial Economy ⇒
Post-industrial
Service Economy

WHY (I)?

- Where the jobs will be in the developed world.
- Hong Kong: 93% GDP and 88% of working population is in service.
- New York is 76%; London is 78%
- The cheap factories are everywhere.

Industrial Thinking
vs.
Service Thinking

Industrial Thinking

- Factory workers provide 8 to 10 hours of skill labor
- Leave your emotions, philosophy, beliefs, social, intellects.... at the factory door.
- “One Dimensional Man” --- Herbert Marcuse.
- Only the product meets the end user.

Service Thinking

- The Server is the Service.
- Service Warrior meets customers every time.
- Most personal services are not tradeable.
- Leadership is service. Supervisor and manager are service jobs.
- The 12 Dimensions vs. One Dimension

Manufacturing:
Production System 1st,
Individual Last

Service:
Individual 1st, Group,
System Last

WHY (II)?

- Servers lead 15 minutes every hour in improvising.
- Service is co-created with the end user.
- We need to educate more Service Warriors and Service Leaders.

WHERE?

- Education the Warriors in higher education.

WHAT?

12 Dimensions of
an Individual's
Essence

The 12 Dimensions

1. Functional

2. Social

3. Mental

4. Spiritual

5. Emotional

6. Health

7. Wealth

The 12 Dimensions

8. oral

9. Compassion

10. Conscientiousness

11. Leadership

12. Life Long Learning

1. Functional D

- The ability to be beneficial to others
- Your professional and formal abilities or skills

- The Personal MBA: A World-Class Business Education in a Single Volume [Kindle Edition] [Josh Kaufman](#)
- What Management Is. Nancy Ma How It Works and Why It's Everyone's Business by Joan Magretta and Nan Stone

2. Social/Relationship D

- The ability to organize and interact with people
- [Emotional Intelligence: 10th Anniversary Edition](#) by [Daniel Goleman](#)

3. Mental/Intellectual D

- The ability to help to transform others
(and before that transformed yourself)
- [Intellectual Character: What It Is, Why It Matters, and How to Get It](#) by
[Ron Ritchhart](#) (Aug 25, 2004)

4. Spiritual D

- The ability to be able to connect with the bigger things in life — Environment, religion, common good
- [SQ21: The Twenty-One Skills of Spiritual Intelligence](#) by Cindy Wigglesworth

5. Happiness D (Emotional)

- The ability to create positive feeling in other people
- Raise the level of positive emotions and happiness
- [The How of Happiness: A New Approach to Getting the Life You Want](#) by [Sonja Lyubomirsky](#) (Dec 30, 2008)

6. Moral D (Character)

- The ability to promote values and ethics, tell right from wrong
- Establish trust and respect in order to lead.
- Intelligence 2.0: Enhancing Business Performance and Leadership Success in Turbulent Times, The Analects

7. Care D (Compassion)

- The ability to care for others and demonstrate compassion
- Compassion: Listen to the Cries of the World [Christina Feldman](#) (Aug 18, 2005)

8. Health D

- The ability to promote health or at least not cause others sick

- 真原醫 21世紀的預防醫學 Primordia Medicine 長庚生物科技董事長
楊定一博士 著

9. Wealth D

- The ability to help others to accumulate wealth
 - At least do not borrow money all the time
-
- Managing Your Money: All in One, for Dummies

10. Daily Conscientiousness

- Plan one's day
- Time Management
- Visually: Look good, feel good
- My DHL experience
- Dress Smart: A Guide To Effective Personal Packaging (2nd Edition)
[Paperback] [Anne Fenner](#) (Author), [Sandi Bruns](#) (Author)

11. Leadership D

- The ability to lead and coach others to lead

12. Lifelong Learning

D

- The ability to continue learning so that you can continue to benefit others
- 好漢不說當年勇
- “I haven’t changed for 30 years!” “You just lost 30 years!”
- *Learning: Steps to Becoming a Passionate Lifelong Learner* by Russell Sarder

Sum it all up

- People are really buying these from you
- These are your brand, essences and soul
- One dysfunctional D may turn away followers
- Leader without followers is....

How?
General Education

What do these have
to do with
General Education?
Everything!

Everything!

- English
- Mathematics
- Eastern Civilization
- Western Civilization
- Psychology
- Sociology

Everything!

- Political Science
- Physical Science
- Biological Science
- History
- Literature
- Art & Music

12 D & Gen Ed

1. Functional -- Career & Professional Skills
2. Social -- Relationships, Psychology
3. Mental -- Intellectual, IQ, Logic
4. Spiritual -- Philosophy, Religion, Civil Society
5. Emotional -- Happiness, Relationships,
6. Health -- Physical, Hygiene, Fitness

12 D & Gen Ed

7. Wealth -- Economics, Financial management

8. Moral -- Character, Literature, Philosophy

9. Care -- Compassion

10. Daily Conscientiousness -- Time Management, Look Good Feel Good

11. Leadership -- Extra Curricula, Charisma

12. Life Long Learning -- Learning to Learn

Compete with the
1.3 Billion People
in China on
Manufactureing?

THANK YOU!