

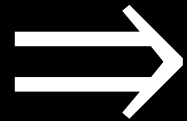
# The Importance of Service-Leadership in Higher Education

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# 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!