



Built to Serve: How to Drive the Bottom Line with People-First Practices

Dan J. Sanders, Stephen Covey, Ken Blanchard

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In *Built to Serve*, Dan Sanders, CEO of the award-winning, service-oriented United Supermarkets, makes this bold claim: the prevailing business culture is broken and a radical transformation is required—a paradigm shift that reshapes our understanding of the true purpose of work.

Leaders have a choice—continue to chase a broken price-profit model and suffer the consequences or build a culture committed to servanthood and discover the fulfillment evident when people see their work as a ministry. The choice leaders make will not only determine economic success and failure but also will determine their organization's long term impact on humanity.

The time is now. Sanders reveals how your people can adopt United's mission of “Ultimate Service, Superior Performance, Positive Impact.” He distills valuable lessons from nine decades of a people-centered culture that consistently delivers outstanding customer service and reveals how you can develop a fully engaged, productive workforce.

- Treat your customers like partners
- Create a people-centered culture in a numbers-focused world
- Communicate your organization's vision
- Focus on strengths, not weaknesses
- Tie performance to the success of your mission
- Reduce your employee turnover
- Build communities connected by an emotional bond
- Ensure sustainability and growth—with an eye on the principles that allowed your success in the first place

When you're built to serve, employees come to work because they want to, not just because they have to. *Built to Serve* is your hands-on guide to seeking this higher purpose.

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This Built to Serve: How to Drive the Bottom Line with People-First Practices is brand-new way for you who has intense curiosity to look for some information as it relief your hunger of information. Getting deeper you in it getting knowledge more you know or you who still having small amount of digest in reading this Built to Serve: How to Drive the Bottom Line with People-First Practices can be the light food for yourself because the information inside this specific book is easy to get by anyone. These books develop itself in the form and that is reachable by anyone, yeah I mean in the e-book type. People who think that in guide form make them feel sleepy even dizzy this reserve is the answer. So there is not any in reading a book especially this one. You can find actually looking for. It should be here for an individual. So , don't miss the item! Just read this e-book style for your better life in addition to knowledge.

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