
High Impact

W A Y N E A N T H O N Y



It was January 1995. Atlanta had already been selected to host the 1996 Centennial Olympic Games. A venue was needed for a new Olympic Sport – Woman's Fast-Pitch Softball. Three people from Columbus decided to go for it. Two phone calls were made to Columbus followed by two anonymous commitments. Seventeen months later Columbus co-hosted the 1996 Summer Olympic games. The names of those involved are not important; the impact on those affected is. Columbus has been slowly transformed by a style of leading we now call servant leadership.

In 10 years nearly two billion dollars in improvements have occurred in Columbus. For a town of 200,000 that's a big achievement... and no one claims the credit. That's servant leadership.

Columbus is a city located on the banks of the Chattahoochee River 100 miles southwest of Atlanta, Georgia. From 1865 to 1985 it was predominately a textile mill town. Since then, it has redefined itself into a financial, manufacturing, military and cultural mecca. Servant Leadership has been at the heart of this metamorphosis.

As a result of this "attitude of the heart," Columbus has seen and experienced remarkable development, including a new River Center for the Performing Arts, Columbus Civic Center,

Public Safety Building, Chattahoochee Riverwalk, Columbus Metropolitan Airport, The South Commons Sports Complex, Golden Park Baseball Complex, Woodruff Farm Soccer Complex, Memorial Stadium, Coca-Cola Space Science Center which includes a Challenger Center, The Bradley Museum, the Phenix City Amphitheater and the Phenix City Riverwalk.

Servant Leadership is about fostering a "Culture of Caring" that is making Columbus/Phenix City/Fort Benning a great place to live and work. During the last seven years, Fort Benning was selected "The Best Military Installation in the World" four times and "The Best Army Installation in the World" seven times. In 1998 one Columbus company, Synovus Financial Corp., was selected by Fortune Magazine as the 11th "Best Company in America for Which to Work." In 1999 it was selected as the No. 1 "Best Company in America." Moreover, in 1999 another Columbus company, AFLAC Inc., was selected as the 13th "Best Company in America" for Which to Work."

Synovus and AFLAC, along with a local healthcare organization, St. Francis Hospital, were selected by Georgia Trend as three of the eight best organizations in the state. A local fast food franchise, Schuster Enterprises, was selected by Burger King as the best franchise in the world. One Columbus utility, the Columbus Water Works, has won at least one regional or national award each month for the last 30 months.

Servant Leadership is transforming our community. For over 25 years, servant leadership has been practiced and increasingly taught in area organizations. In January, 1999, through the generosity of William B. and Sue Marie Turner, The Center for Servant Leadership was established at the Pastoral Institute. A chair of servant leadership was created at Columbus State University and a servant leadership program was established at LaGrange College in LaGrange, Georgia and Emory University in Atlanta, Georgia.

The Center for Servant Leadership synchronizes, synthesizes and supports servant lead-

ership by fostering the development of a community that cares and cooperates, a community that serves others and balances work and life, and a community that shares responsibility and recognition.

The Center for Servant Leadership

The Center for Servant Leadership synthesizes servant leadership through three major programs:

Servant Leadership Development

The Servant Leadership principles are presented through conferences, retreats and training events. The Center collaborates with other institutions to provide an ongoing process of leadership development with children, youth, college students, organizations and civic leaders.

Hands On Columbus

For those involved in the servant leadership process, Hands On Columbus facilitates, coordinates and evaluates their civic involvement and community service. Unique volunteer opportunities are offered for people who have a desire to serve matched with organizations that have needs to be met.

Assets Builders of Columbus (ABC)

One of the ultimate goals of servant leadership is to develop a new generation of healthy leaders (emotionally, physically, spiritually and socially). ABC recently completed a survey of 10,000 sixth–twelfth grade young people in our public and private schools. Now, more than 200 servant leaders from schools, congregations, families, the community and the media are engaged in building the 40 essential assets that Columbus youth need to be successful.

Five Groups and Five Strategies...

One Process

The Center for Servant Leadership facilitates that process by helping develop the knowledge, skills, abilities and attitudes of servant leaders in each of five groups by using five strategies.

Civic and Community Groups
Assessment and Interpretation
Education and Training
Mentoring and Coaching
Study Groups and Group Experiences
Civic Involvement and Community Service
Organization Managers and Professionals
Children
Youth
College Students

The Essence of Servant Leadership

William B. Turner is one example of a true servant leader. He has served as Chairman of the Executive Committee of W.C. Bradley Co.,

Synovus Financial Corp., The Coca-Cola Company, and the University System of Georgia Board of Regents. He has taught Sunday school to senior high youth for more than 50 years and reads books regularly to elementary school third graders. He lives and speaks for so many when he says:

"Servant Leadership is about creating an atmosphere of growth and service for everyone in an organization or community. It's about listening between the lines to build a vision everyone can own. It's about the subordination of self to meet the needs of others. It's about modeling what you want to see happen."

About the Author

Wayne Anthony is currently Director of the Business Resource Center at the Pastoral Institute which provides employee assistance services and financial counseling services, management training and development services, and organizational planning and development services to over 100 organizations in the Columbus area. He received his B.S. degree from Asbury College, his M.A. from Emory University and a M.B.A. from the University of Georgia.



The Center for Servant Leadership fosters the development of a community that cares and cooperates, a community that emphasizes service to others, a balanced approach to work, and the sharing of responsibility and recognition. The goal of the Center for Servant Leadership is to facilitate this effort through programs and collaborative efforts such as:

Columbus State University's Servant Leadership Program

Hands On Columbus

Asset Builders of Columbus

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