

## Message by Dr. Po Chung

### Almost all Human Social Activity is Service Leadership

Good morning, Mrs. Lam, Prof. Chan, Dr. Fung, Prof. O'Toole, Prof. Ip, Prof. Shek, professors, ladies and gentlemen.

First, I thank all of you who have supported us on this journey. It has been an ambitious and eventful one.

I know from Dr. Fung's speech and the rest of the program that you will get a report on what we have done so far. I would like to take this opportunity to fill in some gaps regarding the important work we have been doing. This work has developed in parallel and it is both exciting and inspiring.

Dr. Fung mentioned the idea of a *Second Education Revolution*. The First Education Revolution was when Prussia created the first public education system, hundreds of years ago. This was to turn farmers to factory workers. Our effort now is to develop training yet again – no longer churning out competent factory workers but nurturing excellent service providers.

Dr. Fung explained why we are doing it. I would like to add some of the things we are doing and how we are doing them, as well as the things we will continue to do after the first phase of these three years is behind us.

#### **First: *What this is***

From my experience at DHL, which operates in over 220 countries and territories, we found that working people around the world basically ask the same questions when they're part of a global service network: "What's in it for me to work for you or follow you?"

Around the world, particularly in the developing countries, people may be still far from high ideals like freedom, liberty and the democratic goal of one-man-one-vote. DHL's answer was not to offer freedom, liberty and one-man-one-vote. Instead, our contribution was to see that people around the world prefer to work for companies they trust and respect. That they prefer to follow leaders that are competent, have good character, and have a caring disposition.

- Some other fundamental questions people of all nationalities ask and care about are:  
Does the company have a competitive product or service?
- Are the owners, shareholders, managers and leaders competent?
- Will the company stay competitive and remain in business so I'll still have a job next year?

We also found that people commonly ask:

- Do the leaders and manager have good character?
- Do they do the right things – are they fair and can I trust and respect them?
- And are my bosses and peers caring people? Will they give me a hand when I make a mistake and fail or are they selfish and only care about what's in it for them?

What I learned over the years was that in order to bring out the best engagement and quality from our people, we must do things the right way *and* do the right things with care and compassion.

Doing things right is competence. Doing the right things is character. And then doing the right things with compassion is care. Competence, character and care. These are the fundamental needs to bring out the best from people.

People trust ethical leaders, no matter where they come from. And people will not trust unethical leaders, no matter where they're from, be it from Alaska, Chile, Greenland or Cape Town.

We see that being ethical may not be enough to attract followers, but being unethical is the best way to repel followers. And we need not be reminded that a leader without followers is just your random guy out for a stroll.

In free markets like Hong Kong, we find that people don't buy inferior products or don't follow inferior people if they have a choice. If there's any kind of competition or option, people being led by an inferior leader eventually stop fighting to serve. Instead, they refuse to follow and find someone else.

***Two: On how we can do it***

We took what we developed at the eight universities and then brought it to the next level. My operation team and I recruited and mentored two groups of young professors from each of our eight universities, plus two additional tertiary institutions, and we've begun developing a class on Service Leadership.

I'm delighted to report that these young professors are from across different faculties. They've come from Engineering, Architecture, Psychology, Education, Sociology, Social Work, General Education, and the student office. We truly have broad, expansive representation.

On 20<sup>th</sup> October 2015, 18 young men and women joined me and my team for a workshop for scholars. One group aims at building a career in teaching Service Leadership & Management, and another group is conducting research on Service Leadership education.

I will venture to report today that Service Leadership Education has had a good and energetic start in Hong Kong.

I also want to report on an even more ambitious program, one that will take our vision to the regional and even global stage.

***Three: Another way we can do it***

What if we encourage and train thousands upon thousands of students to adopt a Service Leadership mind-set? When they graduate and start working for various organizations, they will probably find that these organizations are still running under the industrial mind-set we are trying to put behind us.

I'm happy to report that we have also created a corporate training package. This package is one we are using with corporate-training consultants to transform Hong Kong's corporate

landscape. This way, we will help Hong Kong's economy – which is already 95% in service – adopt the more competitive and appropriate service mind-set.

Last but not least, I will wrap up by suggesting a theory.

This theory is that everything that falls under human activity can be better understood through Service Leadership. This includes self-leadership, family-leadership, tribal-leadership, organization-leadership, community-leadership, professional-leadership, and political-leadership. This also includes the products that come to us wrapped in service.

The Asia Pacific Business Advisory Council defines service as: If you're not in growing or catching, if you're not in digging or mining, and if you are not repeatedly making or building, then *everything else* is service.

In other words, and this is at the root of our call for a Second Education Revolution, *almost all human social activity is Service Leadership*.

Thank you all for being here and here's to a fruitful conference for one and all.