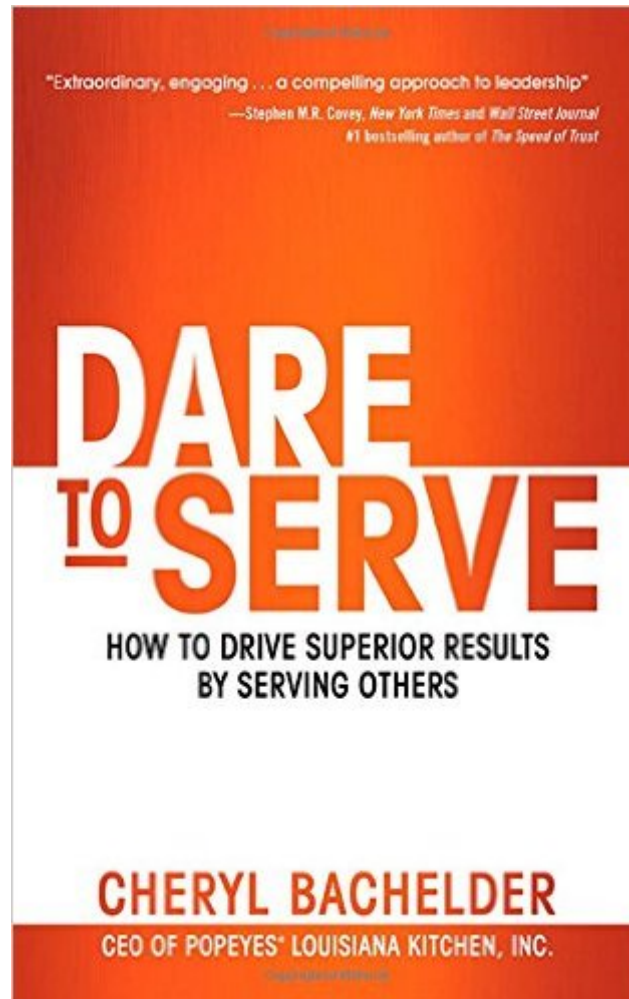


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# Dare To Serve: How To Drive Superior Results By Serving Others



## Synopsis

Cheryl Bachelder joined an ailing restaurant chain and turned it into the darling of the industry by daring to serve the people in her organization well. When Bachelder was named CEO of Popeyes in the fall of 2007, guest visits had been declining for years, restaurant sales and profit trends were negative, and the company stock price had dropped from \$34 in 2002 to \$13. The brand was stagnant, and relations between the company and its franchise owners were strained. By 2014, average restaurant sales were up 25 percent, and profits were up 40 percent. Popeyes' market share had grown from 14 percent to 21 percent, and the stock price was over \$40. The franchisees were so pleased with the turnaround that they began reinvesting in the brand, rapidly remodeling restaurants, and building new units around the world. The difference maker, Bachelder says, was a conscious decision to lead in a new way. She and her team created a workplace where people were treated with respect and dignity yet challenged to perform at the highest level. Silos and self were set aside in favor of collaboration and team play. And the results were measured with rigor and discipline. Servant leadership is sometimes derided as soft or ineffective, but this book shows that it's actually challenging and tough minded—a daring path. Bachelder takes you firsthand through the transformation of Popeyes and shows how a leader at any level can become a Dare-to-Serve leader.

## Book Information

Hardcover: 192 pages

Publisher: Berrett-Koehler Publishers; 1 edition (March 16, 2015)

Language: English

ISBN-10: 1626562350

ISBN-13: 978-1626562356

Product Dimensions: 5.7 x 0.7 x 8.6 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (87 customer reviews)

Best Sellers Rank: #20,772 in Books (See Top 100 in Books) #46 in [Books > Business & Money > Processes & Infrastructure > Organizational Learning](#) #68 in [Books > Business & Money > Business Culture > Workplace Culture](#) #350 in [Books > Business & Money > Management & Leadership > Management](#)

## Customer Reviews

For the past few years I've really focused on my leadership style and through some soul searching,

I've been able to define who I am, what I stand for, my values, and how I can help others. Serving others as a leader is like serving my gardens this time of year. Preparing for growth and seeing how I can serve to do so. I have found some powerful books and articles on the "new" leadership style which has really impacted me - Servant Leadership. "There's nothing fundamentally wrong with our country except that the leaders of all our major organizations are operating on the wrong assumptions" - Robert Townsend I couldn't agree more with this quote. I just finished an incredible new book that has really impacted my leadership growth. The book is Dare To Serve: How To Drive Superior Results By Serving Others by Cheryl Bachelder the CEO of Popeyes Louisiana Kitchen Inc. Cheryl enthusiastically shares how serving others as a leader ultimately impacts the bottom line but most importantly, serving influences people. People are the key to a company's success and servant leadership is rewarding for everyone. I've finally been able to define my own leadership style and Cheryl offers some sound advice on how to Dare To Serve. Dare To Serve is divided into 3 parts. Cheryl explains the Popeye story of rising from the ashes to financial success AND how her people grew as well through the transformation. She shows how to drive superior results. She shares how to become a Dare To Serve leader. Lastly, she offers a strong call to action. Throughout the book she shares 40 Dare To Serve reflections for the reader to think about or share with teams. They are guaranteed to get you thinking!

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