

Why the Golden Rule Shouldn't Apply to Leaders

Jesus taught us to “do unto others as you would have others do unto you” (Luke 6:31).

I think more is required of leaders. Leaders must certainly model this teaching but also find ways to expand the directive.

It seems minimal to me to simply treat people the way I want to be treated. If I am a servant leader, I don't need or require much. The people we serve should be treated better than we expect to be treated.

I'm suggesting a leader's standard should be to treat others better than we would ever expect to be treated.

But wait; there's more.

A leader should teach. Modeling is a powerful teacher but we can do better than basic modeling. We can teach with our words.

Leaders should teach others how to treat people BETTER than they would want to be treated.

Our teams are often comprised of hurting people. It's likely many of the people we lead don't know how to treat others—because of their own personal baggage.

The standard for service shouldn't be my own expectations.

Effective leaders teach others how to help others without consideration of personal needs.

Today's Scripture

"Let nothing be done out of strife or conceit, but in humility let each esteem the other better than himself. Let each of you look not only to your own interests, but also to the interests of others" (Phil 2:3-4).

Platform Tip No. 35

Don't let others define your platform. Only you know the breadth and depth of your message.

Write your promotional messages with as much effort as you would prepare your core message.

Don't try to write using advertising jargon.

Tell your potential audience how your message will help their lives.

Focus on those you were called to help.

Do you want to learn more about developing your personal platform?

Send for my free series of lessons titled, "The Fundamentals

of Creating, Curating and Developing Content for Multiple Platforms.” Send your request to: platform@.

We will not share your email address with anyone.
