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### How Servant Leadership Shapes Social Identity to Promote a High Performing Team

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# How Servant Leadership Shapes Social Identity to Promote a High Performing Team

**Melissa Theriault**

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# Connecting Servant Leadership, Social Identity, and Performance

## Servant Leadership

- Characteristics
- Benefits

## Social Identity

- Satisfies basic needs
- Employee fulfillment
- Cooperative behavior

## Performance

- Increased Communication
- Trust
- Servant Culture



## 5R

## Shaping Social Identity

### Readying

- ***Why a sense of “we” matters.*** Raising awareness of the importance of groups and social identity for leadership.

### Reflecting

- ***Who are we?*** Using social identity mapping to identify team members' important group memberships and areas for growth.

### Representing

- ***What are we about and what do we want to be?*** Clarifying group values, behaviors and aspirations.

### Realizing

- ***How do we become what we want to be?*** Implementing strategies to achieve group goals and embed social identity.

### Reporting

- ***Are we becoming what we want to be?*** Monitoring progress towards group goals and troubleshooting.

#### Reference

Haslam, S. A., Steffens, N. K., Peters, K., Boyce, R. A., Mallett, C. J., & Fransen, K. (2017). A Social Identity Approach to Leadership Development - The 5R Program. *Journal of Personnel Psychology*, 113-124.