



## About Patrick

Patrick is rules-oriented and likes to see things work the way they are intended. His professional life has spanned both public and private sectors; military and civilian cultures; spiritual and temporal matters.

In all of them, one key focus is important: “remember who you serve.” He believes that most problems in this world would disappear if we would just keep our purpose foremost in our minds... our purpose is to serve.

**The challenge is to recognize who is served in every decision we make.**

Patrick is the author of the award-winning **“The Personal Rosary”** and co-author of international best-seller **“Cracking the Rich Code, Vol 10.”**

As a speaker, he shares reflections on living the virtues—love in action—in all of our relationships. Self-awareness is the first step to Servant Leadership.



## HUMILITY



Humility is a concept deeply rooted in the classical philosophies of Socrates and Aristotle. It recognizes that genuine wisdom comes from realizing the extent of our ignorance. As the opposite of pride, humility fosters an honest pursuit of knowledge through self-awareness and intellectual integrity.

If we would live the virtues, we must live an attitude of self-sacrifice and self-giving love—disciplining our hearts to service and truth.

YANKE ACADEMY, LLC  
5540 Centerview Drive, Suite 200  
Raleigh, NC 27606  
[www.yankeacademy.com](http://www.yankeacademy.com)  
(844) Why-2-Why  
(844) 949-2949



## THE VIRTUES

### Servant Leadership Love in Action



**Patrick H. Yanke**  
Speaker & Author



[www.yankeacademy.com](http://www.yankeacademy.com)  
[patrick.yanke@yankeacademy.com](mailto:patrick.yanke@yankeacademy.com)



## ***The choice is between fear and love... selfishness and service***

We envision an idyllic image of our preferred life. What holds us back from achieving it? Often, it is a fear of failure or even fear of success sabotaging us one decision at a time until our best life is only a distant, unobtainable dream. In moments of consequence, making the choice to give freely from the heart helps neutralize the paralysis of fear. In love, we find true freedom.

Love drives us forward and illuminates the desires of our hearts. Where fear asks, "what's the worst that can happen?", love vows the best we have to give. Fear is a manifestation of selfishness while love is the realization of altruism. Fear is limiting while love is infinite.

When we recognize that fear and love frame our every decision, we grow in our personal and professional lives. We seek new heights rather than agonizing about imagined depths. With an outward focus, we can understand the fear and love of those around us... and become worthier leaders.

In every decision, the love or fear we choose becomes the "why" that either inspires greatness or stunts our growth.

# LEADERSHIP BEGINS WITH YOU

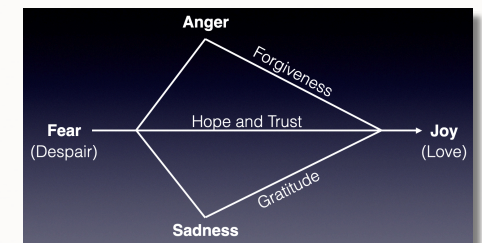
"No man is fit to command another that cannot command himself."

— William Penn



## OUR DEEPEST MOTIVATIONS

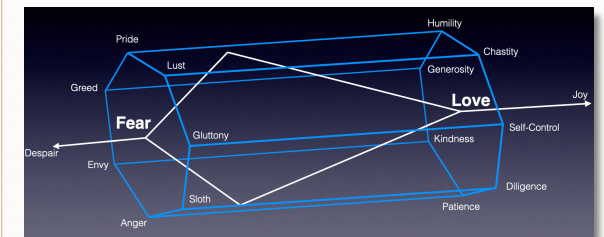
Ultimately, we are emotional beings. We have different intellectual and physical abilities but we all react to our world emotionally... even those most incapacitated. Our basic emotions are joy, anger, sadness, and fear. Through these emotions, we interact with the world and people around us... and we understand each other through them. Love, then, becomes a practice of generosity and service.



*Through forgiveness, gratitude, hope and trust, we find our way to joy.*

## THE CARDINAL VIRTUES

Leaders should seek what is good... and that can vary depending on times, places, and cultures. In classical philosophy, four virtues are called "cardinal" and the mother of other virtues. These are prudence, justice, temperance, and fortitude. All of these find their fullest expression in love for people. Leaders seek to do what is right and just for those they serve. A focus on the love we have to give leads to doing the greatest good.

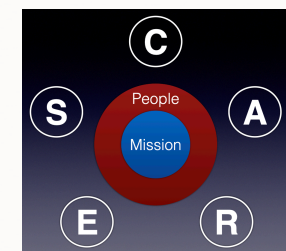


*The deadly sins are the result of selfishness inspired by fear rather than love inspired by virtue.*

## SERVANT LEADERSHIP... VIRTUE IN PRACTICE

The Servant Leader CARES about the mission and their people. A practice of virtue is a focus on selflessness—love.

- C**ommunication - share the mission (Prudence)
- A**ccompaniment - live the example (Justice)
- R**esponsibility - commit to the mission (Temperance)
- E**volution - grow people and organization (Fortitude)
- S**ervice - do all that is required to succeed (Charity)



*The actions and motivations of servant leaders are focused on the mission and their people.*