

## **The Age of Service Leadership**

Mr George Yen led Toastmasters International, a non-profit organization that empowers individuals' communication and leadership as International President during 2013-4. He led 313,000 members, 14,650 clubs located in 126 countries to celebrate its 90<sup>th</sup> birthday. During his service term, this organization has a revolution renovation to meet the new communication challenges in the digital era. His role as a working ambassador also brought him to eight countries on four continents, visiting the clubs in the hospital, community center, or prisons. He discovers that despite of the great differences individuals share, the organizational core values unify the global family rightly. In addition to the executive mindset to lead a global organization, he discovers that the real driving force for the growth of Toastmasters International comes from root of service leadership – how we can transform “ME” to create bigger things as “WE”.