



## DAVID SALYERS ON LEADERSHIP LESSONS LEARNED FROM 37 YEARS AT CHICK-FIL-A



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### ABOUT DAVID:

David Salyers was one of the original two marketing executives at Chick-fil-A. He spent 37 years in the Chick-fil-A Marketing Department and most recently served as a Vice President. Having worked at Chick-fil-A for most of his career, he saw the principles of servant leadership and compassion play out in the growth of more than 2,300 Chick-fil-A restaurants around the country. David is now using his expertise and passion to spark the growth of individuals, teams, and organizations. He serves as a board member for numerous organizations and has helped launch several startups and nonprofits. Notably, David is a Founding Partner of Roam, a shared workspace that is on a mission to Make Work Matter.

In 2018 David founded Spark a Revolution, where he and his team help companies create a competitive advantage by building remarkable cultures and brands, and co-wrote his book, Remarkable!, to impart leadership lessons that transform workplace culture.

David is known for his marketing mind, servant's heart, entrepreneurial spirit, and his ability to intuitively see what others and organizations could be rather than simply what they currently are.

### KEY TAKEAWAYS:

In this episode of the L3 Leadership podcast, David talks about the leadership lessons he learned at Chick-Fil-A, what set it apart as an organization, and so much more.

1. David shares some valuable information a mentor shared with him as a young leader.
2. He talks about using your platform of business to be rich, not get rich.
3. David shares how his experience with addressing customer pain points creates long-term value for a business.
4. He talks about what he's learned about culture from working in marketing.

**"Life has to be lived forward, but is best understood in reverse."  
– David Salyers**

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