



## The Secret: What Great Leaders Know and Do

By Ken Blanchard, Mark Miller

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**The Secret: What Great Leaders Know and Do** By Ken Blanchard, Mark Miller

### 10TH ANNIVERSARY EDITION, REVISED AND UPDATED

In this new edition of their classic business fable, Ken Blanchard and Mark Miller get at the heart of what makes a leader successful. Newly promoted but struggling young executive Debbie Brewster asks her mentor the one question she desperately needs answered: "What is the secret of great leaders?" His reply—"great leaders serve"—flummoxes her, but over time he reveals the five fundamental ways that leaders succeed through service. Along the way she learns:

- Why great leaders seem preoccupied with the future
- How people on the team ultimately determine your success or failure
- What three arenas require continuous improvement
- Why true success in leadership has two essential components
- How to knowingly strengthen—or unwittingly destroy—leadership credibility

The tenth anniversary edition includes a leadership self-assessment so readers can measure to what extent they lead by serving and where they can improve. The authors also have added answers to the most frequently asked questions about how to apply the SERVE model in the real world.

As practical as it is uplifting, *The Secret* shares Blanchard's and Miller's wisdom about leadership in a form that anyone can easily understand and implement. This book will benefit not only those who read it but also the people who look to them for guidance and the organizations they serve.

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## **Editorial Review**

### **Review**

“My challenge to you is simple: learn The Secret—then apply The Secret. If you do, your leadership and your life will be transformed forever!”

**—from the foreword by John C. Maxwell, author of the bestselling The 21 Irrefutable Laws of Leadership and founder of INJOY**

“You don’t have to be older to be a great leader. The Secret shows how to lay the foundation for powerful servant leadership early in your career to maximize your impact.”

**—Claire Diaz-Ortiz, Head of Corporate Innovation and Philanthropy at Twitter, Inc. and author of Twitter for Good and Hope Runs**

“In The Secret, Ken and Mark weave a simple yet compelling tale that contains profound truths. If only we all knew The Secret!”

**—Laurie Beth Jones, author of Jesus, CEO and The Path**

“When you learn The Secret, don’t keep it to yourself. Share it and use it with your people. It will make a difference in their lives and their performance.”

**—Donald G. Soderquist, former Vice Chairman, Wal-Mart, and founder of the Soderquist Center for Leadership and Ethics, John Brown University**

“If you know The Secret, both relationships and results will prosper. It’s a perfect move in your life from success to significance.”

**—Bob Buford, author of Halftime**

### **About the Author**

Ken Blanchard is founder and chief spiritual officer of the Ken Blanchard Companies and is one of the world’s most prominent authors, speakers, and consultants. He is the author or coauthor of more than sixty books.

Mark Miller is currently serving as vice president, organizational effectiveness, at Chick-fil-A, Inc. He is also the author of The Heart of Leadership, The Secret of Teams, and, with Ken Blanchard, Great Leaders Grow. His blog, GreatLeadersServe.org, is rated as one of the top leadership sites in the world.

John C. Maxwell is an author, speaker, and pastor who has written more than 60 books including The 21 Irrefutable Laws of Leadership.

## **Users Review**

### **From reader reviews:**

**Nathan Kelly:**

Spent a free time to be fun activity to accomplish! A lot of people spent their down time with their family, or

their particular friends. Usually they carrying out activity like watching television, likely to beach, or picnic inside the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your own free time/ holiday? Could possibly be reading a book can be option to fill your free time/ holiday. The first thing you will ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the reserve untitled The Secret: What Great Leaders Know and Do can be very good book to read. May be it is usually best activity to you.

**Michael Proctor:**

The particular book The Secret: What Great Leaders Know and Do has a lot info on it. So when you make sure to read this book you can get a lot of help. The book was compiled by the very famous author. This articles author makes some research previous to write this book. This kind of book very easy to read you can get the point easily after perusing this book.

**James Hopwood:**

People live in this new moment of lifestyle always aim to and must have the extra time or they will get wide range of stress from both lifestyle and work. So , whenever we ask do people have free time, we will say absolutely without a doubt. People is human not really a robot. Then we ask again, what kind of activity have you got when the spare time coming to a person of course your answer will probably unlimited right. Then do you ever try this one, reading publications. It can be your alternative throughout spending your spare time, the actual book you have read is The Secret: What Great Leaders Know and Do.

**Arthur Prince:**

That publication can make you to feel relax. This particular book The Secret: What Great Leaders Know and Do was bright colored and of course has pictures on the website. As we know that book The Secret: What Great Leaders Know and Do has many kinds or style. Start from kids until young adults. For example Naruto or Investigation company Conan you can read and think you are the character on there. Therefore not at all of book usually are make you bored, any it makes you feel happy, fun and loosen up. Try to choose the best book for yourself and try to like reading that.

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