



The Secret: What Great Leaders Know and Do

By Ken Blanchard, Mark Miller

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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

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choose the suitable activity to get spend your time. Any person spent their own spare time to take a walk, shopping, or went to often the Mall. How about open as well as read a book allowed The Secret: What Great Leaders Know and Do? Maybe it is to be best activity for you. You know beside you can spend your time with your favorite's book, you can more intelligent than before. Do you agree with it is opinion or you have other opinion?

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