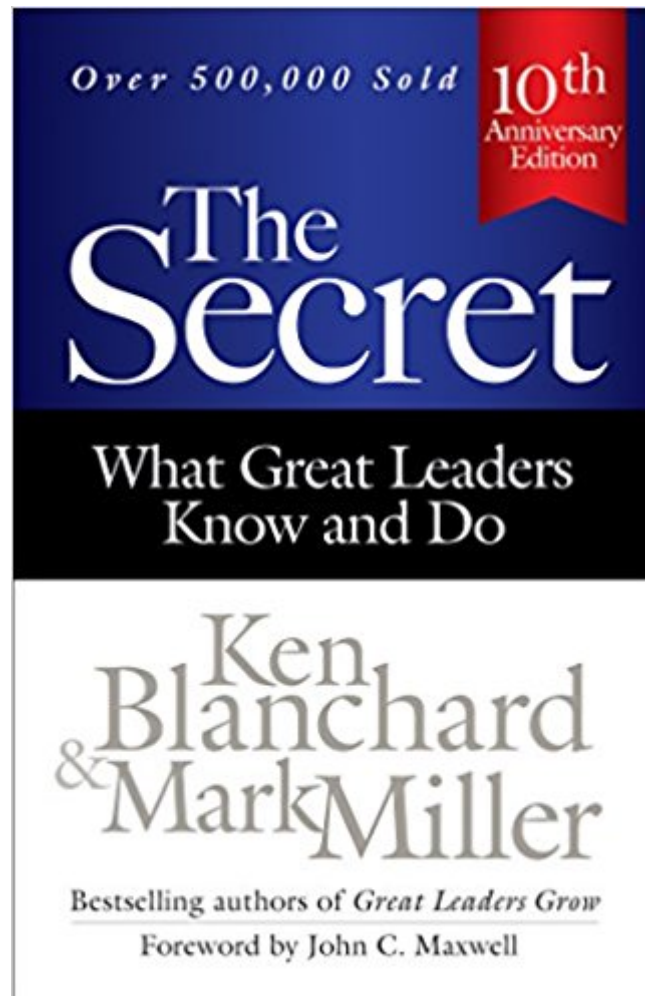




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The Secret: What Great Leaders Know And Do



Synopsis

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.

Book Information

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Customer Reviews

“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*

Written by the bestselling authors Ken Blanchard and Mark Miller, *The Secret* (over 500,000 copies sold) answered a question most leaders ask at some point in their career: “What do I need to do to be a great leader?” In this third edition, the authors have added a self-assessment and a set of frequently asked questions.

Book Review
The Secret: What Great Leaders Know and Do by Ken Blanchard, Mark Miller. Berrett-Koehler Publishers. Third Edition. 155 pages. 2014 edition****I read this book when it was first released, and recently re-read the third (or 10th Anniversary Edition). The book is written as a fictional story (think of Patrick Lencioni’s leadership fables) and follows Debbie Brewster, a leader who has been struggling. As a result, she applies for a new mentoring program at her organization. She is selected to participate, and the mentor she is assigned to is Jeff Brown, the president of the company. In their first meeting Debbie asks Jeff “What is the secret of great leaders?” He responds that the secret is that great leaders SERVE. The book follows Debbie through her monthly mentoring meetings with Jeff as he takes her through the SERVE model. We see her applying what she has learned in those sessions, and as a result growing as a leader. The SERVE model is: S - See the Future. E – Engage and Develop Others R - Reinvent Continuously V - Value Results and Relationships E - Embody the

ValuesThis quick read communicates helpful messages about being a servant leader via an interesting story about a leader who was struggling. It also includes some helpful resources at the end of the book, including a self-assessment and frequently asked questions. This would be a good book to read in a book club or in a mentoring session.

Ken Blanchard and Mark Miller's 10th Anniversary edition of The Secret is definitely not meant to be kept to yourself! An updated version of their classic business fable, The Secret captivates the reader through an intriguing narrative centered around the simple but profound secret: "great leaders serve." Some of my earliest professional training was based on the writings of Ken Blanchard, and his works continue to both line my shelf and inform my leadership activities. In much the same way, for the past few years Mark Miller's writings have been an influential factor in my ongoing leadership development. With The Secret, the authors have once again crafted a learning device that is not only a pleasure to read but filled with practical helps applicable from the volunteer team leader to the C-suite. In addition to these helps, the self-assessment included at the end of the book is a quick, useful tool to use at both the beginning and end of any mentoring or leadership development program. Your continual journey as a developing leader developing others will benefit greatly from practicing the "secrets" from The Secret.

I'm the CEO of a midsize organization, and I am just sorry I didn't find this book 15 years ago. Many (most) books on leadership are a series of platitudes and anecdotes. This is much different, a simple, straightforward and logical approach to being a leader and developing leadership. So much of this is in alignment with what I've learned over my 30 year business career, but it's articulated in a very concise and impactful format. I highly recommend this book.

This book helps put into perspective what you need to do in order to grow your Leadership role. It also provides ideas and examples of how to mentor for success.

An easy read with a simple and straightforward message. I have read many self-help to management type books from my graduate school days to running various companies and never have found a more clear way to present its message! I plan to have all my five children read and study this book as a new step to being a good leader willing to serve others.

Good read! Highly recommend for aspiring and current executives.

Easy read. Simple yet deep principles that helped me define what good leadership looks like and how it behaves. The challenge to me as a lay leader was to hone my skills and be more effective with those in my sphere. Definite recommend read no matter your place in life!

Delivered on time! Great book for managers on the rise.

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