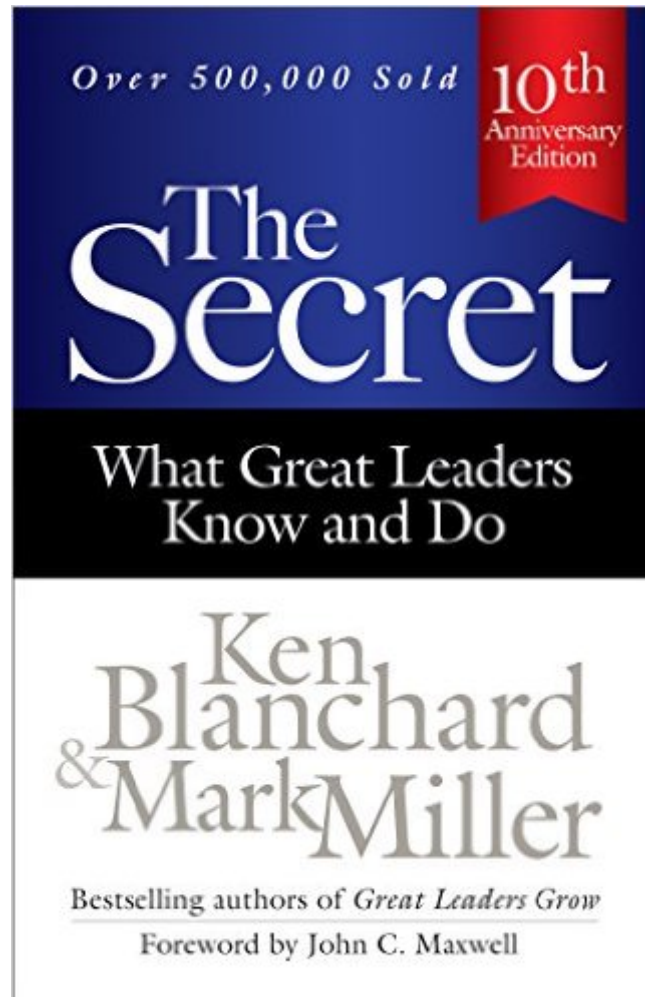


The book was found

# 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

In one word, what's the secret? S.E.R.V.E. The call for great leaders is to serve, an acronym that

Blanchard and Miller use to shape the way leaders are developed. S â “ See the Future E â “ Engage and Develop Others R â “ Reinvent Continuously V â “ Value Results and Relationships E â “ Embody the Values Great leadership, they argue, is based on the idea of service for others. Anyone willing to invest in others will naturally assume some sort of leadership position. Why? Because people will want to follow them. The great leaders are the ones who donâ™t desire to lead, but those that desire to serve. What Blanchard and Miller do, in narrative format, is to tell the story of how to train up new leadership. They highlight the difference between self-serving leaders, and servants who lead. They effectively highlight the need to create a culture that produces great leadership through acts of service and sacrifice. The Secret is a helpful book that gets to the heart of great leadership: learn first to serve others genuinely. Itâ™s a great starting place for pastors, ministry leaders, or business leaders.

The book can be read in one sitting. The story is memorable and close to home for every individual looking to become a great leader. What I like the most about the book is how it is centered on learning the meaning of the phrase "GREAT LEADERS SERVE". Even months after reading the book, I still remember what S.E.R.V.E stands for. If you are looking for a step by step guide, this book is not for you. What this book accomplishes is giving you enough material in a very simple thought provoking manner to help you get started in the journey of leading others through service. I recommend reading this book in conjunction with "The H.E.A.R.T of Leadership" to help you grasp the internal and external skills and characteristics of a servant leader.

Think of this book as a narrative version of "Management 101." It narrates the short story of a poor manager becoming a good leader through a series of mentoring lessons. Great principles for the new manager to take to heart, and the easy-read format means that it's good for slower readers or for group reading and discussion.

Straightforward, applicable leadership principles told in an engaging style. The tools that were added from the initial edition increase the value of the book significantly. The interplay between the characters in the book signal that the book was written by men who have actually done what the book says. Not just empty theory here. Bought one for everyone on my team.

I know Mark personally and he is the real deal, leading by serving others from the board room to the lunch room. As a student and instructor of leadership, I believe these may be the most actionable

leadership principles to be found anywhere. No theoretical or purely academic concepts here. Every one of us can lead better with these simple, powerful tools. Don't miss this opportunity!

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.

I could say that the added self-assessment and set of frequently asked questions is the reason to buy this book. But it's actually that plus the overall easy to read and understanding of the entire book. I love the business fable design. If you've never read *The Secret* before, you'll want to gain more insight into what leaders "know and do". If you've read it before, pick it up again. It's a great reminder with new implementation tools. You might want to get a couple - you're going to want to share the secret.

*The Secret* is an incredible find. The key is to SERVE. Most leaders are looking to be served and forgetting why they are in the leadership position. Blanchard and Miller break it down for you. Anyone can be a leader regardless of title. They give you a simple formula to transform you position and your workplace. Just follow the simple steps and you are on your way to SERVE. If you try these steps it will create a change in you.

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