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The Secret: What Great Leaders Know And Do

Ken Blanchard & Mark Miller

Bestselling authors of Great Leaders Grow
Foreword by John C. Maxwell

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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 don’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. It’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.
Much About History, Anniversary Edition: Everything You Need to Know About American History but
Never Learned (Don’t Know Much About Series)
Strengths Based Leadership: Great Leaders,
Teams, and Why People Follow
Start with Why: How Great Leaders Inspire Everyone to Take
Action
Intelligent Fanatics Project: How Great Leaders Build Sustainable Businesses
What is Global Leadership?: 10 Key Behaviors that Define Great Global Leaders
Good Leaders Ask Great Questions: Your Foundation for Successful Leadership
Tango.: Dance of Great Leaders (Learning Arg. Tango) (Volume 2)
The 4 Imperatives of Great Leaders

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