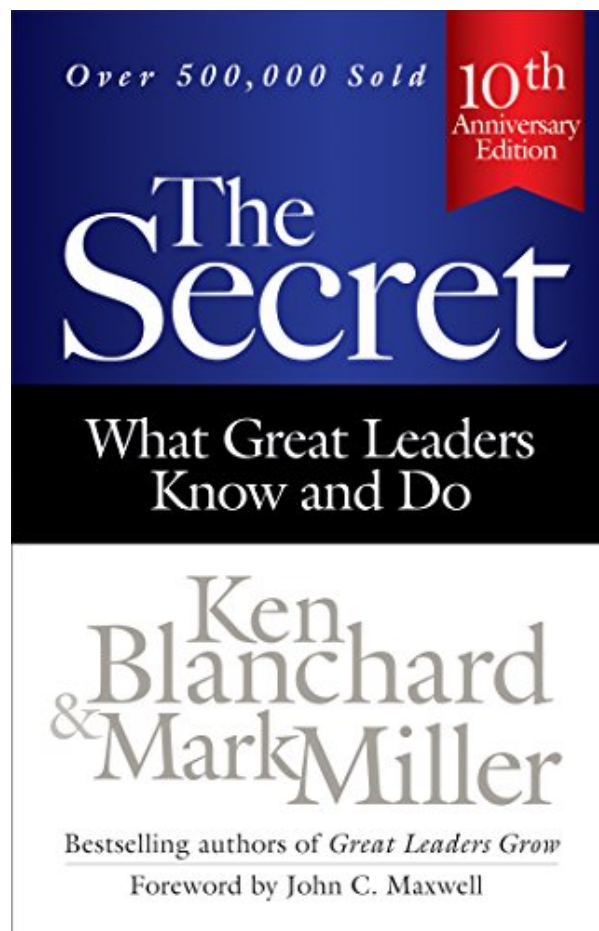


THE SECRET: WHAT GREAT LEADERS KNOW AND DO BY KEN BLANCHARD, MARK MILLER



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The Secret

What Great Leaders
Know and Do

Ken
& Blanchard
Mark Miller

Bestselling authors of *Great Leaders Grow*

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Review

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About the Author

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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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- Published on: 2014-09-02
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- Dimensions: 9.00" h x 5.75" w x .75" l, .0 pounds
- Binding: Hardcover
- 152 pages

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Most helpful customer reviews

5 of 5 people found the following review helpful.

Great book for those that want to lead

By Justin Hiebert

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 – See the Future

E – Engage and Develop Others

R – Reinvent Continuously

V – Value Results and Relationships

E – 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.

0 of 0 people found the following review helpful.

A Classic Well Worth Re-Reading reviewed by Bill Pence of CoramDeotheBlog.com

By Bill Pence

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 Values

This 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.

2 of 2 people found the following review helpful.

Fun Story, Easy Read, Great Message

By Juan Arroyo

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.

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