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For Immediate Release

The Secret

What Great Leaders Know—and Do

By Ken Blanchard and Mark Miller

At one time or another, everyone in a position of authority—whether in a multi-national corporation or a local volunteer group—wonders what the key to great leadership is. And who better to answer that question than the team of Ken Blanchard, whose books on leadership have sold over 20 million copies, and Mark Miller, who worked his way up from line worker to vice president of Chick-fil-A, one of the largest fast-food chains in the country.

In *The Secret: What Great Leaders Know—and Do*, Blanchard and Miller use the uniquely accessible “business fable” format (popularized by Blanchard in his classic tale, *The One Minute Manager*) to get at the heart of what makes a leader truly able to inspire and motivate people. Debbie Brewster, recently promoted and struggling, finds herself about to lose her job due to poor performance. In an attempt to save her career, she enrolls in a new mentoring program offered by her company. Much to her surprise, Debbie finds her mentor is none other than Jeff Brown, the president of the company.

Debbie decides that she is going to ask her new mentor the one question she feels she desperately needs answered: “What is the secret of great leaders?” Jeff’s immediate answer—**great leaders serve their followers**—completely flummoxes Debbie.

Over the next 18 months, Jeff helps Debbie discover and explore five fundamental ways that leaders lead through service. Along the way, she learns what “great leaders serve their followers” really means and how to:

- See the Future
- Engage and Develop Others
- Reinvent Continuously
- Value Results and Relationships
- Embody the Values

The Secret puts what Blanchard and Miller have learned about leadership in a form that anyone can easily understand, embrace, and pursue. It is a book that will benefit not only those who read it, but also the organizations they work in and the people who look to them for guidance.

More...

*“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, best-selling author of *The 21 Irrefutable Laws of Leadership* and founder of The INJOY Group

*“We want all of the leaders at Chick-fil-A to incorporate **The Secret** into their daily activities. We know that our ability to learn and apply **The Secret** will have a huge impact on our success in achieving our purpose and mission.”*

—Dan T. Cathy, President and Chief Operating Officer, Chick-fil-A, Inc.

*“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, the Soderquest Center for Ethics and Leadership, 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: Changing Your Game Plan*

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 many books, including *The One Minute Manager*, *Empowerment Takes More Than a Minute*, *Full Steam Ahead!*, *Whale Done!*, *Gung Ho!*, *Raving Fans*, *Managing By Values*, and many others.

MARK MILLER is vice president of training and development at Chick-fil-A, a privately owned fast food chain with over 1,250 locations and annual sales exceeding \$2 billion. He has served in several senior leadership positions during his 25-year Chick-fil-A career including restaurant operations, quality & customer satisfaction, and corporate communications.

The Secret: What Great Leaders Know—and Do

By **Ken Blanchard and Mark Miller**

Published by **Berrett-Koehler Publishers, Inc.**

Paperback

Number of Pages: 125

ISBN: 978-1-57675-403-0

\$14.95

Publication Date: January 2007

Originally published in cloth:

ISBN 1-57675-289-5

Hardcover: \$19.95

Number of Pages: 124