

LEARN THE SECRET OF GREAT LEADERS

At one time or another, everyone in a position of authority—whether in a multinational corporation or a local volunteer group—wonders what the key to great leadership is. Here, Ken Blanchard, whose books on leadership have sold over 13 million copies, and Mark Miller, who worked his way up from line worker to vice president of one of the largest quick-service restaurant chains in the country, explore that important question. In a revealing business fable, they uncover the secret that great leaders already know and detail what you need to do to truly inspire and motivate others.

“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 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 Soderquist Center for Ethics and Leadership, John Brown University

“*The Secret* tells an engaging story that contains a valuable message for leaders and emerging leaders around the world. Leaders who grasp and apply *The Secret* can expect their effectiveness to soar!”

—**Bill Hybels**, Senior Pastor, Willow Creek Community Church

Business



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