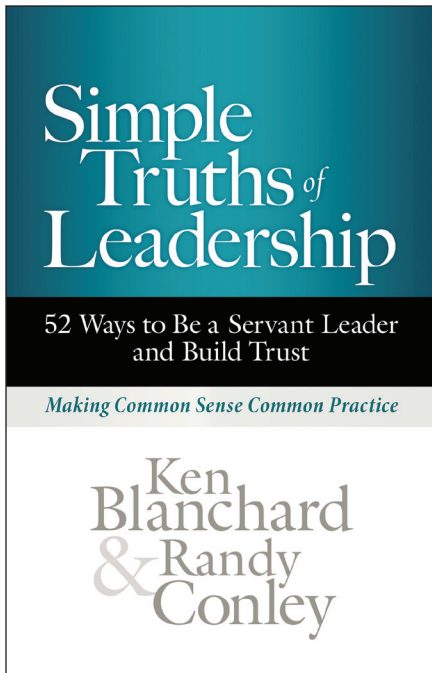


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Ken Blanchard and Randy Conley

Simple Truths of Leadership

52 Ways to Be a Servant Leader and Build Trust

Leadership legend and bestselling author Ken Blanchard and trust expert and thought leader Randy Conley present this carefully curated collection of fifty-two essential leadership principles that are easy to implement and practice.

Effective leadership is an influence process where leaders implement everyday, commonsense approaches that help people and organizations thrive. Yet somehow, many of these fundamental principles are still missing from most workplaces. In *Simple Truths of Leadership*, legendary servant leadership expert Ken Blanchard, whose books have sold millions of copies worldwide, and his colleague Randy Conley, known and recognized for his many years of thought leadership and expertise in the field of trust, share fifty-two Simple Truths about leadership that will help leaders everywhere make commonsense leadership common practice.

Readers will discover profound, memorable, and in some cases counterintuitive leadership wisdom such as

- Who should make the first move to extend trust
- What role a successful apology plays in building trust
- When to use different strokes (leadership styles) for different folks—and for the same folks
- Where the most important part of leadership happens
- How to create autonomy through boundaries
- Why the key to developing people is catching them doing something right

A fun, easy read, *Simple Truths of Leadership* will show leaders how to incorporate essential practices into their leadership style, build trust through servant leadership, and enhance their own lives and the lives of everyone around them.



Ken Blanchard is cofounder of The Ken Blanchard Companies. He is coauthor of more than sixty-five books, including the iconic *The One Minute Manager*, with combined sales of over 23 million copies in forty-seven languages. **Randy Conley** is vice president of global professional services for The Ken Blanchard Companies and coauthor

of Blanchard's Building Trust training program. Conley's award-winning blog, *Leading with Trust*, has influenced over 4 million viewers since its inception in 2012.

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 Secrets of the One Minute Manager®
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Part Two: Building Trust

Trust in Leadership
 Trust in Relationships
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 Making Common Sense Common Practice in Your Leadership and Life

- **Warm and witty:** Ken Blanchard is renowned for his big-hearted, approachable style, both in print and in person. This book captures his essence of abundant sincerity.
- **Entertaining and practical:** Cleverly titled chapters like "Those Who Plan the Battle Rarely Battle the Plan" contain essential tips as well as meaningful instruction to help leaders at every level implement a culture of trusting servant leadership.

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