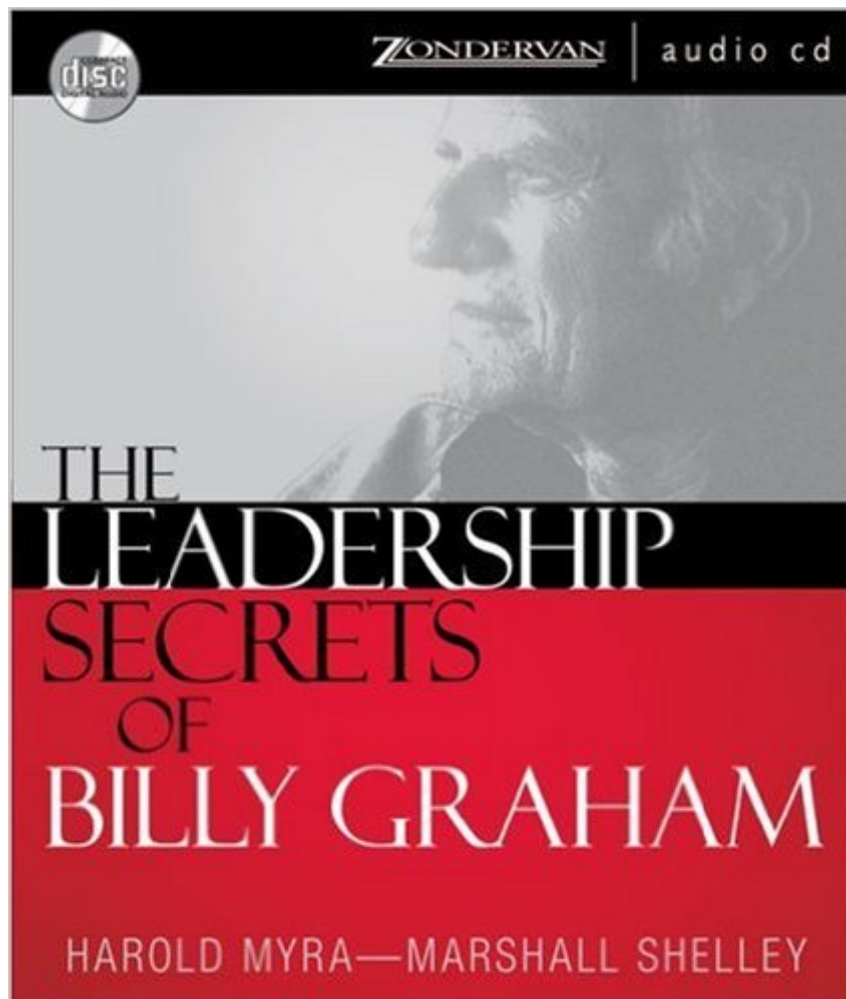


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# The Leadership Secrets Of Billy Graham



## Synopsis

Many people don't think of Billy Graham in connection with leadership. Yet the truth is that behind the scenes Dr. Graham has personified what Jim Collins in his bestseller *Good to Great* calls a Level 5 leader -- a paradoxical mix of personal humility and professional will to advance the cause of Christ's kingdom. Graham's fingerprints are on many of the key Christian institutions such as his founding of the media presence of Christianity Today, the National Association of Evangelicals, Gordon-Conwell Theological Seminary, the Billy Graham Evangelistic Association with all of its media arms, as well as global coalitions such as the Lausanne and Amsterdam conferences. The book takes us behind the scenes singling out twenty key principles of leadership, with character traits, and illustrates them with stories and examples from the life of Billy Graham. Rather than being a chronological biography, the book is an insightful story-driven analysis of the leadership of perhaps the world's best-known religious leader who has been on Gallop's top ten most-admired-men list thirty-nine times -- more than any other individual. At the turn of the century Dr. Graham was named one of Time's top ten leaders of the century. The book includes transferable applications providing readers with take-home value whether they are involved in leadership in a church, parachurch, business, or educational setting.

## Book Information

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## Customer Reviews

I teach a leadership course and tell my students I will read and review the business or leadership books they recommend. I was skeptical at first, most attempts to create Bible oriented business books fail. However, in this case the authors chose to use *Good to Great*, one of the best business

books of the decade, as a primary focusing lens and there is a single Bible verse at the end of each chapter. The story begins with the observation leaders are often forged in the furnace of life. Billy got off easy this once. His furnace experience was being rejected for marriage by Emily, saying "I just don't see any real purpose in your life yet." The statement stung and after months of consideration, Billy decided to be fully committed to God. The story then moves to Theodore Roosevelt, who was also pursuing his life's true love. He got the girl, but only for three years, soon after his father passed away, his mother and wife died at his home within hours of one another. Billy's calling as an evangelist was tested, he was offered movie contracts, even a million dollars a year, ( this is the 1950s, so that would be more like 6 million today using the Consumer Price Index). The book pours you through history, not just Billy's experiences, but those of his friends. Billy had to face the growth pains of the nation, trying to serve both Catholics and Protestants in divided cities like New York and Boston. They discuss the civil rights movement where he was pressured to hold segregated meetings; he did not. I am not overly emotional, but I cried during many of the historical passages as I remember this nation's history, the author's tell the story well.

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