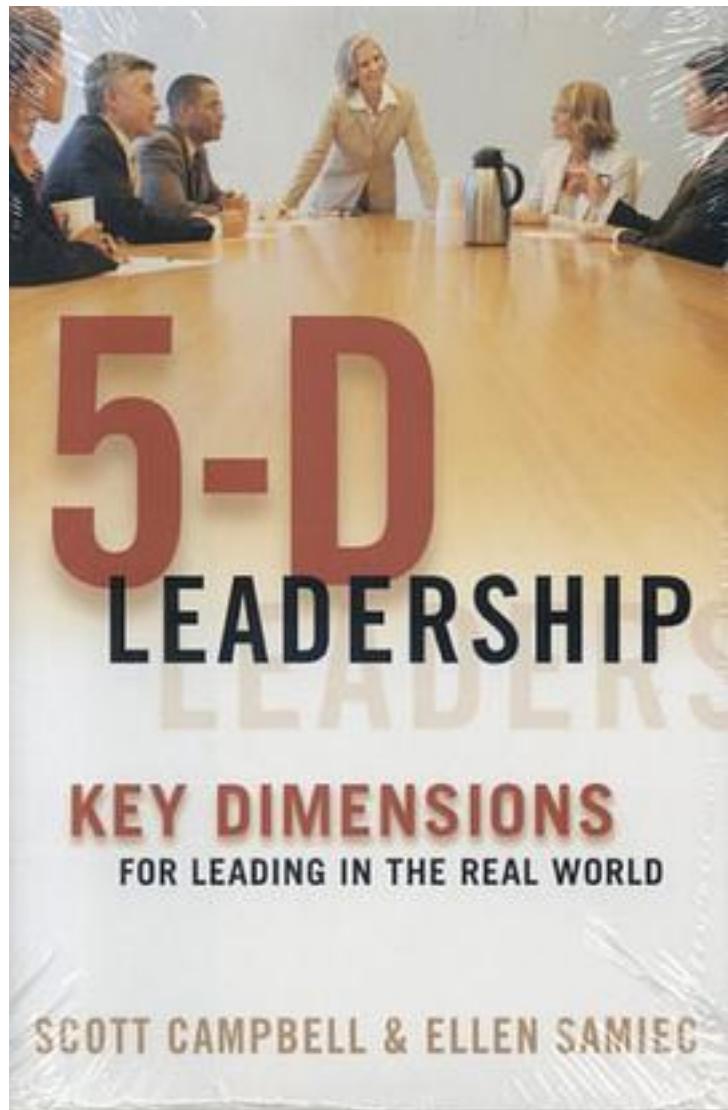


5-D Leadership



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Corporate America lavishes over USD10 billion-a-year on leadership training, and executive offices are jam-packed with hundreds of books on the topic. So why aren't leaders effectively leading? Despite an unprecedented focus on leadership development, there remains an ever-widening chasm between the flexible leadership organizations require and the one-dimensional skills leaders too often bring to today's complex business challenges. 5-D Leadership closes that gap by exposing the realities of what it takes to be a successful leader: a continual shifting between various leadership approaches, to respond to whatever each unique situation demands. Bringing together real-world examples - from Harley-Davidson to Nestle, Rudy Giuliani to Shackleton's Antarctic expedition - Campbell and Samiec explore the five key leadership dimensions employed by the most successful leaders today: commanding, visioning, enrolling, relating, coaching. With profiled studies of seven common business challenges - rapid growth to sudden crises - they detail when and how to use each dimension and the concrete actions required to achieve specific strategic objectives. 5-D Leadership includes plenty of self-assessment and planning tools as it takes current and aspiring leaders alike on a journey of self-awareness to help them discover their dominant leadership dimension, identify and leverage the strengths they already possess, and apply their skills and talents to lead effectively in whatever situation they face.

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