



# 4D Leadership: Competitive Advantage Through Vertical Leadership Development

*Alan Watkins*

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Today's leaders need to change radically to meet the challenge of complex organizations in business landscapes that are in flux. This requires not merely new skills and competencies, but a step-change in development in three fundamental dimensions: how you do things, who you are, and how you relate to other people. 4D Leadership is what happens when this step-change in doing, being and relating takes place. When you move up to the next level of ability and sophistication in these three dimensions, you will have unlocked the fourth dimension (verticality) and you will receive a significant competitive advantage.

Neuroscientist and leadership coach Dr Alan Watkins draws on groundbreaking research into adult development to present a framework that will transform your ability to excel as a leader. 4D Leadership isn't just a software patch for leadership skills: this is an upgrade to the next level of the human operating system, the next level of leadership development.

4D Leadership is the book for: anyone who feels overwhelmed by the competing priorities of their jobs; anyone who feels stressed by trying to maintain competitive advantage through innovation; anyone looking to develop a more responsive and rewarding strategy, drive change and take people with them, and become a truly rounded and 4-dimensional leader.

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