



# 4D Leadership: Competitive Advantage Through Vertical Leadership Development

*Alan Watkins*

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## **4D Leadership: Competitive Advantage Through Vertical Leadership Development** Alan Watkins

Alan Watkins' new book *4D Leadership* is built around the concept of "vertical development": when leaders expand their capabilities to see further, understand more, think better, and become more sophisticated and flexible in the way they approach people and situations. Vertical development focuses on being able to think more complexly, systemically, and strategically, whereas horizontal development consists of learning new skills and knowledge. Vertical development, or the fourth dimension, is crucial in today's volatile, uncertain, complex, and ambiguous business world; without it, leaders will not be sophisticated enough to solve problems of fast-changing and complex businesses.

*4D Leadership* explains that when it comes to business, there are three dimensions to viewing the world: the objective world of doing, the subjective world of being, and the interpersonal world of relationships. When leaders are proficient in all three dimensions and can move effortlessly between the three, they have achieved 4D leadership. This book sets out to offer a clear framework on how exactly to do this. For each dimension, Alan Watkins explains the related line of development and how to move up a developmental level, unlocking new sophistication, capacity, and ability.

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