



# 5-D Leadership: Key Dimensions For Leading in the Real World

*Scott Campbell, Ellen Samiec*

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Corporate America spends more than \$10 billion a year on leadership training, and executive offices are jam-packed with books on the topic. So why aren't leaders leading effectively? 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 the 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 Nestlé, 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, and coaching. With profiles 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 offers a wealth of self-assessment and planning tools to help current and aspiring leaders discover their dominant leadership dimension, identify and leverage their strengths, and apply their skills and talents to lead effectively in whatever situation they face.

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