



# Uncommon Leadership: How to Build Competitive Advantage by Thinking Differently

*Phil Higson, Anthony Sturgess*

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In unpredictable circumstances and when resources are constrained, leaders are expected to show the way forward, by thinking differently, coming up with new strategies and building sustainable competitive advantage. However, what is common to good leadership is often uncommon practice. If leaders are to shape organizations and push them ahead of competition, they need to be stimulated to think strategically, and *Uncommon Leadership* offers a new model through which they can learn how to do the common things uncommonly well.

Supported by a companion website providing updates, tools and resources, this book presents five uncommon insights into leadership:

- Seeing: finding the sense before it becomes common and becoming a "pathfinder" leader
- Shaping: making good sense into common sense and becoming a "game-changer" leader
- Showing: doing the common things uncommonly well and becoming a "rain-maker" leader
- Serving: having the common touch and becoming a "bridge-builder"
- Sharing: making uncommon leadership more common by developing other leaders and becoming a "play-maker"

In order to energize managers and leaders, they need to feel challenged, stretched and inspired, and this book captures ideas specifically designed to motivate executives to develop their own distinctive approach to thinking differently about business.

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