



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

By *Phil Higson, Anthony Sturgess*

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## Uncommon Leadership: How to Build Competitive Advantage by Thinking Differently By Phil Higson, Anthony Sturgess

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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### Editorial Review

#### Review

"*Uncommon Leadership* is a tour de force of the experiences and lessons learned from seasoned, successful leaders all integrated into a fascinating intellectual package. It reveals an exigent and compelling alternative to the leadership of the contemporary powerbrokers existing on today's world stage. It seems that people really are much more engaged by leaders who consistently offer the power of their own example - rather than by leaders who consistently offer only examples of their own power."

(Professor Dennis J. Garritan *Adjunct Professor, Harvard Univ., Academic Dean at the Mountbatten Institute*)

"Comprehensive, provides a fresh perspective and illustrates what the best leaders do well to develop competitive advantage...brings together the best thinking on this topic to provide leaders with a practical, insightful and informative toolkit."

(David Robertson, Vice President and Executive Consultant *The Forum Corporation (EMEA)*)

#### About the Author

**Phil Higson** is a published author and active researcher, with over 30 years' experience in business and management education as lecturer, course developer, manager, external examiner and consultant. He is a Senior Lecturer in Tourism and Events Management at Liverpool John Moores University.

**Anthony Sturges** has almost 20 years' experience in the teaching, facilitation and coaching of managers and leaders, ranging from individual leadership and management development to leading organizational change. He is currently a Senior Lecturer in Leadership at Manchester Metropolitan University.

Together, they co-founded Apex Leadership, where they develop innovative and challenging management and leadership development interventions.

### Users Review

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**Michelle Han:**

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**William Bell:**

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