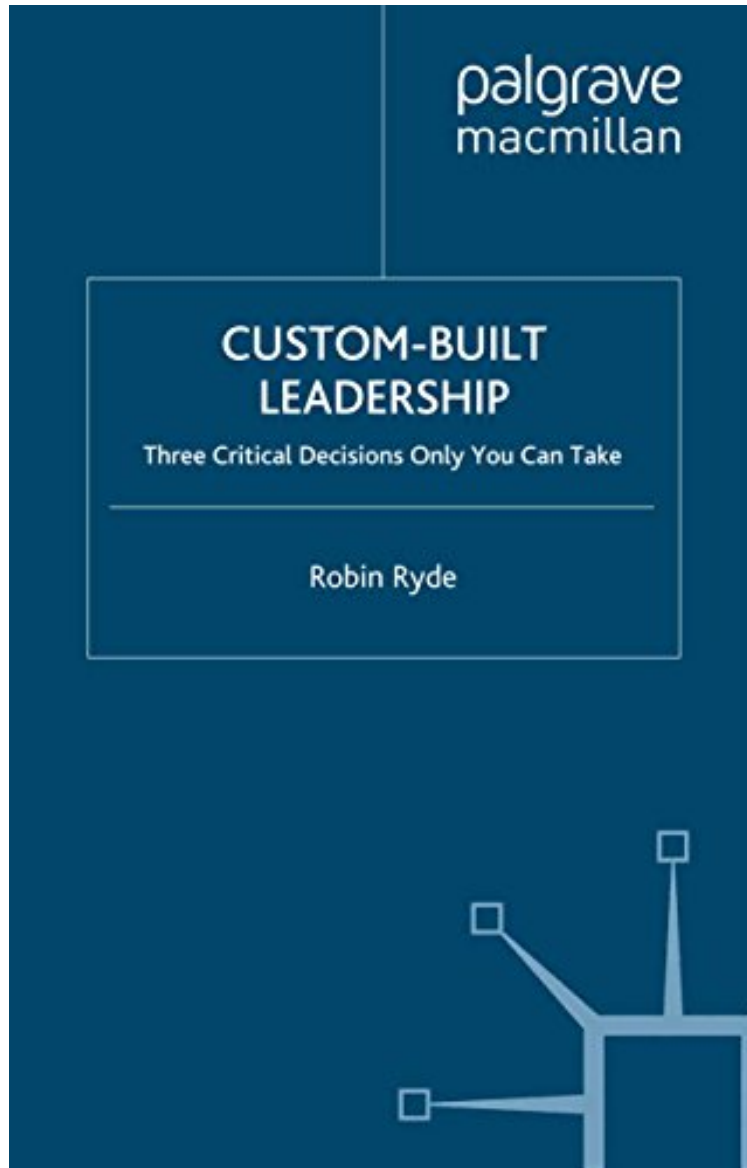


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Custom-Built Leadership: Three Critical Decisions only You can Take

R. Ryde

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R. Ryde : Custom-Built Leadership: Three Critical Decisions only You can Take before purchasing it in order to gauge whether or not it would be worth my time, and all praised Custom-Built Leadership: Three Critical Decisions only You can Take:

This book proposes three questions that every leader must ask themselves, to shape and define what they want to achieve while they are leading. It then offers practical advice and case study examples so that these goals can be reached.

'There are too many leadership authors today that over sell and under deliver. Robin Ryde is different. With energy, wit and clarity, Robin has found a way to cut through the rubbish and see straight to the heart of the leadership challenge. Buckle up for a fascinating journey through the real world of leadership.' - Robert Swan OBE, the first person in history to walk to the North and South Pole 'An indispensable read for anyone in their first 90 days. Robin Ryde makes it all seem so damn simple!' - Jim Harris, management thinker and author of *Blindsided!* and *The Learning Paradox* 'Robin Ryde is one of those rare individuals who effectively combines deep insight and research with a practical make-it-happen approach. This book will help many current and would-be leaders to find their way in rising to the challenge of leadership in ever more demanding times.' - David Macleod, author of *The Extra Mile* '...a useful and well-written guide...Ryde is never less than interesting and informative.' - Alison Thomas, *Public Servant* 'The author's deep insight and research is enhanced by a practical approach. As a leadership 'base camp' it is both useful and wholly enlightening.' - Oliver Rowe, *Public Service Magazine*

About the Author
ROBIN RYDE is an independent consultant and former CEO of the National School of Government. Ryde is also the author of the groundbreaking book *'Thought Leadership: Moving Hearts and Minds'*. Ryde has a background in leadership and organizational development. He was the youngest person to direct the British Prime Minister's flagship leadership development program, one of the largest programs of its kind in Europe. He has delivered consultancy in the UK, the US and other territories including South America, Australia and Eastern Europe. Ryde enjoys mixing his love for Sociology with harder commercial skills and has a lesser known talent as a chartered accountant. For years he immersed himself in a variety of complex transformational projects ranging from international programs to tackle poverty to large 'big ticket' infrastructure deals. His interest in leadership thinking is matched only by his passion for SCUBA diving and a longing to swim with whale sharks. Ryde regularly speaks at seminars and conferences and is nestled between Dame Anita Roddick and Sir Martin Sorrell on the BBC's *50 Lessons Business Leaders* guide.