

# 4D PERSONAL LEADERSHIP MODEL

The 3D Personal Leadership Model is a fundamental concept driving Executive Management Systems' approach to executive coaching and talent development:

- The 3D model goes to the heart of emotional intelligence (EQ):
  - Self awareness combined with other awareness creates the seedbed for wise, informed leadership interactions with others
- The 4D model adds a Truth Check (TQ) to the mix, a fourth very important dimension
  - Truth (TQ)... a commitment to truth, defined as a combination of
    - Character
    - Conscience
    - Integrity
  - The 4D model exponentially leverages the power of EQ (emotional intelligence) with the addition of TQ (truth, integrity, character, conscience)

Consider the following wisdom:

*"Character is the center pole of the leadership tent."*

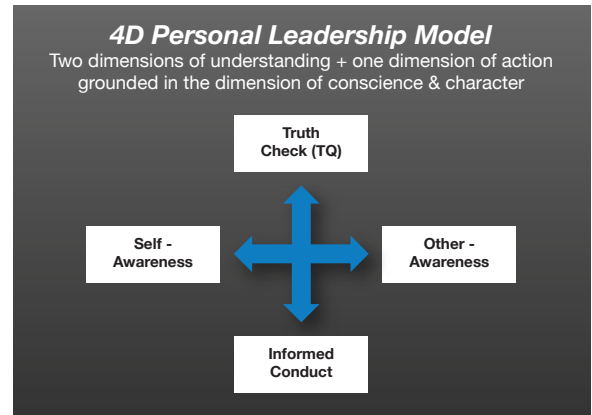
- **John H. Zenger & Joseph R. Folkman**

*"Example is not the main thing in influencing others, it is the only thing."*

- **Albert Schweitzer**

*"Character is the foundation upon which we must build to win respect. Just as no worthy building can be erected on a weak foundation, so no lasting reputation worthy of respect can be built upon a weak character."*

- **Aristotle**



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A former telecommunications and energy company executive, Mel brings 35 years of leadership and organizational development experience – including 10 years as an executive consultant.

Mel is also a noted speaker and author. His books are available on Amazon: *Building Bridges: Today's Decisions – Gateway to your Future* (2012) and *Business Model Innovation: Proven Strategies That Actually Work* (2010) – coauthored with two colleagues in Dublin, Ireland.



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