

FAQ

	<p>Future-Ready Leadership: Strategies for the Fourth Industrial Revolution By Chris R. Groscurth, Ph.D. Hardcover, 180 pages (ISBN 978-1440865220)</p> <p>ISBN 9781440865237 (e-book) Published by: Praeger, an imprint of ABC-CLIO, LLC Praeger Publication Date: August 31, 2018</p> <p>Retail Price: \$37.00 (USD)</p>
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Q: *What is the fourth industrial revolution (4iR)?*

A: The 4iR is the fourth major economic era in human history. It is characterized by a set of technological mega-trends like artificial intelligence and automation that are shaping the physical, social, and biological world around us. These technologies are driving a faster pace of change than anyone could have imagined, and as a result, require a new model of leadership and new ways of organizing in business.

Q: *What kind of leadership does 4iR require?*

A: The demands of the digital age require leaders to be more present with their followers, agile, collaborative, focused on learning and development, and discerning in their decision-making. I call this new model of future-ready leadership, *smart-connected leadership*.

Q: *What inspired you to research this topic and write this book?*

A: We live in an age of robotics, automation and artificial intelligence, which are reshaping business, government, and life. While many experts are talking about “the future of industry,” there are very few practical resources to help leaders get ready for

the changes that are happening today and those on the horizon. I wanted to help leaders take immediate action to prepare for these changes.

Q: *Is the “fourth industrial revolution” something that everyday folks can relate to?*

A: I believe the fourth industrial revolution affects each of us. The changes that artificial intelligence and self-driving cars alone are bringing impact our businesses, institutions, and the communities that we live in. This is the most important conversation that every leader and citizen should be engaged in.

Q: *Who should read this book?*

A: This is a tremendous resource for business leaders, government leaders, human resource professionals, and people committed to becoming a better leader or helping tomorrow’s leaders get ready for the challenges ahead. The book contains more than 50 strategies, tools, and recommended actions for getting your organization or team future-ready. However, anyone interested in the future of work will learn something from the book.

Q: *What makes your approach to leadership development unique?*

A: My approach to leadership development is very future-focused and experiential, preparing leaders for the challenges of tomorrow, while respecting the past and present. The tools and techniques in the book, and those available on leadership4ir.com, are designed to spark dialogue, self-reflection, and on-the-job learning to help leaders grow as they embrace the future of work.

Q: *Are robots going to take all of our jobs?*

A: No. There is a lot of speculation about how automation will impact our economy. Some experts say as much as 50% of jobs could be impacted by automation. This does

not mean 50% of jobs will be lost. There's a big difference here. What we can bet on is that jobs will change, and people will have to become "always-on" learners across their careers.

Q: Where do we go for more information about future-ready leadership?

A: The book is available on Amazon.com. I blog about the future of work and future-ready leadership at <http://leadership4ir.com>, and I'm available to discuss the topic at Chris@leadership4ir.com