



PRESS ONE-PAGER

Courage: Mind the Gap

Please stand free of your comfort zone. By Ralf Schneider.

Published 31 August 2026, Rowanvale Books.

Interviews in English and German · ralf.schneider@betterbusinesspartners.biz
4stepstocourage.com

The book, at a glance

Title	Courage: Mind the Gap. Please stand free of your comfort zone.
Publication	31 August 2026, Rowanvale Books. Launch week 1 to 6 September, London.
Editions	Hardback £24.99 · Paperback £17.99 · Kindle £9.99
Extent	152 pages · 56 provocations · 70 full-colour illustrations
Review copies	PDF immediately, print while stocks allow.

You were in that meeting. Everyone knew. Nobody spoke. This book is about that gap.

The research note, quotable

The study

Behind the light front door sits a serious body of work: three decades of leadership experience, fifteen years of courage research, and a four-year executive study completed in 2025 and continuing today. 191 senior executives across five cohorts, 2022 to 2025, at a global manufacturing company headquartered in Europe were assessed on a validated 360-degree instrument by 1,868 observers, a median of ten per leader.

The findings

Four courage behaviours explained 75.3 percent of the variation in how effective leaders were judged to be. Only two carried unique weight, both proactive: acting before certainty, and bringing others into the unproven. 93.7 percent of leaders were rated higher on bringing out the best in people than on long-term effectiveness. One in three leaders rate their own courage higher than the people around them do; only one in nine underrate it.

The interpretation

Organisations do not primarily have a knowledge problem; they have a courage problem. The expensive failures, missed warnings, unspoken doubts, postponed decisions and unclaimed opportunities, are rarely caused by not knowing. They are caused by not acting. Courage, the data suggests, is not a character trait but a measurable, trainable capability: Step Up, Step In, Step Forward, Step Together.

The author

Ralf Schneider has spent more than two decades working with executives and boards across Europe, the Middle East and Asia, including senior HR leadership roles at PwC and HSBC. His research on leadership courage, including a four-year study of 191 senior executives assessed by 1,868 observers, found that the decisive factor in leadership effectiveness is not knowledge but the willingness to act on it. He is the creator of the Four Steps of Courage framework and the Courage Assessment. Courage: Mind the Gap is his first book; the research-based methodology book, The Courage Factor, follows. Born in Germany, he lives in Dubai.

Based in Dubai, UTC+4 · in person in London 31 August to 4 September 2026 · records remotely, studio-quality setup, at flexible hours across time zones · interviews in English and German, native.

Review copies and interview requests

Email ralf.schneider@betterbusinesspartners.biz with your outlet and preferred format. PDF review copies go out same day; print copies while stocks allow. Ralf records remotely at flexible hours across time zones, and is in London in person 31 August to 4 September 2026.