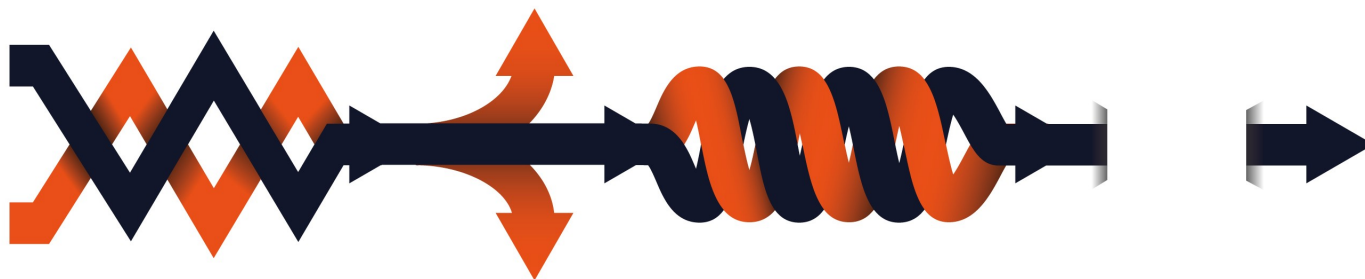


# V.U.C.A

VOLATILE - UNCERTAIN - COMPLEX - AMBIGUOUS



The acronym 'VUCA' refers to outstandingly difficult conditions. In modern times such conditions increasingly appear to reflect our 'normal' lives, with Covid-19 bringing an unprecedented intensity to this. Unpredictability is not going away, so we have to learn to succeed through increasingly challenging times.

Here are some tips for leading in VUCA times:

- **Confront Reality.** 'Head in the sand' never served anybody well. Be honest and 'real' about what we're facing.
- **Steady the Ship.** Consider the priority goals of your team, and embrace everyone's opinion in how they can be achieved.
- **Keep Perspective.** Fear tends to magnify into "We're all doomed" thinking. Whilst Covid-19 will have a significant impact, most of us can take steps to mitigate that.
- **Pause for thought.** Amidst chaos, it's easy to rush into poor decisions. Many responses will require that we act at pace, but sometimes 'slow and steady wins the race'.
- **Be Sensibly Optimistic.** Positive thinking isn't a panacea, but it's a powerful ingredient. We'll get through this, keep the faith!