

LEADING IN THE VUCA WORLD

Lead your team through uncertainty and chaos

INSPIRATIONAL SPEECH FOR LARGE AUDIENCES BY SZYMON KUDŁA

The acronym VUCA (volatile, uncertain, complex, and ambiguous) was coined nearly 40 years ago. Regardless of the pandemic, wars and geopolitical tensions, we all have been living in a world of fast change and information overload; technology changes the world at a lightning pace. Competition is fierce; mergers, automation and transformations have become the bread and butter of each company. Leaders try to convert dispersed, indifferent employees into cohesive teams. Meanwhile, when people experience shocks, their levels of tension vary a lot. Some are virtually paralyzed by fear, others feel a constructive anxiety, while the rest ignore the reality and pretend nothing happens. That is why leaders need to redefine their roles, help their teams regain their sense of power and come out of this mess even stronger.

Perfect for: experienced leaders managing teams in a dynamic, changing environment.

- **Make them AWARE:** Help your team face the reality. Be brief and specific about the facts without escalating the tension.
- **Make them UNFREEZE:** Replace destructive fears and panic with a constructive will to act within one's control zone („What does depend on us?”)
- **Make them FOCUS:** Establish a simple, crystal-clear compass in a chaotic environment.
- **Make them FLEXIBLE:** Prepare your team to embrace all possible future events; apply multiscenario approach instead of clinging to one linear plan.
- **Make them STRIVE:** Instead of special treatment, set specific expectations and fair consequences.
- **Make them UNITED:** Turn your team into a supportive, coordinated commando, resistant to turbulence.
- **Make them FOLLOW:** Set a crystal-clear example; leader's actions speak louder than words.



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