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What VUCA Really Means for You

by Nathan Bennett and G. James Lemoine


MANAGEMENT by Nathan Bennett and G. James Lemoine

What VUCA Really Means for You

It's become a trendy managerial acronym: VUCA, short for *volatility*, *uncertainty*, *complexity*, and *ambiguity*, and a catchall for "Hey, it's crazy out there!" It's also misleading: VUCA conflates four distinct types of challenges that demand four distinct types of responses. That makes it difficult to know how to approach a challenging situation and easy to use VUCA as a crutch, a way to throw off the hard work of strategy and planning—after all, you can't prepare for a VUCA world, right?

Actually, you can. Here is a guide to identifying, getting ready for, and responding to events in each of the four VUCA categories. ♥

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