

CHAPTER 26 DRAFT BLUEPRINT: FOR SUCCESS

Let's explore tangible aspects of reimagining SUCCESS in a heightened VUCA world. While your current position may not involve such implications, consider this an opportunity to ask yourself what you would do if you did have direct influence as a leader.

Consider how VUCA can be applied to enhance stakeholder success in your professional role (or within your organization) using the prompts below in the context of the elements of SUCCESS: Customers, Communities, Employees, Shareholders, and Suppliers.

HEIGHTENED VUCA:



Vulnerability represents the exposure to various risks and challenges that individuals, organizations, and societies face. It emphasizes the importance of acknowledging and addressing vulnerabilities within your stakeholder ecosystem.

- Recognizing and mitigating vulnerabilities are crucial steps in building resilience and ensuring the well-being of stakeholders.



Unprecedented changes and events challenge conventional norms and expectations. This element highlights the need to adapt to the unexpected and embrace innovation as a response to rapidly evolving circumstances.

- Embracing the unprecedented encourages creativity and agility in addressing stakeholder needs in novel and effective ways.



Contentious issues and divisive debates occur both in societies and organizations. This element underscores the importance of addressing conflicting perspectives and finding common ground for the greater good.

- Navigating contentious matters with empathy and constructive dialogue fosters better collaboration and unity among stakeholders.



Amplification refers to the way information and actions became magnified in the digital age, with rapid spread and impact. It reminds us of the significance of effective communication, transparency, and social responsibility.

- Leveraging amplification positively means making an even greater impact on stakeholders through shared values and meaningful engagement.

Reflect on your role within your organization or your professional context. Consider the stakeholders you interact with, which may include customers, employees, communities, shareholders, or suppliers.

- Work with each of the redefined VUCA elements in the table below.
- Ask yourself: *How has this element influenced or impacted my stakeholders during the pandemic (or the event you chose that has had a major impact)?*
- Write down specific examples or experiences that come to mind. These could be related to challenges, opportunities, or changes in stakeholder needs.

VULNERABILITY	
CUSTOMERS	
COMMUNITIES	
EMPLOYEES	
SUPPLIERS	
SHAREHOLDERS	

UNPRECEDENTED	
CUSTOMERS	
COMMUNITIES	
EMPLOYEES	
SUPPLIERS	
SHAREHOLDERS	

CONTENTIOUS	
CUSTOMERS	
COMMUNITIES	
EMPLOYEES	
SUPPLIERS	
SHAREHOLDERS	

CRITICAL THINKING: WHAT CAN BE DONE?

Now, shift your focus to stakeholder success.

- Ask yourself: *How can each of the redefined VUCA elements be leveraged to create significance for my stakeholders?*
- Consider strategies, actions, or changes that you believe could enhance the well-being of your stakeholders. These may involve addressing vulnerabilities, responding to unprecedented events, managing contentious issues, or amplifying positive impacts.

VULNERABILITY	
CUSTOMERS	
COMMUNITIES	
EMPLOYEES	
SUPPLIERS	
SHAREHOLDERS	

UNPRECEDENTED	
CUSTOMERS	
COMMUNITIES	
EMPLOYEES	
SUPPLIERS	
SHAREHOLDERS	

CONTENTIOUS	
CUSTOMERS	
COMMUNITIES	
EMPLOYEES	
SUPPLIERS	
SHAREHOLDERS	

AMPLIFIED	
CUSTOMERS	
COMMUNITIES	
EMPLOYEES	
SUPPLIERS	
SHAREHOLDERS	

MOVING FORWARD

Consider how this new perspective can guide your decisions and actions in the future to take practical steps to enhance stakeholder success. By embracing this new perspective, you can contribute to creating lasting significance for your stakeholders and your organization.

Summarize your key takeaways from this reflection exercise below.

What did you learn about the importance of the redefined VUCA framework in your role or organization?

..... Date.....

..... Date.....

..... Date.....

..... Date.....

The heightened VUCA framework emphasizes the importance of embracing vulnerabilities, responding to the unprecedented, addressing contentious issues, and

leveraging the power of amplification for stakeholder SUCCESS.

This is particularly relevant as post-pandemic business are increasingly expected to not only generate profits but consider the interests of all stakeholders and promote practices that contribute to long-term value creation, societal well-being, and environmental stewardship.