

WHAT TO DO

WHEN YOU DON'T KNOW WHAT TO DO

Certainly Uncertain?

When our world changes, our first reaction can be panic or paralysis. Our plans are no longer relevant and our resources may not be adequate.

If faced with extreme uncertainty, it is important to manage one's own fear responses, direct people's attention appropriately, and be diligent about shifting the perceived threat into a challenge that can be addressed and acted upon.

Here are five approaches that can help navigate through uncertainty:

Know Yourself

Understanding your own stress tendencies (over-control, self-doubt, disappear, crusade, manipulate, blame) and recognizing what stories we are telling our self, help us to be more present and think more clearly.

Shorten Your Target

Our ability to predict shrinks as uncertainty grows, so pulling our targets closer helps to increase our certainty. Having stepping stones helps to keep the team moving and increases our ability to see what's next.

Adjust Your Mindset (focus on Needs)

The less certain we are of the future, the more attention needs to be given to fundamental needs. Supporting our team and ensuring what we're doing for customers connects to their key needs all adds impact to our activities.

Author Reality

Artists have Artistic Licence to create reality - we determine priorities, activities, and what success looks like. Just as artists play with colors and notes, we help others see what's important and what needs done.

Take Small, Forward Actions

Uncertainty can be paralyzing, which means it's important to keep making forward progress. Perfection can't be planned, by taking small actions, we're able to gather feedback and make adjustments in real-time.