

NAVIGATING UNCERTAIN TIMES

In times like this, when there is a level of disruption in the economic world, one of the few absolutes is that “We don’t know what we don’t know” so uncertainty is inevitable.

How organizations and their leadership react, how they navigate changing times, is what determines their future. Many organizations are well positioned to be successful based on the development of the key competencies listed below. But even now it is not too late to begin building an internal culture that can withstand times when there are more questions than answers.

The key to navigating changing times is defined by three words: **FLEXIBILITY, STRENGTH, and COMMUNICATION.**

1. Flexibility allows an organization to adjust its course as needed.
2. The Strength of the organization and its leadership allows forward movement even in the face of setbacks and factors that are beyond control.
3. Communication keeps everyone on the same page.

To navigate through disruptive times effectively, Organizational Change Management (OCM) is key. While nimbleness and the ability to keep moving forward and to constantly adjust are important, there must be a balance.

That balance comes from an historical pattern of good research and careful assessment, deliberate planning, and clear communication versus impulsive reaction. Acting too quickly without a well-defined strategy can result in a myriad of issues from miscommunication to internal resistance, and organizational misalignment.

FLEXIBILITY

The most effective organizations are those that remain agile and forward-thinking in times of change. Their leaders avoid change for the sake of change, choosing instead to eagerly explore and adopt reasonable and well vetted change as needed, but always weighing how such change aligns with the organization’s core values, stated mission and long-term goals.

The ability to achieve flexibility presupposes that the organization has fully defined its core values, mission and goals and populated that thinking throughout the organization. If not, that is step #1.

Creating a flexible culture allows organizations to move through uncertainty with confidence. The mission and values remain the destination. And if the road to achieving them has a few detours along the way, that is manageable and, surprisingly, can sometimes even strengthen and improve the organization long term.

STRENGTH

Strength is the toughest of the three key words because an organization cannot build internal strength overnight. That power comes from years of conscious and consistent improvement. Toughness, courage, and commitment are re-energized when leadership steps up in the face of setbacks or obstacles to success.

It is never too late to start building those core virtues into an organization. Strong leadership believes fully in the organization's long-term goals and stays committed to them. They assess the situation and make adjustments while never losing sight of the future.

COMMUNICATION

Clear and open communication ensures that everyone in the organization stays aligned during change. Leaders must share updates, address concerns, and actively listen to feedback. Transparent communication fosters unity, helping teams navigate change with confidence.

Effective communication is not just about providing information, it is also about seeking insight. Leadership must have an ongoing commitment to listen and learn from others within the organization. Regularly scheduled group meetings and individual conversations, online forums, industry webinars, internal surveys, or suggestion boxes, are all invaluable resources for staying informed and connected.

Those are only suggestions; leaders must be extremely creative, try a myriad of different approaches, rotate plans, find what works most effectively.

It is a two-way street. Management must also make it a priority to share information, both good and bad, so those within feel connected to and valued by the organization.

By adopting an internal culture of flexibility, strength and clear communication, organizations can turn challenges into opportunities, navigate uncertainty, and thrive.

BASG's pledge is to continue to serve its Clients and its Consultants. We have the tools and resources to provide support, create a stronger culture of Strength, Flexibility and Communication, and help organizations survive and grow during unpredictable times.

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