



Impactful Communication Essential Skills for Young Professionals



Adrian Owen Jones

- Partner, Success Labs
- Gallup-Certified Strengths Coach
- Certified Fundraising Executive
- Former World-Ranked Video Gamer
- Lifelong Learner



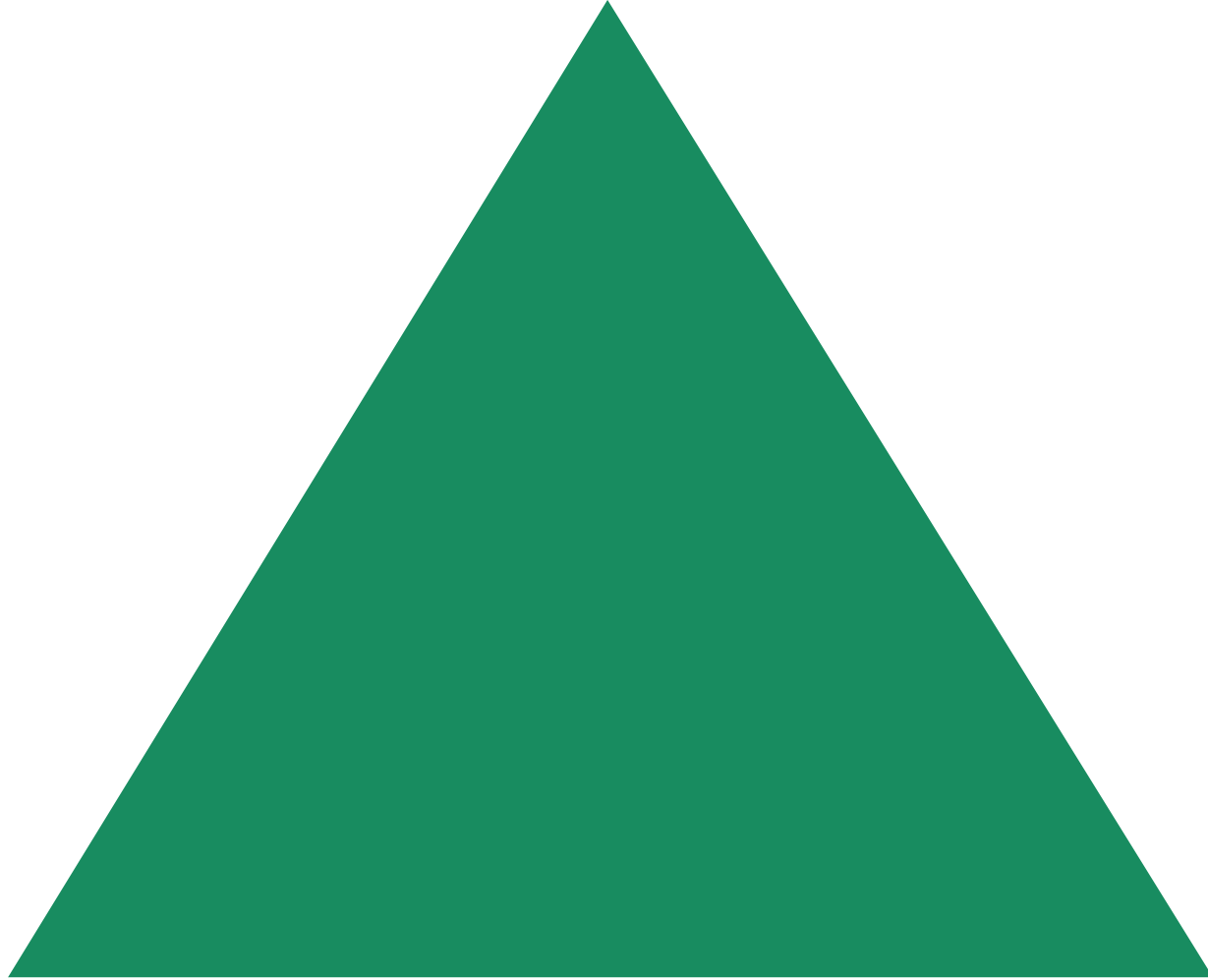
CRITICAL CONVERSATIONS

Conflict, Constructive Feedback, and Delegating Work

Communication

is not the most important thing...
it is *everything*.

SPEAKER



AUDIENCE

MESSAGE

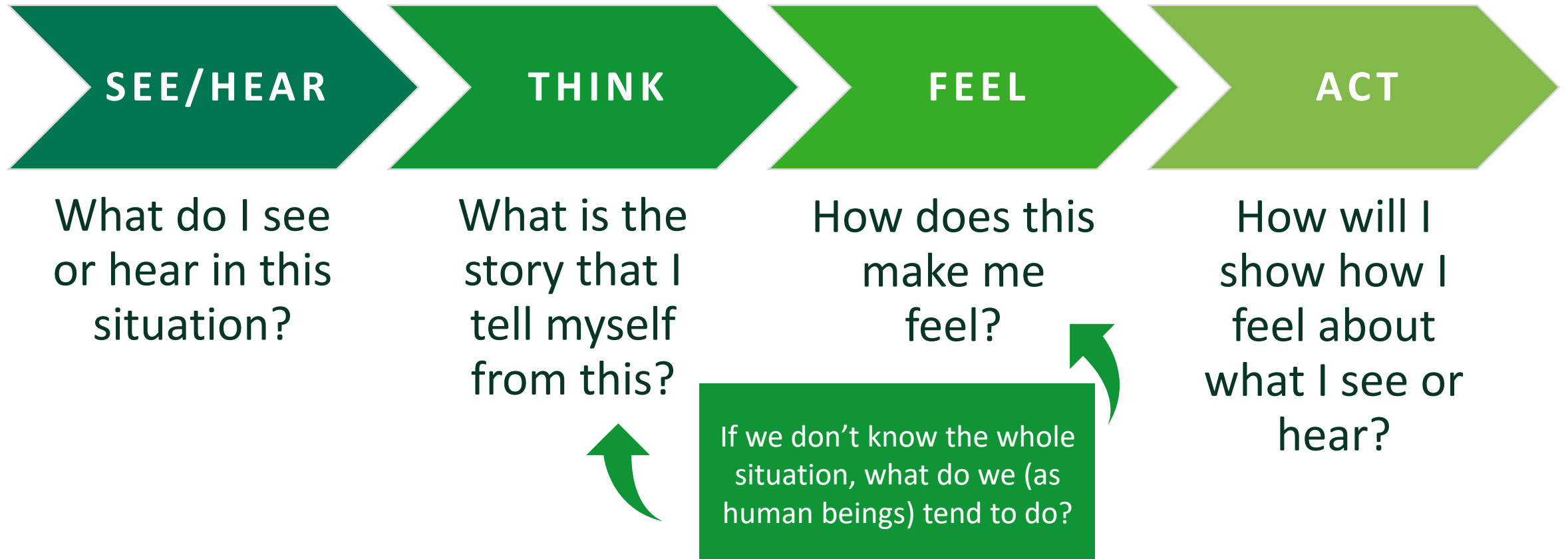
SENDER



RECEIVER



LISTENING PROCESS



ACTIVE LISTENING

- Be patient
- Keep an open mind
- Pay attention
- Work to understand meaning

WHY LISTEN?

- Validates and empowers others
- You might learn something!
- Builds trust and relationships
- Shows respect



PROBING STATEMENTS

Cannot respond with yes/no

Specific but open-ended

- Instead of: “Are you going to meet the deadline?”
- Try: “What’s left to do before the due date?”

Other Options:

- “Tell me about that.”
- “What’s going on?”
- “Talk to me about your concerns?”
- “How can I help you?”
- “What are your biggest challenges?”

CRITICAL CONVERSATIONS

Can be difficult, awkward, stressful

Situations

- Giving negative feedback to employees
- Addressing conflict with peers
- Salary negotiation

Why it's important

- Build and maintain relationships
- Manages conflict, disagreements
- Encourages effective behavior and drives results



CONFLICT IN THE WORKPLACE

WHAT IS CONFLICT?

- Conflict between or among your employees
- Peer-to-peer conflict and difficult conversations
- Includes internal customers and stakeholders

CONFLICT IN THE WORKPLACE

LET'S THINK

- What are some causes of conflict at work?
- What are the ways people typically deal with conflict?
- What are the outcomes? What happens?
- Why are peer relations so important for success in your current role and you career ambition?

CONFLICT IN THE WORKPLACE

WHEN CONFLICT IS BETWEEN OR AMONG EMPLOYEES

- Lead by example
- Don't set your employees up for conflict; act as a buffer
- Teach and encourage employees to manage conflict themselves
- Determine when conflict becomes a performance issue and must be addressed as such

FEEDBACK

A woman in a leopard print top is giving a high-five to a basketball player on a court. The player is wearing a white jersey with 'POINTER' and the number '3' on the back. Other players in purple jerseys are visible in the background.

**Purposeful
Professional
Planned**

FEEDBACK: Purposeful

- What's the path forward?
 - Improvement, Development, Correction
- Show concern
- Use more open-ended questions and statements to engage in problem-solving
- Follow-up



FEEDBACK: Professional

- Be private and considerate of timing
- Focus on issue not person (objective, factual)
- Be respectful and maintain the person's dignity





What the heck is this?

FEEDBACK: Planned

- Have an agenda
- State the specific behavior and impact (SBI)
 - **Situation:** where and when, be objective (cat, blue, orange)
 - **Behavior:** specific observed action(s)
 - **Impact:** how it has affected other people or the organization
- What probing questions or statements will help you understand the issue?
- Are you listening?
- Anticipate the reaction and plan accordingly – what will you do to keep the meeting on track or get it back on track?

Recap + Next Steps

Level Up Your Communication



1

Tailor your message to the audience.

Consider the rhetorical triangle. Who is your audience, how are you perceived, and what should be your message?

Remember all messages go through coding and decoding, sending and receiving. Things get lost in translation!

2

Recognize conflict is uncomfortable.

Lead by example, seek to understand, and assume positive intent.

3

Give intentional feedback.

Feedback should be purposeful, professional, and planned.

Praise in public, criticize in private.



LET'S CONNECT!

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Learning to Love LinkedIn



Adrian Owen Jones

- Partner, Success Labs
- Gallup-Certified Strengths Coach
- Certified Fundraising Executive
- Former World-Ranked Video Gamer
- Lifelong Learner





**When you think of LinkedIn,
what do you think of?**



Why LinkedIn?



Snoop Dogg (He/Him) · [in](#) · Following
 CEO - Death Row Records | Founder - Snoopadelic Pictures | Founder ...
 1d · 🌐

I'll be honest I didn't even know what [LinkedIn](#) was a year ago, but now being on the platform I realize this is the world's greatest personal brand building machine. I wish I would have discovered [LinkedIn](#) much earlier, but it reminds me of one of my favorites articles in recent memory by KC Oructt of Revolt that took 5 of my all-time favorite quotes to discuss the importance of building a personal brand. Hopefully some of these lessons may help you as you're building your personal brands here on [LinkedIn](#).

[#linkedin](#) [#personalbranding](#) [#motivation](#) [#marketing](#) [#business](#)



Building A Personal Brand

Snoop Dogg on LinkedIn · 4 min read

I'll be honest I didn't even know what LinkedIn was a year ago, but now being on the platfor...

Betsy Hindman and 7,342 others

1,110 comments · 453 reposts



Lawrence Parkin · 3rd+ · 1d (edited) ...
 Marketing Manager at BCS, The Chartered Institute for IT
 I just want everyone to know, this is not snoop dog. It is a PR company who have been paid , probably by LinkedIn to set-up an account.

For one, anyone who follows this man knows he doesnt ta ...see more

Like · 122 | Reply · 22 Replies

Load previous replies



Snoop Dogg (He/Him) [in](#) **Author** · 19h ...
 CEO - Death Row Records | Founder - Snoopadelic Pictures | ...
 what up nephew,
 what if you was wrong 🤔

Like · 59 | Reply



Lawrence Parkin · 3rd+ · 18h (edited) ...
 Marketing Manager at BCS, The Chartered Institute for IT
[Snoop Dogg](#) i know youve got too much going on to respond to every comment... lets not pretend now.
 Weird youve gone from proper english to street talk, must just be that youve had a smoke. ...see more

Like · 12 | Reply

Load more replies



Stephane Malka · 2nd · 1d ...
 Turning any living soul into a 🌟 CREATOR 🌟 | Putting Hollywood in y...
 LinkedIn just updated their T&Cs for DO double G.
 Reads as follows:

'Buildin' up your name, like a lyrical dream,
 Connections roll deep, like a smooth regime, ...see more

Like · 114 | Reply · 10 Replies



Snoop Dogg (He/Him) [in](#) **Author** · 1d ...
 CEO - Death Row Records | Founder - Snoopadelic Pictures | ...
 Much love [Stephane Malka](#)!

Like · 17 | Reply



Khaoula Bouchkhi (She/Her) · 2nd · 1d ...
 SVP Building Strong Bonds & Teams of Learners In Tech, Heal...
[Stephane Malka](#) drop that 🎤🔥
[Snoop Dogg](#) may you be welcome on this side 🌟
 Blessings [in](#) 🙏

[I'm ecstatic 🥰]

Like · 9 | Reply

Here's the data why:



Most trusted platform [Business Insider]

Over 900 million people on LinkedIn with an identified 65+ million business Decision makers on the platform.

Audiences on linkedin are 6x more likely to convert.

40% of b2b marketers surveyed indicated linkedin as the most effective channel for driving high-quality leads.

Less than 10% of active users are regularly posting on linkedin.

Adrian Owen Jones, CFRE (She/Her) · You
Chief Growth Officer at ThreeSixtyEight | Co-Curator of Assembly R...
3mo · 🌐

Advances in #AI continues to blow my mind every day y'all. I love to take pictures of my outfits and send them to my sister for a pulse check. I ask her "Is this outfit to bonkers?" because my barometer isn't great - I love to mix and match!

Check out this collage (two photos paired together, 2019 & 2023) that Google made for me. Out of literally tens of thousands of #photos (50,000+, I have had Google photos since 2012) it selected these two with the suggested collage title "Mixing Prints". 🥰 It somehow understood that these are both photos of me, in outfits mixing prints. I wanted to see just how good Google was at identifying my zanier outfits, so I went to Google Photos and searched "mixing prints" in the search bar. Check out the results. This is UNCANNY y'all. While not 100% accurate, it is darn good.

- Some other tips for Google Photos:
- ✅ If you are like me and forget to immediately upload your receipts, search "receipts" and it will find them for you and catalogue by date.
 - ✅ If you love to save random screenshots, search screenshots, or even "memes" and it will find all of those too.
 - ✅ If you want an album with certain friends or family members, tag their faces and Google will find all of them in your photos (great for birthday collages!)

Let me know what you think! Am I crazy or is this next level sophistication?

#artificialintelligence #dataviz #fashion



Cher Golding and 35 others · 16 comments

Reactions

Adrian Owen Jones, CFRE (She/Her) · You
Chief Growth Officer at ThreeSixtyEight | Co-Curator of Assembly R...
1yr · 🌐

Thought it was worth sharing these great Strategist Affirmations for the New Year from the sagacious [Mark Pollard, Strategy Friend](#). I loved the prompt to treat all interactions as #creative opportunities and everything life throws at you as a creative constraint. It reminds me of one of our internal team mottos from [Ryan Holiday](#) - "The Obstacle is the Way".

#strategy #mindset #leadership

- 1. I'll treat every day as a teacher.**
This will focus you on learning from everything that happens to you rather than setting Gollum-like treasure eyes on some invented end-point that will, indeed, not be an end-point.
- 2. I'll speak up but not over.**
We all know loud strategists but many I speak with feel in the shadows. So speak up. But don't get too big too fast and start to shadow over other people.
- 3. I'll enjoy questions more than answers.**
If you've found yourself quick to answers, use this year to slow down and ask more questions. Push. Probe. Don't accept first responses.
- 4. I'll treat all interactions as creative opportunities.**
Every email you send, workshop you host, and agenda you make is an opportunity for you to flex your creative muscles. And, if you don't flex, you'll turn into a robot. It's science.
- 5. I'll treat everything as a creative constraint.**
The budget shifts, the timeline shortens, you lose a team member, a crisis happens...sweeeeeeet. Face the issue and use it. Put it to work.
- 6. I'll write to get remembered.**
Use "pineapple" words. Pineapple words don't cheat. They're monogamous. That's because they have few synonyms. Words like this get stuck in our memory like advertising is meant to.
- 7. I'll save some of me for me.**
Timesheets make the strategist world go around but if you're always on the clock then you're never on yourself. Keep some of you aside. Write, draw, walk, laugh.

Caroline E. Lowery and 66 others · 16 comments · 6 reposts



Adrian Owen Jones, CFRE (She/Her) · You
Chief Growth Officer at ThreeSixtyEight | Co-Curator of Assembly R...
1yr · 🌐

Last week, I had the honor of joining members of the [Committee of 100 for Economic Development, Inc.](#) in Washington D.C. for several legislative and economic development briefings. There was plenty to be thankful for. Louisiana is an all time low #unemployment rate, and Baton Rouge is beating national trends - for every person seeking a job in Baton Rouge, there is an average of 2.5 open jobs, and that rate climbs in high-skill sectors.

This is why now, more than ever, employers should hire for skill and experience, not simply credentials. I am excited by the work [ThreeSixtyEight](#) is doing through the [#TearThePaperCeiling](#) campaign to raise awareness of people like [Justin Hutchinson](#) on our team. STARS, or those skilled through alternative routes, are the hidden #workforce we need to meet labor demands and fill open jobs with passionate and dedicated talent.

[Ad Age](#) featured Justin in their most recent issue to talk about the the virtues of #skillsbasedhiring, and I couldn't be more proud. Read more about how you can support STARS and tear the paper ceiling through the link in my comments.

HOW YOU CAN TEAR DOWN THE 'PAPER CEILING' AND UNCOVER NEW TALENT

By Lisa Sherman. Published on January 23, 2023.

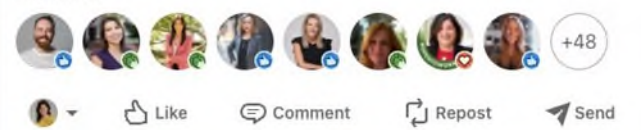


Credit: iStock

STARS are all around us, the more than 70 million workers in the U.S.

Jeremy Beyt and 55 others · 3 comments · 5 reposts

Reactions





You create
opportunities for
conversations.



Amber Freudenberger, MPH · 1st · 2mo ...
Epidemiologist at the University of Oklahoma Health Science Center

Im adopting your dads method and language. I have repeated themes and language for myself and children. My latest is "kindness is something you'll never regret." Thanks for sharing, Adrian 🌟

Love · 🗨️ 3 | Reply · 2 Replies



Adrian Owen Jones, CFRE (She/Her) **Author** · 2mo ...
Chief Growth Officer at ThreeSixtyEight | Co-Curator of Asse...

[Amber Freudenberger, MPH](#) I love this, Amber! My sister asks my niece "how were you kind today?" And I think it instills the same sentiment! 📖

Like | Reply



Cassie Means (She/Her) · 2nd · 2mo ...
Banking | BaaS | Digital | Treasury | Product | Service | Marketi...

I love both of these! Came here hoping to get more ideas for repetitive "morning inspiration" for me and my kids. One I use is "MAKE it a great day!" instead of "HAVE a good day!" Any others you love?

Like | Reply



Sarah Dietz · 1st · 2mo ...
Vice President, Human Resources and Talent Management at Grenze...

Adrian, I love your childhood memory, and this post! I needed this today! Thanks so much for sharing—

[Kim Becking, J.D.](#) with this post, you came to mind! Commitments like enthusiasm and momentum... are so very important!

I wonder what else we can commit to....to thrive. I think I need to read this book!

Like · 🗨️ 1 | Reply · 1 Reply



Adrian Owen Jones, CFRE (She/Her) **Author** · 2mo ...
Chief Growth Officer at ThreeSixtyEight | Co-Curator of Asse...

[Sarah Dietz](#) I've read the book 3x now, and each time I have new revelations and gain new insights! Definitely check it out.

Like | Reply



Melissa Thompson, PhD (She/Her) · 1st · 3w ...
Consultant at Success Labs | Organizer of TEDxBatonRouge | Adjunct...

Working on this today for our team. You got my brain spinning after the convo last week at Assembly Required.

Love · 🗨️ 2 | Reply · 1 Reply



Kenny Nguyen (He/Him) **Author** · 3w ...
CEO at ThreeSixtyEight | Shifting Minds & Changing Behavior...

[Melissa Thompson, PhD](#) - me and [Adrian Owen Jones, CFRE](#) would love to talk through it!

Love · 🗨️ 1 | Reply





Think BIG.



B

Build Relationships

I

Inspire Others

G

Give Consistently



The majority of your time in
LinkedIn should be spent generating
conversations.



The best LinkedIn content is
authentic and original to you.



5 topics to post about

1

Personal
Stories

2

Insights +
Trends

3

Frameworks +
mental models

4

Industry News

5

Celebrating
Others



Consistency is key.
Don't overthink it!

Recap + Next Steps

Think BIG!



1

Build relationships by inciting conversations on LinkedIn.

It's all about the comments. Get others to comment on your posts and respond within one hour.

Don't forget to comment on others' posts as well!

2

Inspire others by creating content that's unique and original to you.

Written conversationally, top content topics include: personal stories, insights/trends, frameworks, industry news, and celebrations.

Remember the power of pairing original audio/visual with your content. Also, only tag people/companies that you know and limit your hashtags to 2-3!

3

Give consistently by investing time into posting regularly.

Plan your post time wisely. Reuse your content. LinkedIn recommends post 1-5 times a week. Do not recommend posting more than once a day, unless it is timely.

Be ok with posts not doing well as it's part of the process!



**What did you learn today
that you want to try?**



Email me in 72 hours to get a copy of this presentation + quick feedback on your profile.

If you want a more in-depth consultation or content strategy, or more help building your personal brand, let's talk!

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LET'S CONNECT!

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Resourcefulness Problem-solving for Emerging Leaders



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- Former World-Ranked Video Gamer
- Lifelong Learner



The key to resourcefulness is:

**DELEGATING &
DIRECTING WORK**

DELEGATION



**REASONS
TO DELEGATE**



**WHAT'S HARD
ABOUT DELEGATING**

DELEGATING & DIRECTING WORK

1. Describe the assignment
2. Define the parameters
3. Check for understanding
4. Establish timeline
5. Provide support resources
6. Give feedback

OWNERSHIP MINDSET

- Does my mood, attitude or approach to change/adversity impact my performance? Others' performance?
- Am I contributing to solutions or part of the problem?
- Do I approach change flexibly or do I resist?
- Am I grateful no matter the circumstances?
- Am I quick to blame and criticize others?
- Do I often learn important lessons from experiences and challenges?
- Do I see challenges as opportunities or burdens to carry?
- What actions show my desire to make a contribution?

1 - Describe the Assignment

State what you want accomplished

Be specific

Explain the purpose

Communicate the importance

Check your assumptions

2 - Define the Parameters

Quality & Quantity

Boundaries & Scope

Limitations and authority level

Budget or spending limit, including time

3 - *Check Understanding*

Use open-ended questions and statements – probe:

“Let’s make sure I was clear about what I want you to do.”

“How about you recap your understanding of what I’m asking you to do and what my expectations are?”

NOT: *“Do you understand?”*

4 - Establish Checkpoints

Establish milestones and timeline, and schedule progress review meetings:

- Frequent checkpoints for less skilled individual
- When checkpoints are no longer needed...the employee has full ownership of the task
- Consider the complexity and duration of the assignment

What ongoing information do you need?

Schedule the follow-up in advance!

5 - Provide Support Resources



Yourself



Other People



Software, program access, authority



Access to work areas, materials, etc.

6 - Give Feedback

Provide positive & continuous feedback:

- At each checkpoint & when complete
- Remember 3 Ps for feedback

Employees *need* this

Will require an investment of your time

This isn't just people management...

**These same guidelines
work for ChatGPT!**



LET'S CONNECT!

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People Planning Cultivating High- Performing Teams



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- Former World-Ranked Video Gamer
- Lifelong Learner



**How do you identify
and develop high
potential talent?**

Why

would anyone want to work
with you or *for* you?

WHAT IS LEADERSHIP?

Think about the best boss(es) you have ever had.

What are the qualities,
skills or attributes he/she had?

SUCCESS REQUIRES

Hard Skills + *BOTH* **Soft Skills**

- Technical Expertise
- Written Skills
- Completing Goals
- Planning
- Presentation Skills
- Negotiating Skills
- Delegation Skills
- Time Management
- Trust
- Approachability
- Interpersonal Savvy
- Motivating Others
- Inspiring Others
- Compassion
- Listening Skills
- Vision



LEADERSHIP BY LEVEL

 Individual

Gets it done with others and understands their manager's goals and objectives.

 Manager

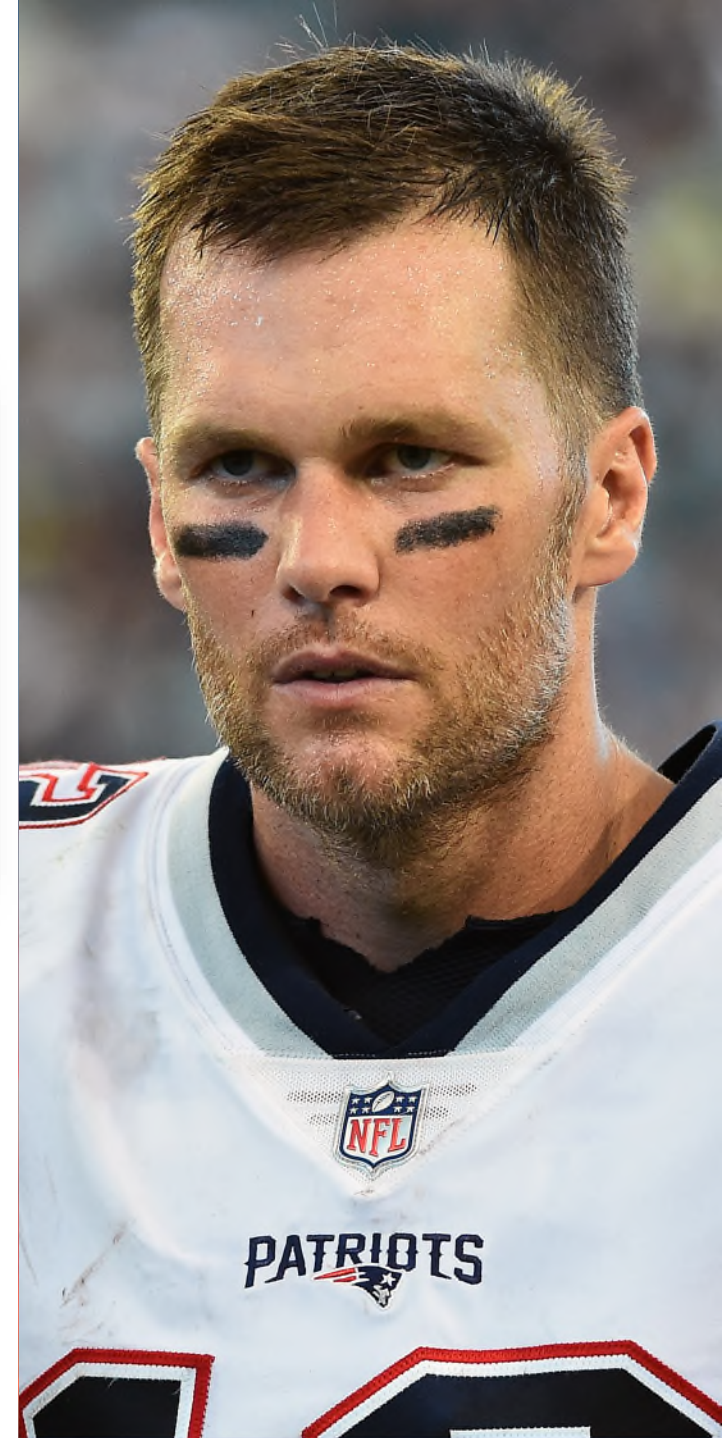
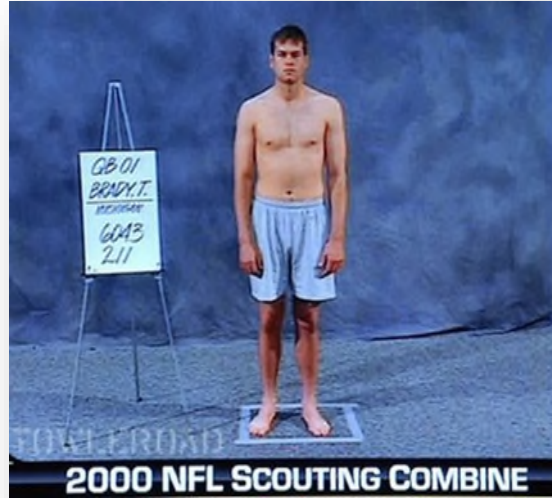
Gets it done with and through people, driving departmental goals and understanding organizational goals.

 Executive

Gets it done, through people... and with an eye and a vision on the future of the organization.

TOM BRADY

- Poor build; skinny
- Lacks physical stature/strength
- Lacks mobility & ability to avoid the rush
- Lacks a really strong arm
- Doesn't throw a tight spiral
- Can't drive the ball down the field
- System type player. Can get exposed if forced to ad lib
- Gets knocked down easily



How do you know who the great Supervisors, Managers, Superintendents, Directors, VP's, and CEO's are?

LEADERSHIP AGILITY



BIGGEST PREDICTOR OF PROMOTE-ABILITY?

LEARNING AGILITY is the ability to learn from experience is what differentiates successful executives from unsuccessful ones

- One study found that fully 71% of high performers were not high potentials (Corporate Leadership Council). They had limited success at the next level due to shortcomings in their ability, aspiration, motivation, or engagement.
- In contrast, the successful ones (i.e., the high potentials) seemed comfortable with new, different, and challenging situations. These managers and executives were willing to learn and develop from their “lessons of experience.”

70%
of high performers, are not
high potentials.



High Potentials...

“High potentials consistently and significantly outperform their peer groups in a variety of settings and circumstances. While achieving these superior levels of performance, they exhibit behaviors that reflect their companies’ culture and values in an exemplary manner. Moreover, they show a strong capacity to grow and succeed throughout their careers within an organization—more quickly and effectively than their peer groups do.”



Why Hi Po Development & Succession Planning?

- 10,000+ baby boomers a day reach age 65
- 70+ is the fast growing age segment of the job market
- Retention rates are at all time lows post-COVID
- Young talent pool is untethered from the idea of long-term employment with one company
- 3-4x the cost to onboard new talent

It's time...

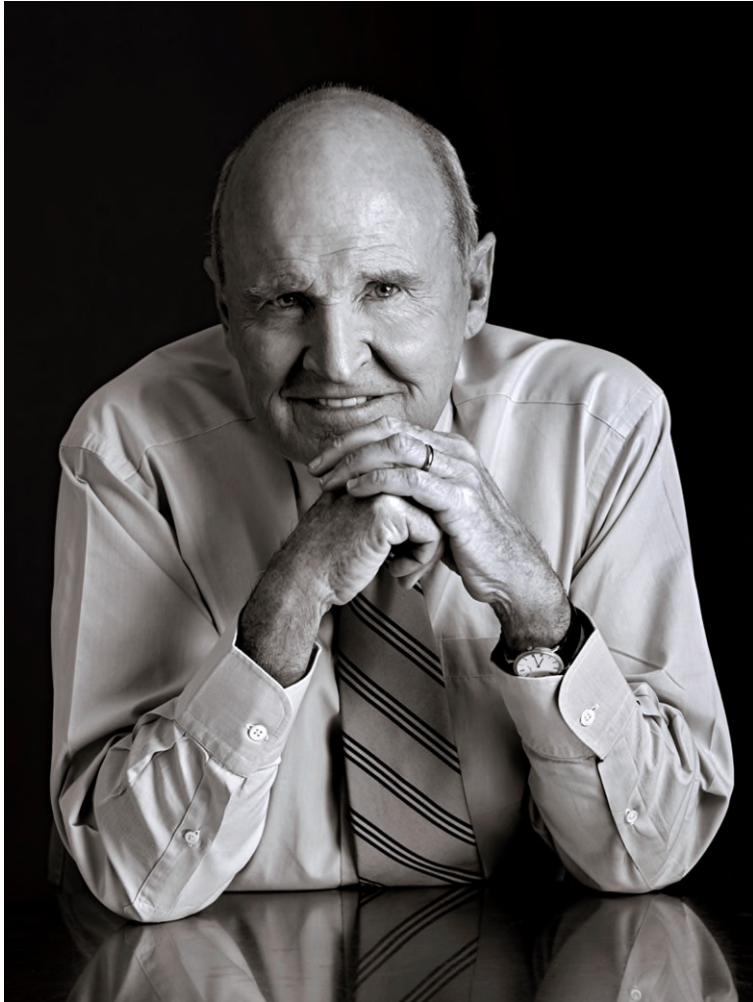
There's never been a better time to think about people strategy and succession planning –identifying and addressing your risks and needs for the future.

- **Strategic approaches to identify, engage and develop high-potential employees**
- **How do you know who the great ones are? *The importance of competencies in leadership development***
- **Critical people strategies to prepare and transition emerging leaders into new positions through planned leadership development processes.**

Workforce Planning

Linking human resources planning with strategic planning

- Assuring human resources are aligned with the company's goals and objectives
- Having the right people with the right skills and abilities in the right place at the right time



Jack Welch, CEO, General Electric

“My main job was developing talent. I was a gardener providing water and other nourishments to our top people. Of course, I had to pull out some weeds, too.”

"From now on, choosing my successor is the most important decision I'll make. It occupies a considerable amount of thought almost every day.“

*Lack of **bench strength** severely impacts organizations' ability to **grow**.*

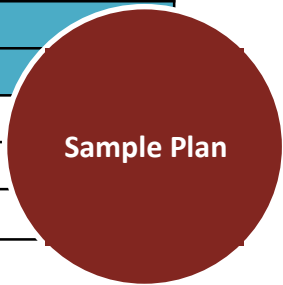
“Where do I begin?”

Individual Development Planning

written roadmaps for an employee's development

Effective development plans follow the 70-20-10 rule for development, 70% of the activities are on the job assignments, 20% of activities are from feedback, mentoring, networking, and 10% are courses or reading

Competency 1: Interpersonal Savvy
Goal: Improve interpersonal savvy with the result being increased effectiveness with peers and increased integrity & trust
➤ Take time to build relationships. Go to meetings early to make small talk/connect with people on a personal level.
➤ Develop mantras to keep me out of trouble. “I hear you”, “Let me think about that and I’ll get back with you”.
➤ Think of my peers as customers and talk with them that way.
➤ Don’t challenge peers/bosses during meetings. Have off line conversations when there is potential for conflict.
➤ Target stakeholders to build/rebuild relationships with: Cindy , Jeff , Jordan
➤ Read article, “Speaking in the Positive” and “Keeping Conflicts Cool” and incorporate key concepts into work.
Measurements: Less conflict; better working relationships; feedback from boss
Competency 2: Business Acumen
Goal: Increase knowledge of the business
➤ Begin attending weekly leadership team meeting for exposure to next level strategy and decision making
➤ Engage in mentoring relationship with Plant Manager
Measurements: Increase in knowledge of plant wide operations
Competency 3: Developing Direct Reports
Goal: Increase the knowledge and capacity of my team
➤ Assess the knowledge and skill level of each direct report to target strengths and development gaps
➤ Assign each a developmental project or event to grow next level skills
➤ Set up weekly coaching meetings to assess progress and give them feedback.
➤ Read: “ Giving Constructive Feedback”
Measurements: Increase in skill level and contribution of my team





Organizational Impact



- Better selection
- Increased engagement
- Improved performance
- Increased retention
- Deeper talent pool
- Broader organizational capacity and sustainability
- *Better results!*

Questions?



LET'S CONNECT!

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Resilience Leading in a VUCA Environment



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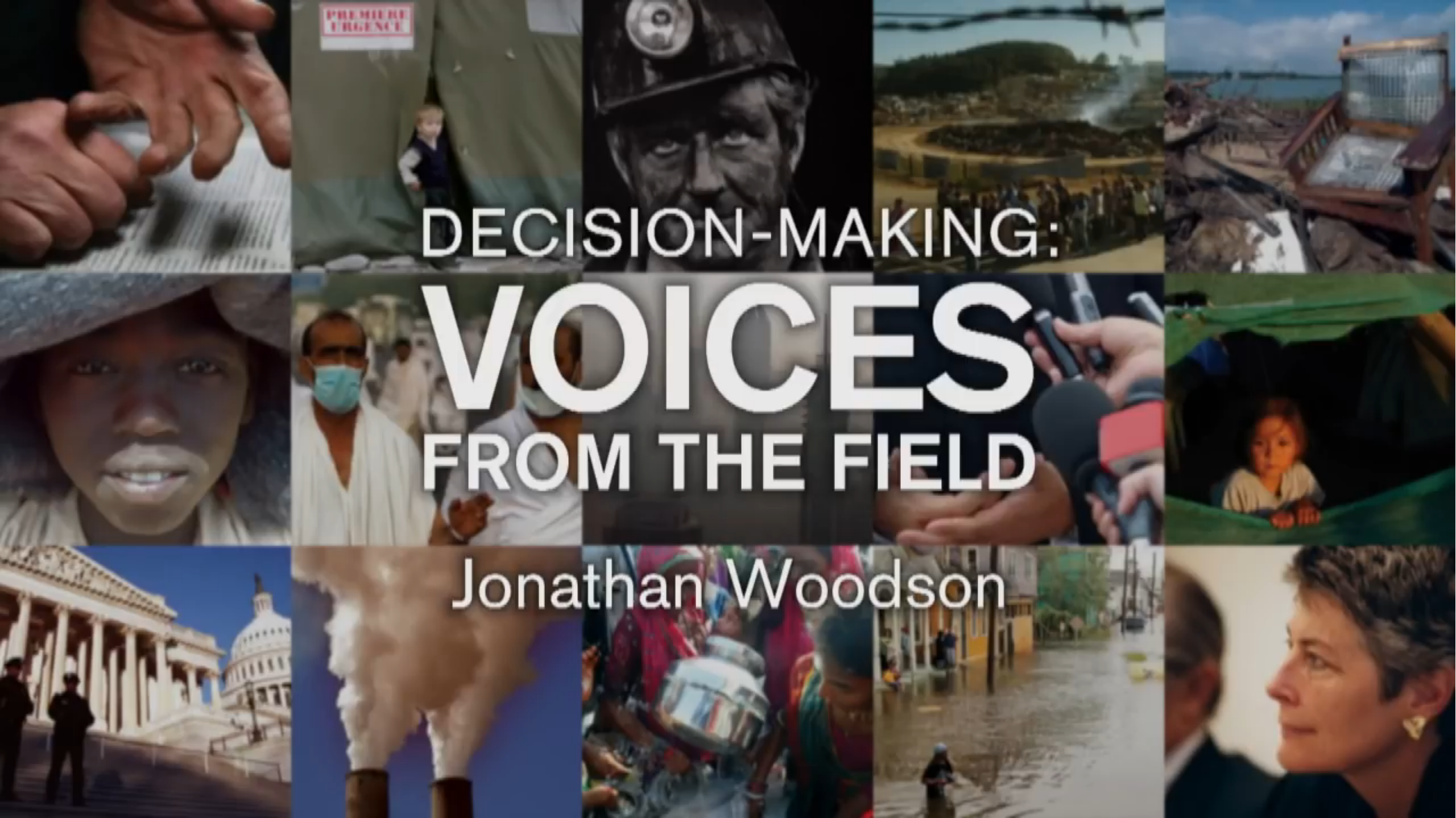


MAJ. GEN. JONATHAN WOODSON

Strategic Leadership in a VUCA World

- United States Assistant Secretary of Defense for Health Affairs
- Attended War College studied strategic leadership
- Talking about leadership in a VUCA (Volatile, Uncertain, Complex, and Ambiguous) World





DECISION-MAKING:
VOICES
FROM THE FIELD

Jonathan Woodson

LEADING IN A DYNAMIC MARKET



V

VOLATILE



U

UNCERTAIN



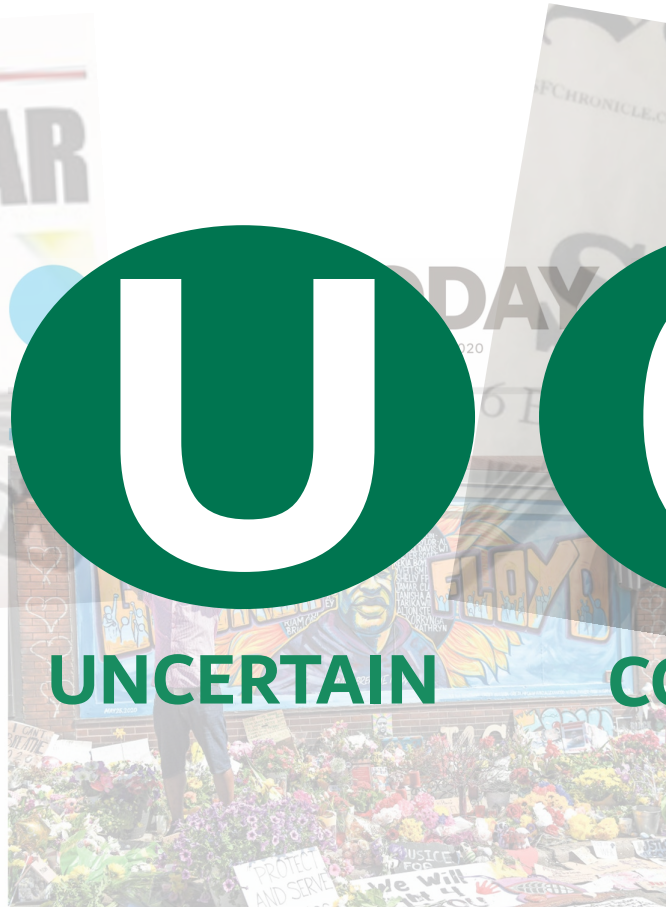
C

COMPLEX



A

AMBIGUOUS



Former NFL player Tyrone Carter speaks at the George Floyd memorial site in Minneapolis. JACK GRUBER/USA TODAY

Spark that lit a movement

911 call over counterfeit bill led to Floyd's death

Tracking protests across the USA in the wake of George Floyd's death

VOLATILE

Rate of Change

CHARACTERISTICS – The nature, speed, volume, and magnitude of change that is not in a predictable pattern

EXAMPLE – Prices fluctuate after a natural disaster takes a supplier offline

UNCERTAIN

Unclear About the Present

CHARACTERISTICS – The event's cause and effect are generally known. Change is possible, but not a given nor predictable.

EXAMPLE – A competitor's pending product launch muddies the future of the business and market

COMPLEX

Multiple Key Decision Factors

CHARACTERISTICS – The situation has many interconnected parts and variable. Volume and nature of info can be overwhelming to process

EXAMPLE – When doing business in different markets/states/countries, there are unique regulatory environments, tariffs, and cultural values



AMBIGUOUS

Lack of Clarity about Meaning of an Event

CHARACTERISTICS – No precedents exist & you face many “unknown unknowns”

EXAMPLE – Launching products outside your core competencies or moving into emerging markets

WHAT IT MEANS FOR BUSINESS

Things are changing fast, often and in big ways.

It's difficult to predict the future – even in the short term.

There are many factors that affect anything.

Things are hazy, fuzzy and not clearly defined.



***In a nutshell:* OUR WORLD IS MESSY.**



COVID-19 WAS THE ACCELERATOR

SUCCESS IN A VUCA ENVIRONMENT

VOLATILITY



VISION

UNCERTAINTY



UNDERSTANDING

COMPLEXITY



CLARITY

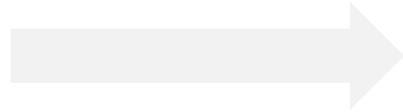
AMBIGUITY



AGILITY

SUCCESS IN A VUCA ENVIRONMENT

VOLATILITY



VISION

UNCERTAINTY



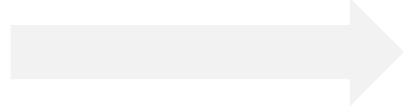
UNDERSTANDING

COMPLEXITY



CLARITY

AMBIGUITY



AGILITY

Resilience

RESILIENCE IS...

an ability to *adjust* easily to *change*.

the capacity to *recover quickly* from challenges.

toughness.

an ability to *adapt, learn,* and *grow* from challenge, change and adversity.



Recap + Next Steps

LEADING IN A DYNAMIC MARKET



VOLATILE



UNCERTAIN



COMPLEX



AMBIGUOUS



LET'S CONNECT!

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Optimize Your Planning Driving Operational Excellence



Adrian Owen Jones

- Partner, Success Labs
- Gallup-Certified Strengths Coach
- Certified Fundraising Executive
- Former World-Ranked Video Gamer
- Lifelong Learner



“Efficiency is doing things right; effectiveness is doing the right things.”

-Peter Drucker

STRATEGIC PLANNING

Strategic planning is an organizational management activity that is used to:

- set priorities
- focus energy and resources
- strengthen operations
- ensure that employees and other stakeholders are working toward common goals
- establish agreement around intended outcomes/results
- and assess and adjust the organization's direction in response to a changing environment



*Strategic planning is the
backbone of
organizational success.
Effective planning
requires strategic insight.*

STRATEGIC INSIGHT

The **knowledge, experience, and insight** to create plans and strategies that help the organization be competitive now and in the future.

The understanding of how new **ideas, trends, and technology** will impact the business and industry.

The ability to clearly **communicate** future directions and drive strategy.

STRATEGIC INSIGHT

The **knowledge, experience and insight** to create plans and strategies that help the organization be competitive now and in the future.

- Best practices – implement, follow, and UNDERSTAND *why* they are best practices
- Metrics – utilize, meet, and UNDERSTAND what *actions, behaviors, and organizational goals they drive*
- Planning and organizational skills, project management, innovation management

STRATEGIC INSIGHT

The understanding of how new **ideas, trends, and technology** will affect the business and industry.

- Business acumen, financial knowledge, networking across your professional field, and across your business community, civic and, community engagement
- Reading publications
- Attending business update meetings, reading annual and quarterly reports, asking senior leaders

STRATEGIC INSIGHT

The ability to clearly **communicate** future directions and drive strategy.

- Assertive communication, clear, succinct, linear but also big picture (background, the why)
- Owning and managing the message
- Knowing your audience
- Understanding your customers/stakeholders, speaking their language, and speaking to their concerns/what's important to them
- Many other leadership skills and professional competencies

“Where do I begin?”

SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

SLEPT ENVIRONMENTAL SCAN

Socio-cultural
Legal-Regulatory
Economic
Political
Technological

Workforce Planning

Linking human resources planning with strategic planning

- Assuring human resources are aligned with the company's goals and objectives
- Having the right people with the right skills and abilities in the right place at the right time

Recap + Next Steps

*“If you don’t know where
you are going, any road
will get you there.”*

- Lewis Carrol



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