



A WEEK IN *Learning*

ARTICLE

KEEPING FOCUSED DURING UNCERTAIN TIMES

Jason Edelman, Supervisor, Instructional Design

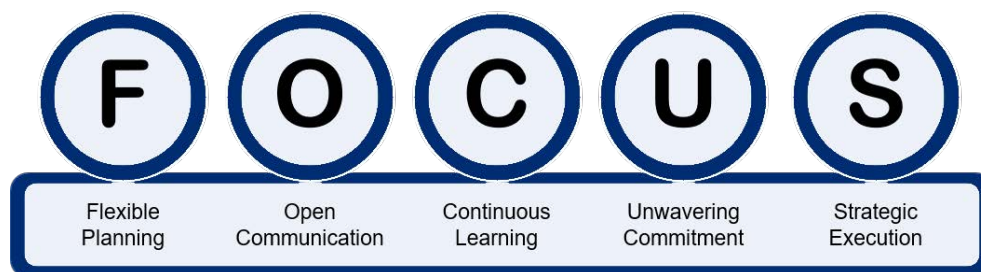
In today's world, uncertainty is a constant. The COVID pandemic has undoubtedly heightened our awareness of this fact. The truth is, the pandemic wasn't the only time we faced such uncertainty. Uncertainty has been a part of our lives for a long time. In the past 25 years, we have faced many "once-in-a-lifetime" unprecedented events that have propelled us off our familiar courses and onto an unfamiliar (and scary) path. There's no arguing that these events have sowed uncertainty at home and work. Still, we often forget that these troubling events are not the only time we must tread ambiguity and doubt in our everyday lives.

Uncertainty is a fact of life for all organizations. No matter how well-prepared and well-planned a company may be, it is not always possible to anticipate every challenge. To effectively navigate uncertainty, organizations must keep their FOCUS. This involves several key elements:



“By embracing uncertainty and using it as an opportunity for growth, organizations can thrive in even the most challenging times.”

- Jason Edelman



Flexible Planning involves creating a plan that can adapt to changes in the organization's direction or goals.

Organizations should create a framework for decision-making based on potential scenarios rather than a fixed plan. This approach allows organizations to pivot quickly and make informed decisions based on the latest information. The ability to think creatively and outside of the box is essential in handling uncertainty.

Open Communication is a critical element in handling uncertainty. Organizations must ensure clear and open communication between all team members, departments, and stakeholders. This helps to identify potential risks and opportunities early on and allows the organization to respond accordingly. Effective communication ensures everyone is on the same page and working towards the same goals.

Continuous Learning is essential for organizations to thrive in an uncertain environment. Team members should invest in their skills and knowledge to prepare them for changes. This can be done through training programs, mentorship, or taking on new challenges.

Unwavering Commitment means staying focused on the organization's goals despite any obstacles or uncertainty. Leaders should ensure that their teams are aligned with the organization's mission and vision and understand their role's importance in achieving it.

Strategic Execution involves putting the plan into action. It requires a disciplined approach to managing resources, monitoring progress, and adjusting the plan. Organizations should establish metrics and KPIs to measure their progress and determine whether they are on track to achieve their goals. By having a clear plan, you can confidently navigate the uncertainty and mitigate potential risks.

Uncertainty is a fact of life for all organizations. However, by keeping FOCUS with flexible planning, open communication, continuous learning, unwavering commitment, and strategic execution, you can successfully navigate the choppy waters of uncertainty and position your organization for long-term success. By embracing uncertainty and using it as an opportunity for growth, organizations can thrive in even the most challenging times.

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