

Executive Commute with Jayson Krause

Episode 2 Resource

How do we create certainty in uncertain times?

First of all, *why* is this question important?

- #1: The external environment will influence how we show up in the business. *You* can influence your environment.
- #2: Uncertainty can be a virus that quickly spreads through your organization. Inoculate against it.
- #3: What we focus on expands. Where we focus will depend on whether you are creating opportunity or reacting to uncertainty.

Here are some questions to help you develop certainty in uncertain times:

Tip: There are multiple reasons for all of the questions below. Don't let yourself or others get lazy by saying, "It won't/can't be." Find the reasons.

1. What are all the reasons why this year will be the *same* as last year?
2. What are all the reasons why this year will be *worse* than last year?
3. What are all the reasons why this year will be *better* than last year?
4. What are all the reasons why this year will be the *best year yet*?

Look at all of the possible results for the year. Discuss and then ask:

All of these options are possible. It depends on how we frame it and the actions we take, so, which of these four options are most likely?

Next, identify the obstacles and barriers you perceive this year:

- What is it you are most concerned about?
- Think about a time you were leading through uncertainty. How do you deal with uncertainty?
- Are you in growth mode or protection mode? Where do you want to choose to be?
- Given the current situation, what can you control?
- What are the opportunities in this situation? How can you reframe this situation into a powerful rally cry?
- What do you want to be known for when it comes to dealing with uncertain times?
- If you want to turn this situation into a WIN, then *what's important now*?

After you've explored this, let us know how it went. What worked, what didn't or what questions do you have. You can leave us a message or voicemail at executivecommute.com.