



Philadelphia

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	LEADING IN A VUCA WORLD: OVERCOMING VOLATILITY, UNCERTAINTY, COMPLEXITY, AND AMBIGUITY		
FACULTY	MR. STEVEN ZEISLER		
LOCATION	Springfield Country Club 400 West Sproul Rd., Springfield, PA 19064 (610) 690-7600	DATE	Thursday, June 3, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

TIME TOPICS

20%	The Volatile-Uncertain-Complex-Ambiguous World Why "VUCA"? Why Now? Good-bye "Command-and-Control" Management - Hello "Leadership"
50%	Four Leadership Keys Understanding the Dynamics of Change and Perception <ul style="list-style-type: none"> • The Neuroscience of Change • Broadening our Frames Sense-Making in a Complex World <ul style="list-style-type: none"> • How We Decide • Gathering Intelligence The Importance of the Leadership Story Innovative, Change-Ready Organizations
30%	Your Leadership Map Creating Your VUCA Leadership Map <ul style="list-style-type: none"> • Your Leadership Story • Building the Agile Organization • Strategies for Sense-Making • Jump-starting Implementation

SEMINAR DESCRIPTION

Regardless of where you lead - in corporations, non-profits, government or education - you face four increasingly precarious and unfamiliar conditions: Volatility, Uncertainty, Complexity and Ambiguity. In a VUCA world, you must rethink and abandon many of the command-and-control notions of leadership learned in more predictable, straight-line conditions. Understanding the dynamics of change, developing an agile and innovative organization that can make sense of the ambiguities and respond immediately, getting clear about where you are going, and communicating the story of that future are the four keys to effective leadership in these conditions. During this session participants will explore the latest research on the neuroscience of change and how the brain attempts to make sense of complex situations. Participants will also explore the skills, behaviors, and best practices that improve their leadership effectiveness in times of rapid change, unpredictable outcomes, intricate marketplace dynamics, and fuzzy intelligence.

FOR RESERVATIONS

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FACULTY



MR. STEVEN ZEISLER is the founder and director of Zeisler Associates, Inc. a consulting and development company. He has helped leaders around the world unleash the talent and creativity of their organization and move to distinguished levels of innovation and performance. Mr. Zeisler has run startup businesses within a Fortune 20 company, served in consultant and executive coaching roles, and has developed creativity tools and innovative software, has written numerous articles on innovation and leadership published in journals worldwide and, in 2005, co-authored the book *The Manager's Handbook for Virtual Teams*. In his work at Zeisler Associates, Inc. his client list includes Astra-Zeneca, Alcoa, British Airways, Cargill, Dow Chemical, Lucent Technologies, Marriott, Nestlé, Solvay Pharmaceuticals, the US Air Force, and Valero Energy. In addition to his consulting work, Mr. Zeisler has served as faculty member, seminar leader or guest lecturer at many corporate learning institutions, government agencies and universities throughout the world including those of US Army War College, DuPont, Estée Lauder, the National Institute for Standards and Technology, Xerox, Howard University, Penn State, Rutgers, the University of Melbourne and the University of Washington. He serves as Vice-Chairman of the Board of the Delaware Symphony Orchestra, as a Board member of the Arts Consortium of Delaware, and is past President of the Board of Directors for Reading ASSIST Institute, a non-profit dedicated to the teaching of reading to children with dyslexia. Since 2002, Mr. Zeisler has also served as a member of the International Association of University President's United Nations Commission on Disarmament Education, Conflict Resolution and Peace.

GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE
(Pres, Exec & Sr. VP)
EXECUTIVE
(VP & General Mgr)
SENIOR MANAGER
(Div. & Reg. Mgrs)
MIDDLE MANAGER
& SUPERINTENDENTS

3	3	3	3	2	3	2	3	2	2	3	2	2
2	2	2	3	2	2	2	2	2	2	3	2	2
1	1	1	2	1	1	1	1	1	1	2	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	Pchsg	R&D	Sales

APPLICABILITY

"1" indicates primary target audience
 "2" indicates a good fit if the level of material is appropriate
 "3" indicates (in the opinion of the Institute and faculty) limited applicability.

FOCUS

PRIMARY

LEADERSHIP DEVELOPMENT:
 Adaptability, Communication, Creativeness, Developmental Perspective, Interpersonal Relations, Judgment

SECONDARY

EXECUTING/CONTROLLING/EVALUATING:
 Decision Making, Use of Authority, Direction

TERTIARY

PLANNING/ORGANIZING:
 Problem Identification, Analysis, Evaluating Alternative Solutions

LEVEL

Introductory Intermediate Advanced