



IMPACT

Navigating a VUCA world

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IMPACT



Navigating a
VUCA world



Who We Are

400+

global client
partnerships

742

people
inspired
& developed

17

offices
worldwide

Impact are an independent, global creative
change agency.

We deliver award-winning leadership
development and business transformation.



CIPD | People Management Awards 2016 | Finalist

89

industry
awards

21

languages
spoken

1980

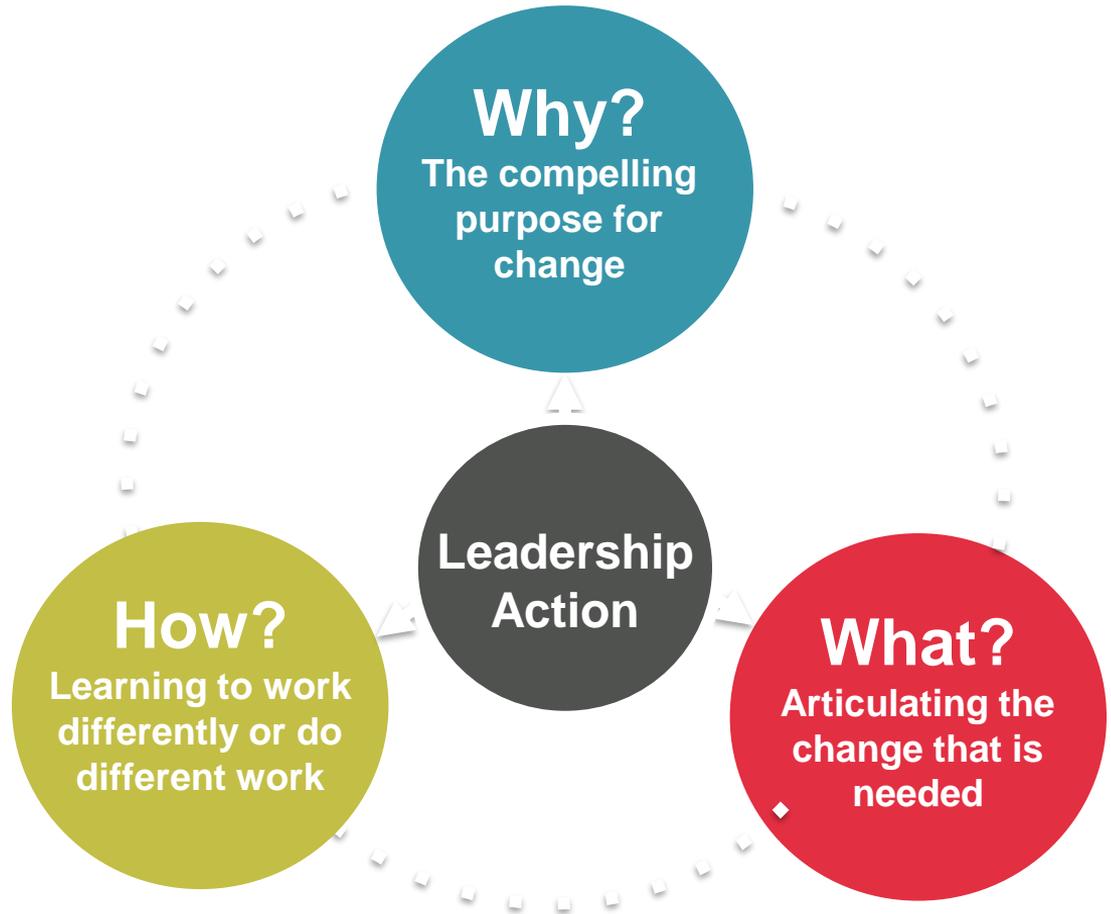
founded in
the UK



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All organisational
change is people
learning to do work
differently OR do
different work



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**Schipol
Airport**

Mindsets

We think we are much more logical than we are

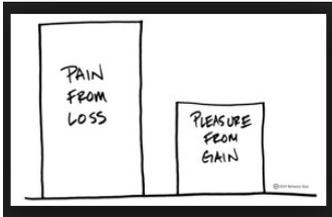
- Parole Boards
- Honesty Box
- Organ Donation
-

A bat and ball cost £1.10

The bat costs £1 more than the ball

How much does the ball cost ?

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Loss Aversion



Framing



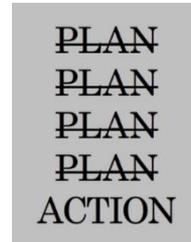
Anchoring



Group Think

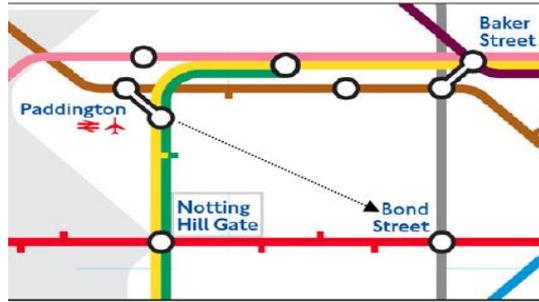


Availability Bias

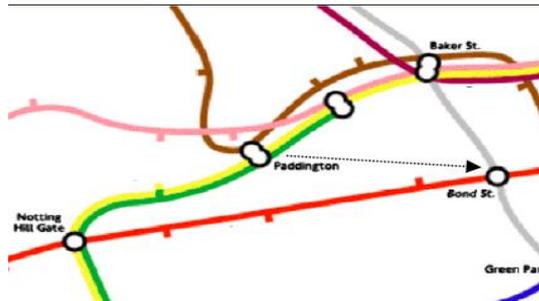


Planning vs Doing

Framing



(a) Schematic Tube Map
(Source: London Underground)



(b) Geographical Map
(Source: Simon Clarke)

What's going on?

- We look for simple solutions
- We over-estimate our own abilities
- We rely on gut feeling and first impressions
- We over rely our experiences
- We think we are consistently rational

How can we use this to encourage the behaviours we want ?

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LEARNFEST
2018 
WINDERMERE, JUNE 5-7



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