











# VUCA to VUCA Prime

Learn how to identify the signs of a difficult time, overcome the challenges it presents, and plan a path forward for your law firm by embracing a VUCA Prime mindset.

VUCA				VUCA PRIME		
FEELING	EXPERIENCE	BEHAVIOR		FEELING	EXPERIENCE	BEHAVIOUR
 <p><b>VOLATILITY</b></p>	<p>The legal industry, firm operations, or client demands feel like they are changing so rapidly that you can't keep up. Your everyday feels like it is constantly disrupted and you don't know where to focus your efforts.</p>	<p>Risk-aversion</p> <p>Looking to return to a normal that may not work</p>	→	 <p><b>VISION</b></p>	<p>You embrace the unknown and take time to get clear on why you got into law, and what you want to achieve. You seek out resources to understand the challenges and opportunities that lie ahead. You look at the current situation at a high level and articulate your future goals to others.</p>	<p>Self-reflection</p> <p>Brainstorming</p>
 <p><b>UNCERTAINTY</b></p>	<p>Volatile market situations lead to a lack of predictability in how your firm should best respond. You feel like you don't have the facts you need to understand what's happening, causing stress and a lack of clarity. It becomes difficult to commit to a plan and carve a path forward.</p>	<p>Analysis paralysis</p>	→	 <p><b>UNDERSTANDING</b></p>	<p>You identify which key factors influence your decision-making process and actively seek out what you need to create a better path forward. You accept that the old way of doing things may not serve you anymore and are prepared to create a better normal.</p>	<p>Engaging with others in dialogue</p> <p>Reflecting on learnings</p>
 <p><b>COMPLEXITY</b></p>	<p>Multiple factors, both internal and external, are impacting your firm's ability to succeed. This can create chaos and confusion that can lead to defensive behavior.</p>	<p>Defensive or quick-to-action decision making</p> <p>Seeking scapegoats</p>	→	 <p><b>CLARITY</b></p>	<p>You focus, communicating your firm's purpose and goals clearly and asking for feedback from those who will be involved or impacted by it. You identify where small changes can have a big impact on your goals. You create a tactical plan to ensure you focus on key priorities and account for potential risks.</p>	<p>Documenting plans</p> <p>Exploring operational changes</p> <p>Taking action</p>
 <p><b>AMBIGUITY</b></p>	<p>Because you are unsure of what's happening around you, you may question how your firm can make an impact or who should be responsible for what. The outcomes of your choices feel unclear, which can lead to poor communication and isolating behavior.</p>	<p>Self-doubt</p> <p>Hesitancy</p> <p>Lack of collaboration</p>	→	 <p><b>AGILITY</b></p>	<p>You become comfortable in the uncontrollable and are open to adapting regularly. You have open dialogues with firm members and clients about what's working and what's not. You are flexible and ready to change your plans if signs of a VUCA world arise. You remember to come back to your ultimate purpose and goals when adapting.</p>	<p>Embracing an open-minded or growth mentality</p> <p>Leading by example</p>