

*CHALLENGES, OPPORTUNITIES &  
SUSTAINING SUCCESS IN  
SUPERVUCA WORLD*

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February 2015

# Challenges

- Speed & Strategy
- Understanding, Unforgetting & Unforgiving
- Predictivity & Privacy
- Ever Emerging & Evolving, *in multiple planes*
- Risks, *Known & Unknown*
- Volatility, *with dynamic acceleration*
- Uncertain, Unconventional & Unprecedented
- Complex, Confused & Complicated
- Ambiguous & Arbitrary

# Opportunities

- Super quick, instant – Fail fast, Learn fast & Fix fast
- Universal & Unlimited
- Potential & Possibilities
- Entrepreneurial
- Revolutionary
- Variety & Versatility
- Unlimited, Unchallenged & Unprecedented
- Creative & Complicated
- Ambitious & Amplified

# Survival Kit

- **S**implify, *quickly & ruthlessly*
- **U**nique, *distinct or extinct*
- **P**assion & **P**aranoid
- **E**xecution **E**mbrace *technology & change* & **E**xperiment
- **R**esilience & **R**elevance
- **V**isibility & **V**irtuality
- **U**ncertain, **U**nconventional & **U**nprecedented
- **C**razy & *self* **C**ritical
- **A**utonomy & **A**uthority