# JAKE WOOD

KEYNOTE SPEAKER & AUTHOR

the VUCA CODE
Battle-tested frameworks for thriving in a Volatile, Uncertain, Complex, & Ambiguous world.

the VUCA CODE
@JakeWoodTR
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the world is full of
CHAOS.

in the midst of
CHAOS
there is OPPORTUNITY.

VUCA

volatility
uncertainty
complexity
ambiguity

VOLATILE

COMPLEX

UNCERTAIN

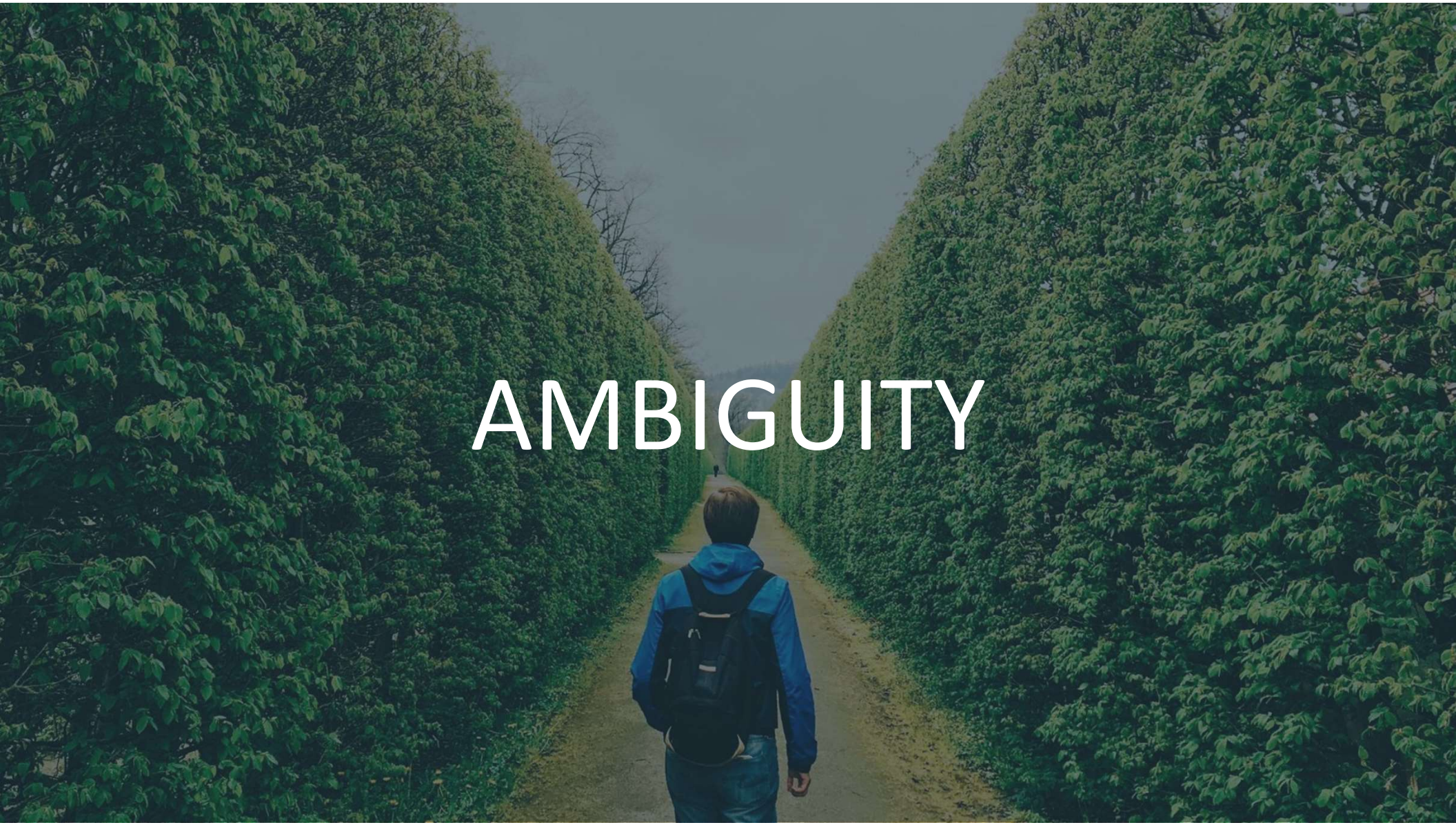
AMBIGUOUS

volatility
uncertainty
complexity
ambiguity

# VOLATILITY

# UNCERTAINTY

COMPLEXITY


AMBIGUITY

volatility
uncertainty
complexity
ambiguity

Kubota
PUMA

WOOD

WAUKEE
FIRE DEP

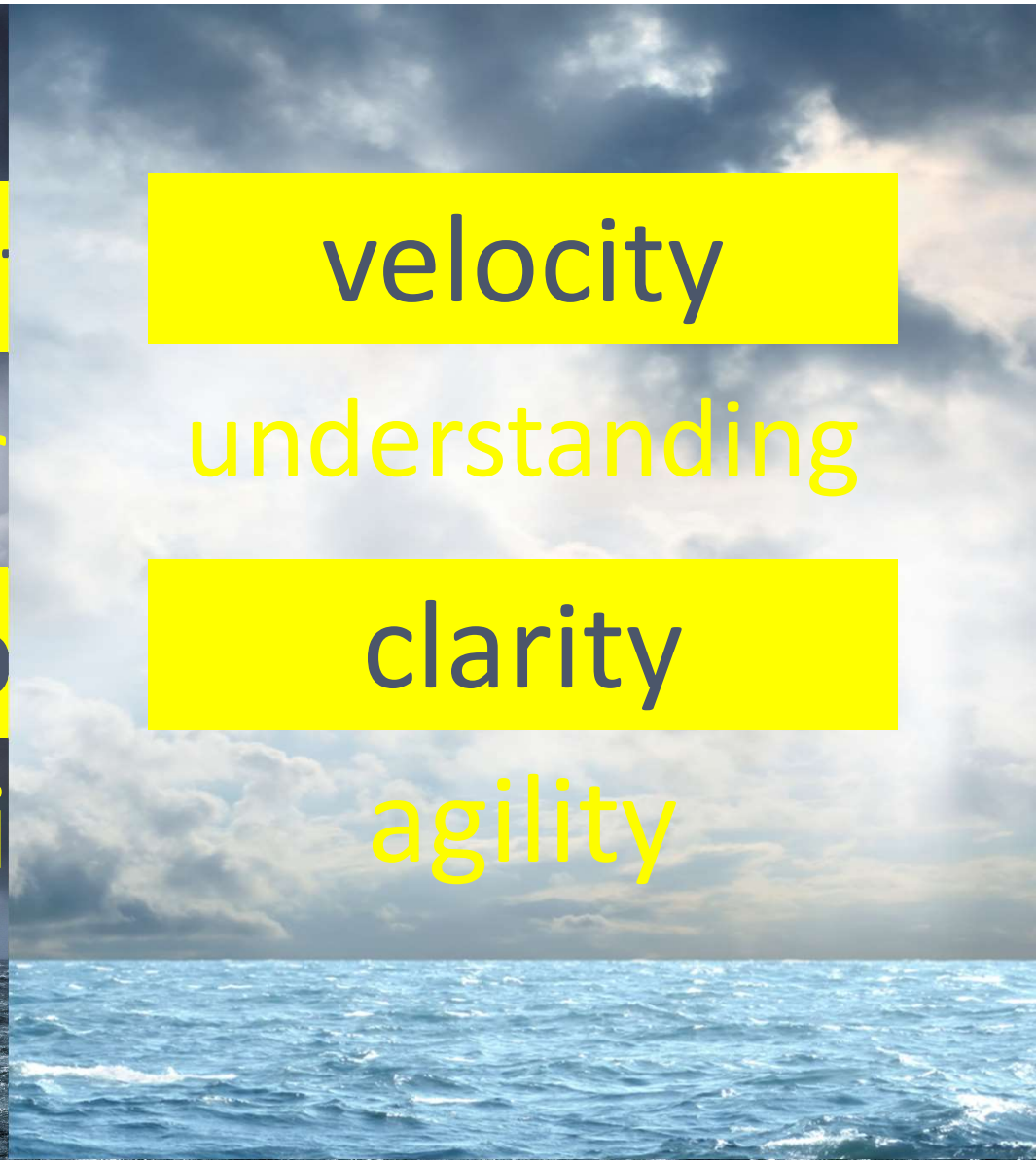
TEAM
RUBICON®

TEAM RUBICON
RYAN
WHARTO
514

TEAM RUBICON
DISASTER
RESPONSE

Annex Building
1000

vola
uncer
comp
ambi


velocity
understanding
clarity
agility

vision
velocity
uniformity
understanding
culture
clarity
alignment
agility

vision
uniformity
culture
alignment
FOUNDATIONS

VISION
@JakeWoodTR | @teamrubicon
TEAM RUBICON
BRIDGE THE GAP

**"We want to build the best disaster response organization in the world."**

***-Two Young, Dumb Marines That Had Never Built Anything Before***

**“To become the world’s most loved, most flown and most profitable airline.”**

***-Southwest Airlines***

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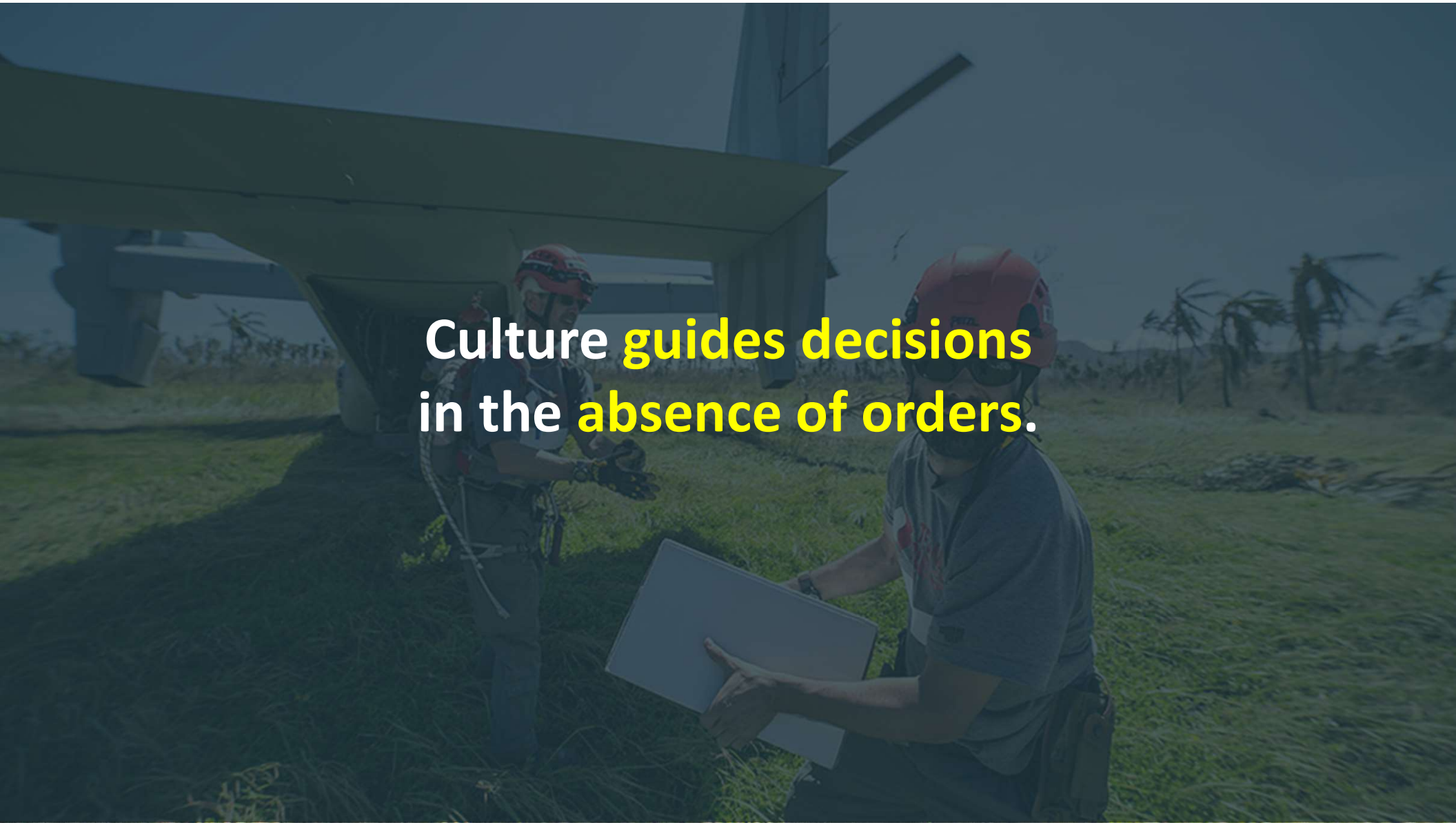
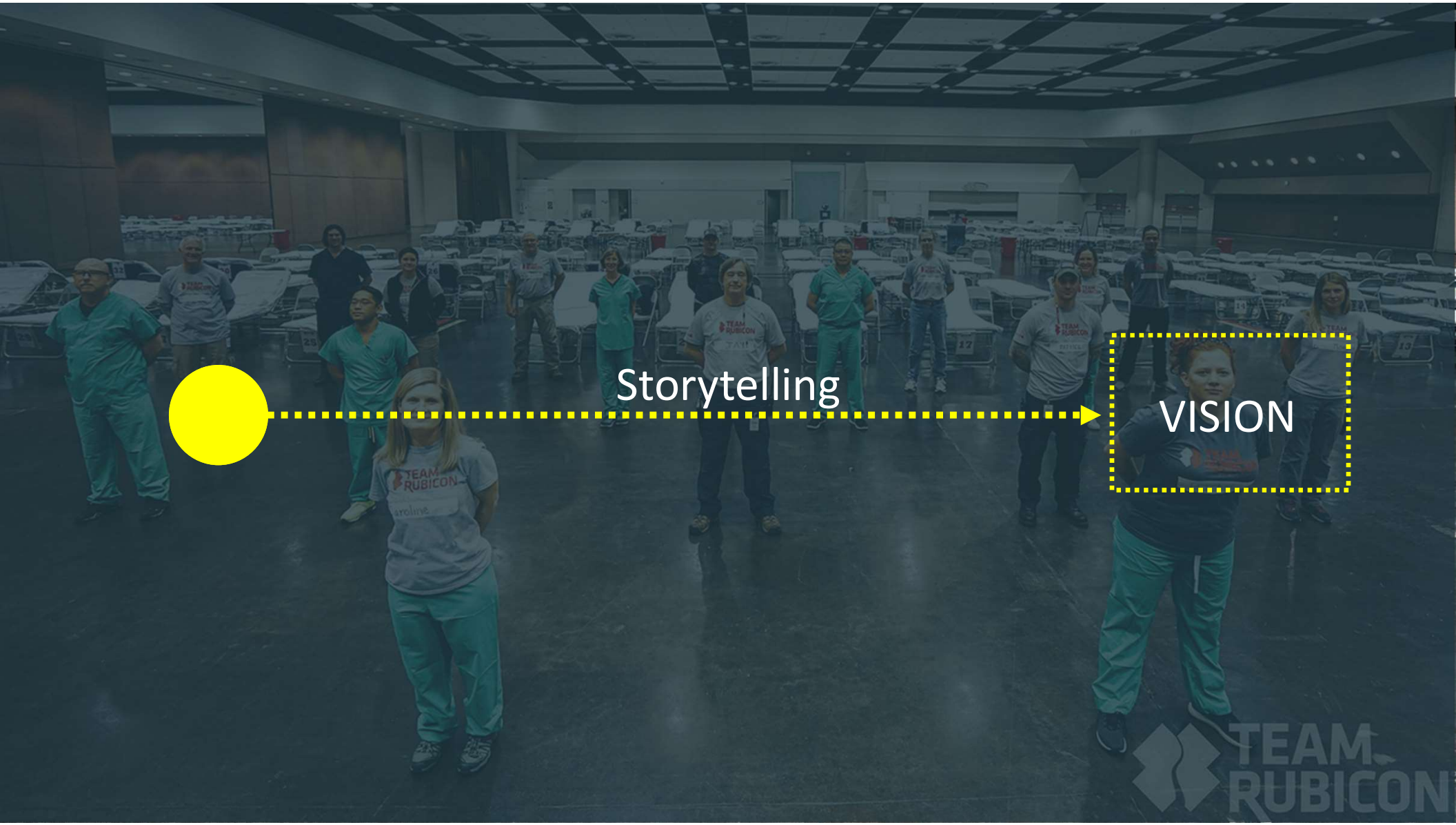
UNIFORMITY

CULTURE


Culture guides decisions
in the absence of orders.

Ethical Leadership
Vision
People
Policy
Process
Values
History
Ceremonies
Artifacts
Pay /
Rewards
Practice
Actions & Outcomes

ALIGNMENT
TEAM RUBICON


Storytelling
VISION
TEAM RUBICON

vision
velocity
uniformity
understanding
culture
clarity
alignment
agility

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COMPLEXITY
VOLATILITY
AMBIGUITY
UNCERTAINTY
CAN YOU PREDICT THE RESULTS OF ACTION?
HOW MUCH DO YOU KNOW ABOUT THE SITUATION?

vision
velocity
uniformity
understanding
culture
clarity
alignment
agility

volatility
uncertainty
complexity
ambiguity