ai design institute

Module 1
Future and Complexity

Class 1
Welcome to the VUCA World

Class 1
Welcome to the VUCA World

Introduction to the VUCA World

      History

      Current implications

      Evolution of the framework

Quiz & Reading Suggestions

Cases and Challenges

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Class 1 – Part 1
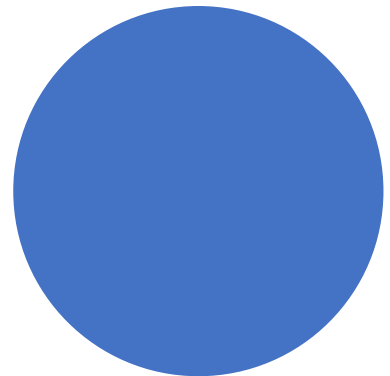**Welcome to the VUCA World**

NEWTON CALEGARI

Professor
Pontifical Catholic University of São Paulo (PUC-SP)

MSc Technologies of Intelligence and Digital Design
Pontifical Catholic University of São Paulo (PUC-SP)

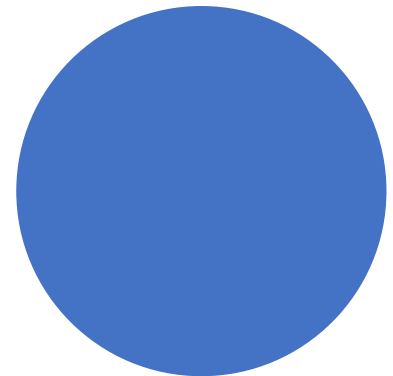**Product Manager**
Web Technologies / Data and AI

How connected is the World?

How sure we are about the future?

How fast our society changes?

We live in a highly connected World where changes happening all of a sudden can drive society to a completely different direction.

VUCA

Past century solutions are not enough to deal with this century issues.

VUCA

Velocity of changes lack of linearity, uncertainty, and ambiguity lead to the creation of the VUCA framework

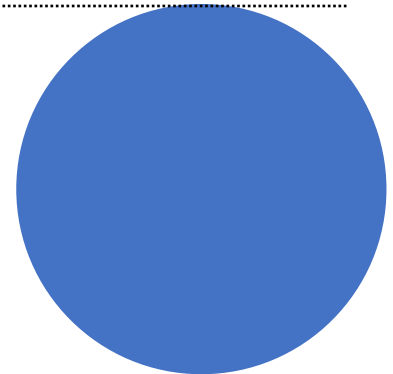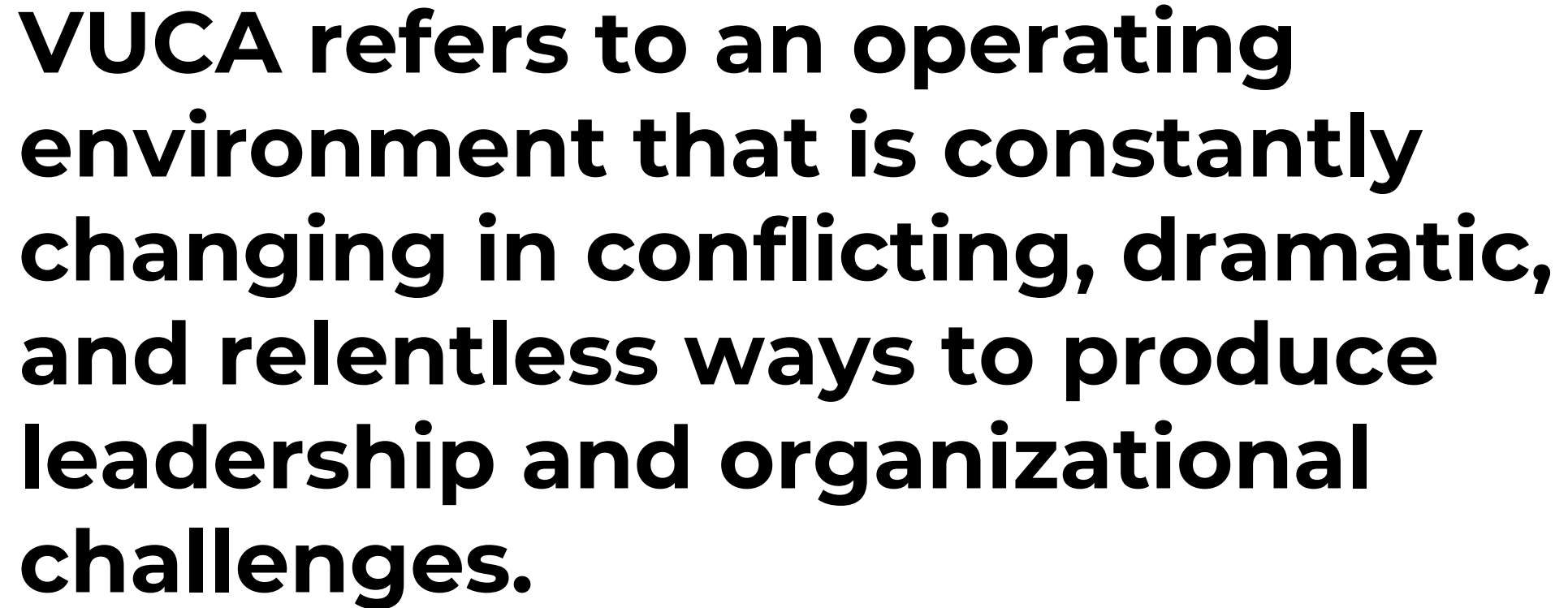| Attribute	Opposed to
Volatile	Stable
Uncertain	Predictable, Certain
Complex	Simple, Linear
Ambiguous	Clear

VUCA refers to an operating environment that is constantly changing in conflicting, dramatic, and relentless ways to produce leadership and organizational challenges.
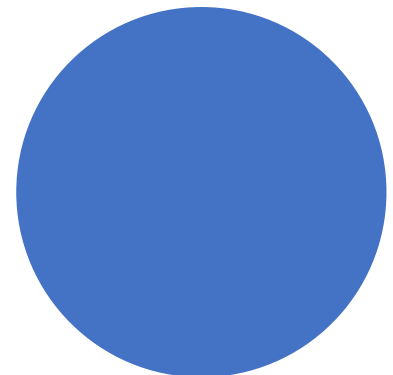
(Deaton, 2018)

VUCA

Framework to approach current and future challenges
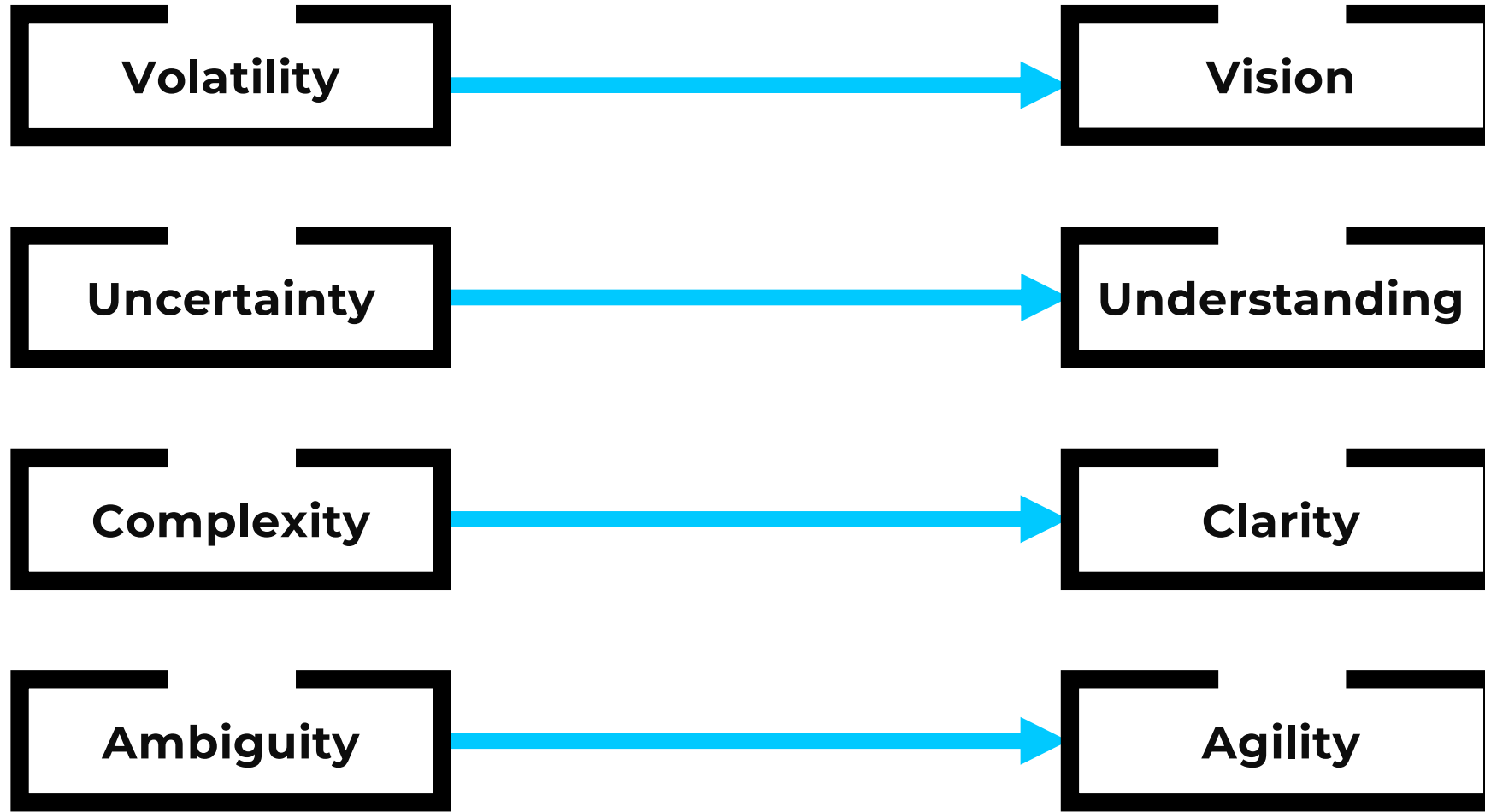
Volatility ———————— rate of changes

Uncertainty ——— unclear about the present situation and about future possibilities

Complexity ——— multiplicity of key decision factors

Ambiguity ——— lack of clarity about the meaning of an event

VUCA counterweight

Volatility	→ **Vision**
Uncertainty	→ **Understanding**
Complexity	→ **Clarity**
Ambiguity	→ **Agility**

* Vision, Understanding, Clarity, and Agility were proposed by Bob Johansen on VUCA Prime.

VUCA Prime

Vision
an intent that
seeks to create
a future

Understanding
stop, look
and listen

Clarity
make sense
of the chaos

Agility
quick adapt and
pivot through
rapid validation

* As suggested by Denise Caron on "It's a Vuca World"

Quiz time