



# BusDev Solutions

Business Development for a Resilient Future

## BUSDEV SOLUTIONS BLUEPRINT FOR EXERCISING LEADERSHIP

### Leadership during Anxiety and Uncertainty

BusDev Solutions guide executives / leaders through a **multi-front leadership examination** around the individual's leadership profile / default leadership style / management style; understanding the challenges or events confronting the individual; and understanding the environment / industry / location as well as more particularized challenges presenting themselves in a number of ways (industry trends, locational dynamics / expected or unexpected events). This process of examination is often itself of great value as executives frequently have not been allowed the time or the space to undertake this level of inquiry.

We work hand-in-hand to prepare the executive to develop the **leadership skills** of **deliberate flexibility; purposeful collaboration; intentional integration** of cultures / ideas / visions / networks / workforce competencies / history; and **clear communication / messaging** internally and externally to stakeholders. Leaders are encouraged to work with their lieutenants / team leaders / staff / board—navigating through various sub-sections of group interests / perspectives even as they may be conflicting. We have seen how leaders and their organizations have not been served well when executives retreat to the safety of known relationships, elicit advice from a narrow group of loyalists, or exercise their prerogative in alienating / defensive language.

Leaders in this period of heightened anxiety benefit from becoming informed of / **processing different views**, developing a **“both-and” perspective** that embraces the value of all the teams in their networks, and learning to interpret / accept / manage **conflicting truths / cognitive dissonance**. Where futures are uncertain, where clear-cut solutions may not exist or may be appropriate for only a period of time, the **process** for how leaders arrive at these solutions, how informed their understanding has been, and their willingness to consider new facts / new developments became as important as their decisions. Processes that are informed, inclusive of key groups and well communicated / transparent allow such organizations to build resilience, flexibility and adaptability.

Every individual has the **potential to exercise leadership** in their communities, take on leadership roles where they work (participatory leadership), while others in senior leadership positions seek to expand / deepen their skills (executive leadership). Learning to **develop / cultivate steadiness** and **clarity of vision / purpose** within oneself enables that individual leader to anchor others. Together, **informed executive leadership / participatory leadership** make the difference between hollowed-out companies / communities and those that move from crisis / trauma towards discovering / realizing growth potential.