UNCONTROLLABLE ENVIRONMENT IN A ‘D-VUCAD’ WORLD
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In the fast-changing world, there are some concepts that are no longer the same and there are practices that are no longer enough or appropriate. We are already meeting numerous technological advancements and breakthroughs and being stagnant is no longer accepted if you want to be progressive. Critical thinking, complex problem solving and creativity are three most important abilities for the year 2020 as stated in an article published by World Economic Forum in 2016.

In the 21st century wherein leadership journey is becoming more challenging, the pathways in reaching success is changing. The pathway becomes different compared to the time when you have started. There are sudden disruptions which completely change the paths even before we finished our journey, and in the middle of jaunt, there comes the realization that perhaps, the abilities that we have are no longer enough to conquer the challenges of the modern world.

In relation to this is the introduction of the concept of “VUCA” known as volatility, uncertainty, complexity and ambiguity. Kraaijenbrink (2018) said that for a couple of years, the notion of “VUCA” is gaining popularity as a term to cover the various dimensions of this ‘uncontrollable’ environment. She also indicated that the more complex and volatile an industry is, for example, the harder to predict and therefore more uncertain it will be. Yet, all four represent distinct elements that make our environment - the world, a market, an industry - harder to grasp and control.

Moreover, we now need to add two Ds to the acronym to reflect the broader context of the journey ahead. In an article published by Woodward in 2017, he stated that everyone’s leadership journey will now be in the “D-VUCAD” world. At the front, overshadowing everything, is Disruption (whether in the form of technology, social change, industry reconfiguration or the like) we add the reality of Diversity (including gender, cross-cultural and intergenerational).

Due to the fast changes in an industry, we cannot deny the fact that many failed to understand what is going on. It is also becoming more complex which makes the industry more
ambiguous which makes it harder to interpret the processes. These call for a thorough strategic management for it to be possible to survive the D-VUCAD world. It is necessary to craft strategies that can defy the challenges brought by D-VUCAD. These must be updated and research-based because every step being taken is crucial.

Dynamic strategic planning must be continually refined and improved so that we can build a solid foundation in a volatile world. To assure that competency is retained, managers or leaders must regularly undergo trainings and seminars to cope with the changes brought by the modern world. Being updated and being knowledgeable of the trends is an advantage because this can bring them into more predictive approach when it comes to planning.

Undeniably, the challenges and risks brought by D-VUCAD world can bring chaos if not handled properly. This new provocative world can bring serious damage to an industry that is why strategic management should always be done in a more proactive manner that is aligned with modern abilities and skills. In the end, nothing can combat an organization or business if there will always be a well-designed plan with its proper application to keep everything intact and surviving the tides brought by constant changes.

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