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VUCA: A MANAGEMENT TOOL FOR DEALING WITH CHALLENGES IN CHANGING ENVIRONMENTS

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Abstract

This article begins by commenting briefly on several characteristics (order, disorder, and movement) of the current pandemic environment in which we live and work. It seems clear that organizations need tools to help cope with challenges from our changing environment; one tool which seems likely to be useful is VUCA analysis. The origins of VUCA analysis and definitions of its four components (Volatility, Uncertainty, Complexity, and Ambiguity) are discussed. After describing a process for doing VUCA analysis as suggested by Meyer (2019), the article provides several comments and/or examples offered by executives and/or analysts regarding VUCA analyses and their usefulness, based on the use of primary and secondary sources. Concluding comments by the authors touch upon some of the implications that are believed to emerge from our examination of this topic.

Author Keywords

VUCA, Target market, Volatility, Uncertainty, Complexity, Ambiguity

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