

# 2025: Leading Through Chaos

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Elevate Your Leadership



Lead For Impact

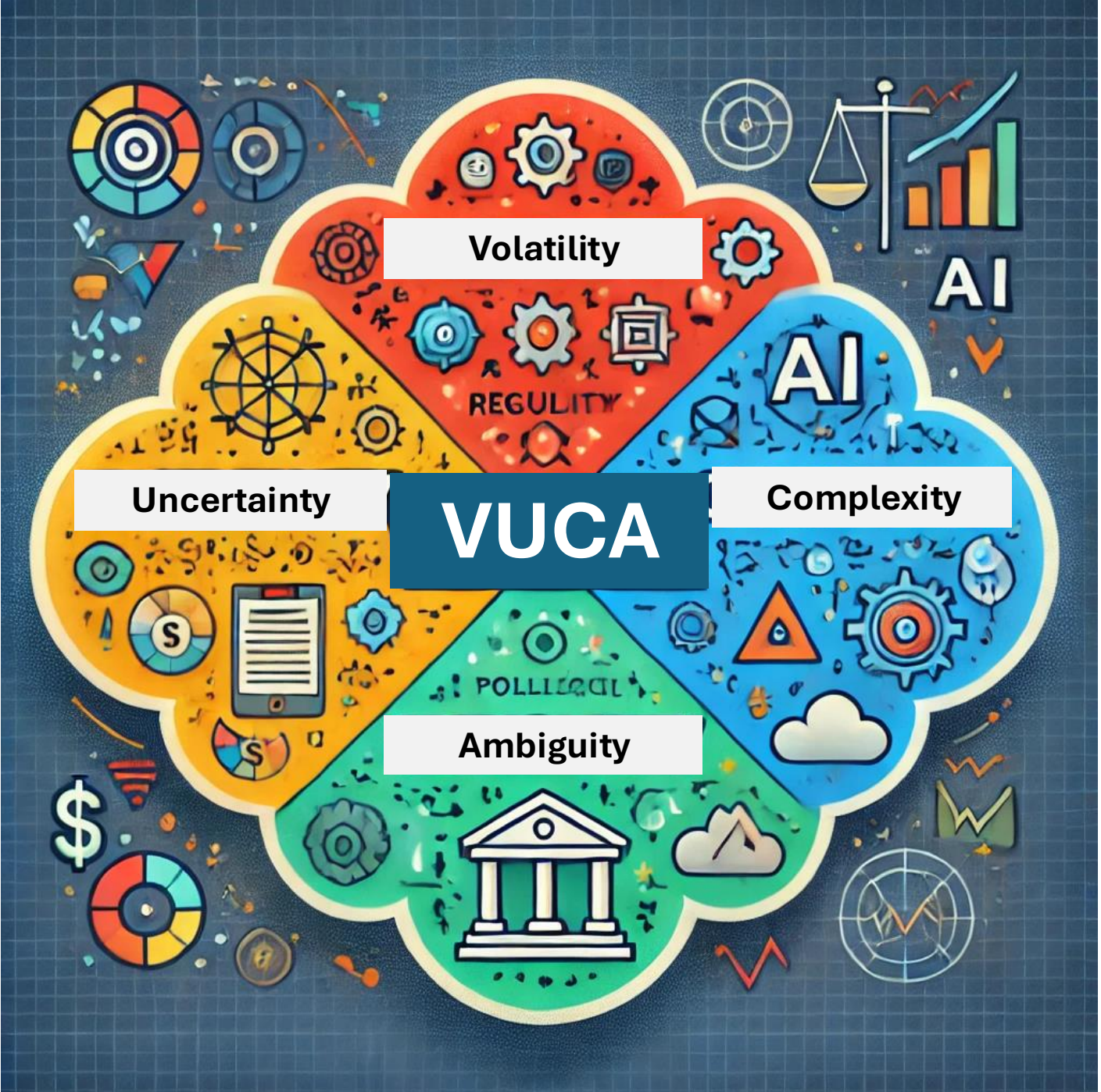
# Nada Khorchid

- ❖ 20+ years in tech, holding executive positions & serving on boards
- ❖ 6+ years in leadership development & consulting
- ❖ CEO of Lead For Impact
- ❖ Empowering leaders to become more effective, fulfilled, and impactful
- ❖ Adjunct faculty member



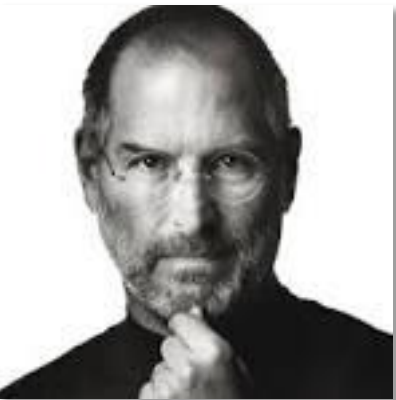
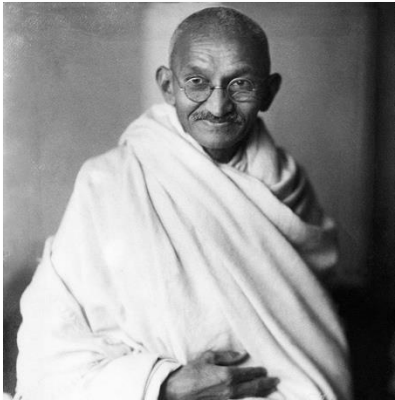
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# 2025: The VUCA Landscape



**How do you lead when everything  
around you is changing?**

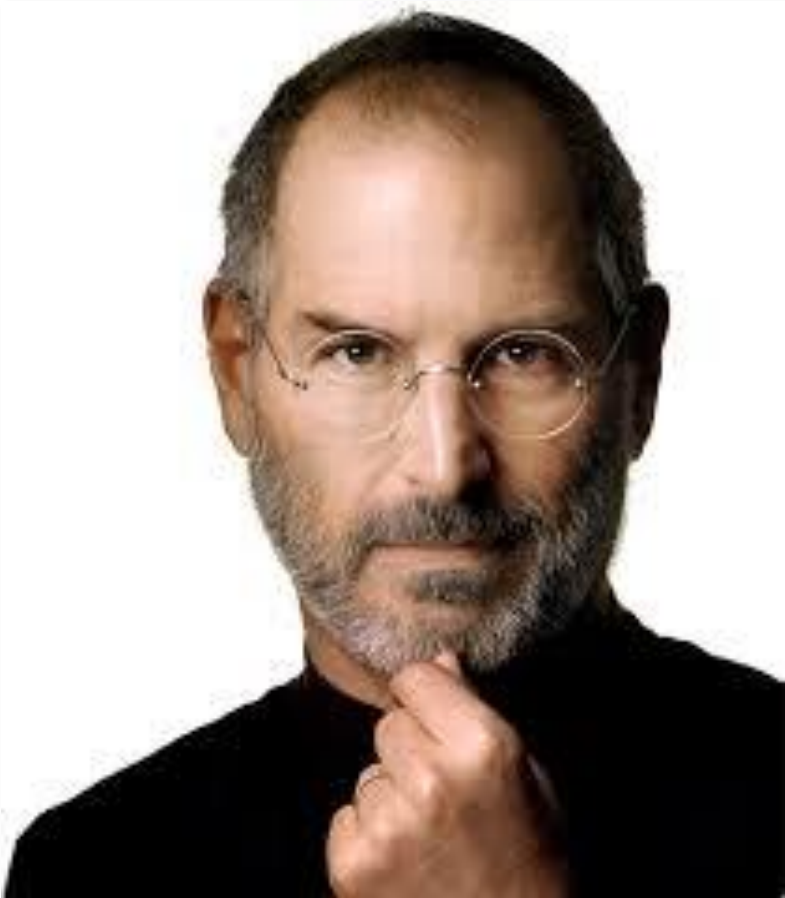
# What differentiates them?



# What 's common?



# What 's common?



# What 's common?





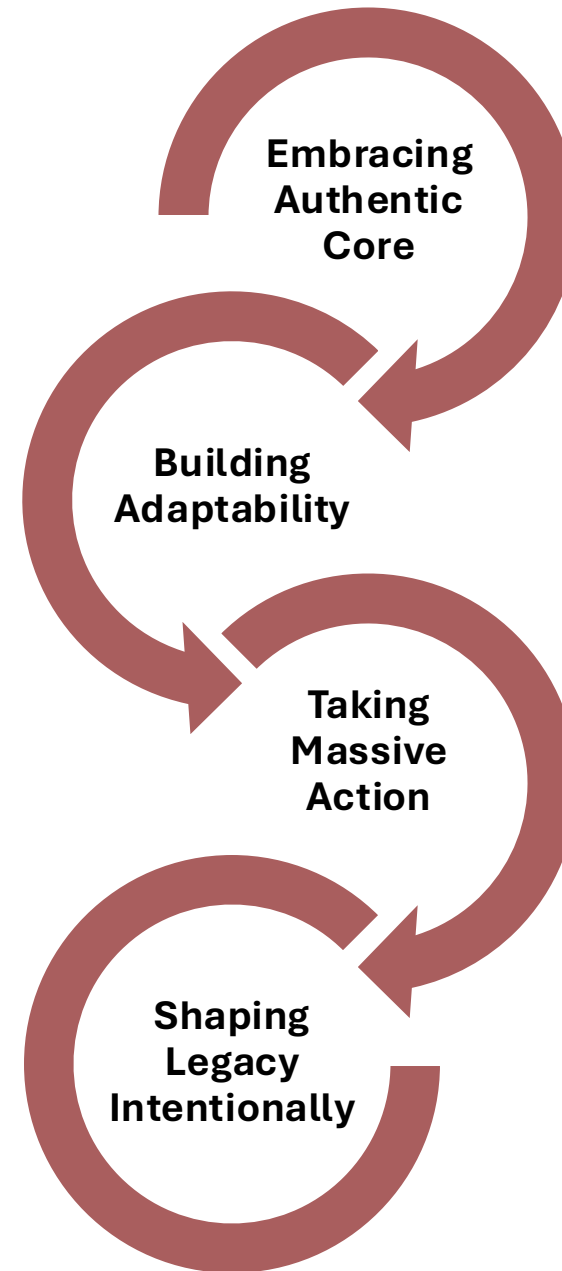
# What is Authentic Leadership?

- **Authenticity:** Originates from "authentikos" (Greek) meaning "of original origin," emphasizing genuineness.

## **Authentic Leaders:**

- ❖ They know who they are (values, strengths, challenges, experiences)
- ❖ What they stand for
- ❖ What their dreams are
- ❖ Who they serve

**How do you  
become  
an effective  
& fulfilled  
leader?**



# Why is Authentic Leadership?

- ❖ **Unlocking Potential:** Authentic leadership, once refined, maximizes leader effectiveness and fulfillment.
- ❖ **Navigates Uncertainty:** Authentic leaders thrive in VUCA by relying on their inner compass (values, purpose).
- ❖ **Employee Desire:** 75% of employees seek greater workplace authenticity (HBR).
- ❖ **Impact:** Research links authentic leadership to increased employee performance through emotional connection and creativity.
- ❖ **Engagement Crisis:** Only 23% of employees worldwide are engaged (Gallup 2024)

**How can our authentic leadership  
guide us in times of chaos?**

# Embracing Authenticity in Action

## Challenge:

- ❖ Rapid expansion diluted quality.
- ❖ Financial crisis hit sales hard.

## Guided by Values

Human Connection, Quality Commitment, Employee Respect

## Bold Actions

- ❖ Closed all US stores for a day to retrain baristas.
- ❖ Re-emphasized the "third place" experience.
- ❖ "MyStarbucksSignature" initiative & "Starbucks Experience" campaign.



**Howard Schultz: Saving Starbucks  
in 2008**

# Embracing Authenticity in Action

- ❖ What do you think Steve Jobs would have done?
- ❖ What do you think Sheryl Sandberg would have done?

**What stops us from discovering & embracing our authentic leadership style?**

# Myths #1: One Size Fits All

- ❖ We chase after universal leadership models.
- ❖ Focus on imitation instead of self-discovery.
- ❖ Belief that a single "best" style exists.
- ❖ Every manager should be a great leader by now if that was true - This is clearly not the case.





# Myths #2: Leadership Through Imitation

- ❖ Learning from Greatness, Not Copying It.
- ❖ Focus on authenticity while building adaptability.
- ❖ Borrow tools from their toolbox, not their entire style.



# Myth #3: Leadership as Acquisition

“Intelligence is traditionally viewed as the ability to think and learn. Yet in a turbulent world, there’s another set of cognitive skills that might matter more: the ability to rethink and unlearn.”

Adam Grant, Organizational psychologist and best-selling author.

# Mental Agility

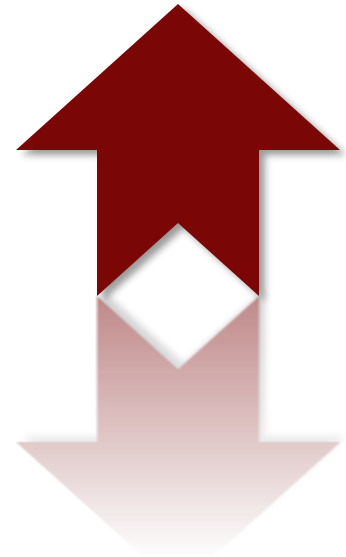


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# Thinking Strategies

- ❖ We all have our default thinking strategies
- ❖ You can be anywhere along the line and there is no right and wrong
- ❖ Where you are on the line vs where you should be is situational
- ❖ We need to be aware of our default strategies & alternative strategies
- ❖ We have a choice: **Mental Agility**

**Thinking  
Strategy**



**Opposite  
Thinking  
Strategy**

# Example of a Thinking Strategy

**Detail-Oriented**



**Chunking Down**



**Bigger Picture**

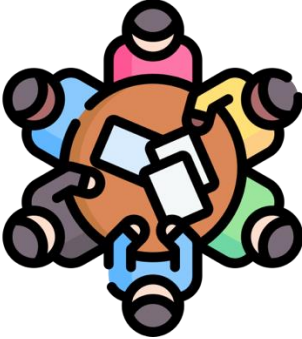


**Chunking Up**

# Authority Source: Internal vs. External



Internal



External

# How does it look in practice?

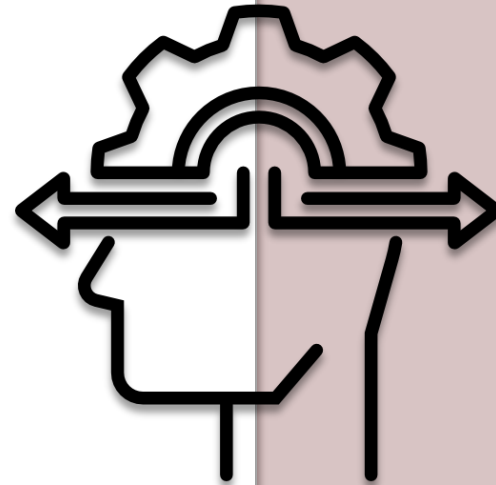
## Authority Source: Internal

### Good at:

- Innovative & Original
- Clear & focused
- Resilience
- Self-Reliant

### Off-balance looks like:

- Difficulty Collaborating
- Resistance to change
- Overconfidence
- Lack of humility



## Authority Source: External

### Good at:

- Inclusive & Collaborative
- Adaptable
- Diverse Perspective
- Strong Relationships

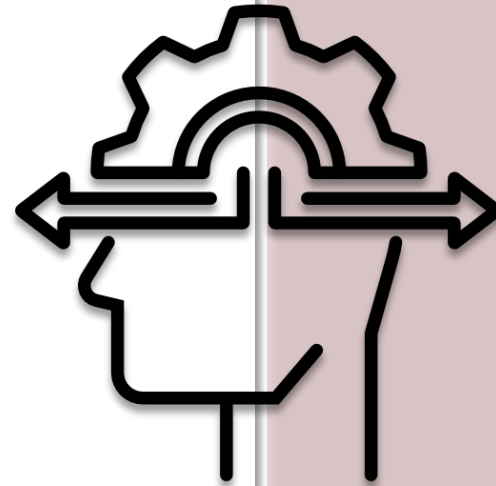
### Off-balance looks like:

- Lack of direction
- Fear of conflict
- Dependency on others
- Difficulty prioritizing

# Decision Making in a VUCA World?

## Authority Source: Internal

- ❖ Quick, independent decisions (urgent situations).
- ❖ Clarity in ambiguous contexts (limited external info).
- ❖ Challenging groupthink (consensus might hinder decisions).
- ❖ Unpopular decisions (challenging times).



## Authority Source: External

- ❖ Inclusive, diverse decision-making (complex situations).
- ❖ Mitigating personal biases (objectivity high-stakes situations).
- ❖ Validating decisions with external data/Experts (better decisions).
- ❖ Building alignment with stakeholders (buy-in, smoother implementation).



# Authority Source: Self vs. Others



Internal



External

What is your default thinking Strategy?



# Group Reflection 5 Minutes

- Turn to the person next to you
- Take turns 2.5 Minutes/person
- Share your default thinking strategy
- Share one example/area from your work where you could benefit from the opposite strategy

# Key Takeaways

## From my 10 years of enquiry

1. **Embrace Your Authenticity:** Celebrate what makes you unique and be comfortable with being different.
2. **Adapt with Intention:** Once you're comfortable in your own leadership skin, ask yourself: Where can I be more adaptable?
3. **Take Bold Action:** Step into courage and take massive, decisive action toward your vision even when the path is not very clear.
4. **Shape Your Legacy:** Lead with purpose. Reflect on how you want to be remembered and build a legacy that inspires others to dream bigger.

# Final Reflection

## **How are you going to lead in 2025?**

- ❖ What values will guide your leadership in 2025?
- ❖ What beliefs or patterns might you release to unlock your full potential?
- ❖ What legacy do you want to begin shaping today?
- ❖ What bold action will you take to make it a reality?
- ❖ Who are your co-creators?

# Thank You



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