

"VUCA" IN INDIAN PERSPECTIVE - A STUDY**Dr. Ch. Rama Krishna**

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ABSTRACT

VUCA which is an acronym coined by the U.S. army in the nineties to describe the post-cold war world and which embraced by all types of leaders in all sectors of the society in describing the world in which they are in operation. There isn't any doubt; definitely we are in the VUCA environment.

While we are doing our business, we've got a very complicated landscape which is moving on us in many different directions. That's why we need to have an effective organisation that can move quickly." The CEOs and of the huge business organisations have to understand the challenges of VUCA environment. This paper studies how the CEOs as leaders of Indian companies are following the principles of VUCA, striving to get the skills of VUCA, and the role of them in creating, shaping and transforming their organization's culture as more dominant in the current era.

Keywords: VUCA, VUCA Skills, CEOs of India.

INTRODUCTION

VUCA (Volatility, Uncertainty, Complexity and Ambiguity), is a term derived from the military vocabulary. It is nowadays used by many organisations to strategize their growth in the current economic slowdown. Though the term VUCA has been in vogue since the late 1990s. Gopalakrishnan, The Director of Tata Sons believes that it has always been present in society since time immemorial and that VUCA has happened in the concurrent world of SPCC (Simple, Predication, Clear, Calm). Though the process of change of technological responses has kept pace with VUCA development, there remains a constant gap which calls for even more technical responses. However, Gopalakrishnan believes that it is the human nature which hasn't adapted fast enough to this change. Because of human behaviour which changes gradually, becomes important to focus on human addictiveness in today's VUCA world. On the volatility and instability around us, the current work structure is designed to make us control the environment around us. However, nature looks at not controlling turbulence, but leveraging it, which is far more effective in the long run and thus, companies should look at leveraging turbulence and not suppressing it.

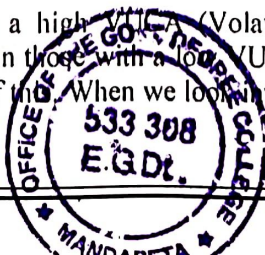
It's important to learn from nature around us and that the corporate world has neglected to do that. Nowadays companies are looking at efficiency and getting the best bang for the buck, nature, on the other hand, highlights on effectiveness and not efficiency. Most of the companies look going down a straight path; nature shows us a spiral path. We have to believe that for institutions to successfully respond to the VUCA challenge, we need stare the world differently and that it is not a bad proposition for companies to go around in circles actually, restate that in today's VUCA world human adaptive ness is complex and a big challenge.

Once corporate values are enunciated and shared, the executives fortify them through personal example and by ensuring they surge throughout the organization. These Executives also understand they need others to frame and fortify the corporate culture. They manoeuvre the values to guide assumed decisions and process the personnel development and they ensure that all the organizational systems are regulate and synchronized to concretize the culture.

Among other values, prominent executives stressed empowerment, integrity and employee development at all levels. They also recognized that they could not shape the culture alone. "I can certainly set the tone, but then I need all the executives to do that exact same thing. They need accurate senses to find it, they need to model it and they need to embrace and nourish it." These CEOs did more than formally reinforcing the company's values; they were present throughout the organization to push and fortify the values. "You've got to be perceivable, particularly in a franchise business—franchisees have to know that the leadership is noticeable," "So we are very open, obtainable and accessible." Today the passionate world is in a crazy spin. The leaders should cope us with this volatile, uncertain and constantly in the recent and new changing times.

INDIAN CEOS - VUCA SKILLS

Organisations whose executives have a high VUCA (Volatility, Uncertainty, Complexity and Ambiguity) capability are 3.5 times more likely than those with a low VUCA capability to have a strong leadership bench. To the extent our Indian CEOs aware of this, When we look to the possession of VUCA skills....



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