

Turbo Leadership Systems™

The **TURBO** **Charger**

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To our clients and friends

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2013

Certainty in '13

What is the opposite of try? – All in, Fully Engaged Commitment!



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***Certainty
creates
trust***

Certainty is defined as:

1. Firm conviction that something is the case : **TRUST**
2. The quality of being reliably true, trustworthy
3. The quality or state of being certain especially on the basis of evidence

The opposite of certainty is uncertainty. Uncertainty is defined as:

1. The quality or state of being uncertain : **DOUBT**
2. Something that is uncertain; doubtful

When we are certain, we have conviction, we act with courage, we are decisive. Before we say more about the virtue of certainty, let's look at 13 of the high costs of uncertainty:

- Fear
- Indecision.
- Poor morale
- Lack of respect for the leader.
- Lack of innovation
- Lack of engagement
- Lack of trust
- Hoarding
- Misallocation of resources
- Lack of teamwork
- Lack of resolve
- Wasted time / misdirected effort
- Lack of commitment / halfhearted effort
- Perhaps you can add to this list.

Now let's look at the 13 Payoffs of Certainty:

- Increased confidence
- Greater courage
- Improved esprit de corps
- Increased innovation
- Greater cooperation
- Improved teamwork
- Greater process improvement
- Less turnover
- Less bureaucracy
- Greater trust
- Determination
- Decisive action
- Proper and full employment of all resources

Can you add to this list?

Do you see any signs of uncertainty in your organization?

What are they?





You may think of your own examples of the debilitating effect and costs of uncertainty. Are the costs, as you think of them, high enough to motivate you to want a solution to these costs? Are you sufficiently motivated to look for the causes of uncertainty and find solutions once and for all?

Suffice it to say you will not achieve your purpose of "maximizing the value of all resources" unless and until you put ALL of these effects of uncertainty behind you. If you are thinking, "Well, I think we are pretty good in most of these areas," that may be so. Please notice, I am not accusing you of anything. I do caution you about being **defensive**. Be aware of even the slightest inclination toward **denial**. My advice to you is do your best to rate these symptoms of a lack of certainty from 1 to 13 – where is your organization best, where is your organization weakest?

What are the effects of uncertainty costing your organization? Honest self-appraisal is almost impossible. The secret is to survey your team. Ask them for their assessment in identifying any of the above symptoms. Better yet, survey all of your associates. Ask them to be honest about any evidences of uncertainty, distrust, fear, hoarding, indecisiveness, lack of innovation you have experienced or observed. Instead of blaming someone, ask yourself, "Is this uncertainty culturally spawned? Does our culture support or encourage uncertainty that results in dysfunctional behaviors?" How could an organization support, permit or encourage uncertainty? The most obvious way is failure to fully communicate.

Now assuming you see the need for, the value of, creating greater certainty in '13. Click here and we will send you 13 strategies, 13 methods, 13 ways that you can create certainty, and offset the 13 costs of uncertainty to achieve the 13 payoffs of certainty. You will gain the resolve, the ardor, the engagement required to maximize the value of all resources, secure competitive advantage, and create breakthroughs to win in 2013.

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