



The Upside of Turbulence: Seizing Opportunity in an Uncertain World

Donald Sull

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Traditionally, leadership has been equated with vision. We look to leaders in business and government to have the genius to know the future and lead the rest of us to where that vision becomes a reality. We look for goals to beckon us and rely on strategic plans to guide us, all the while knowing how unreliable and unpredictable the future might be. Emerging realities (the financial crisis of 2008, the rise and fall of oil prices, the creative destruction of the Internet, for instance) often distort and destroy established maps. How do we plan when plans become irrelevant?

Through his celebrated career as a professor of business and a medicine man to companies big and small, Donald Sull has studied how best to reconcile this paradox. The essence of leadership, in the deep logic that underpins this book, relies on a leader's flexible tenacity to plot a course that can withstand and even be propelled by the complexity and dynamism that the modern business terrain contains.

Based on a decade of research, historical case studies, and intensive work with established enterprises and start-ups, this book lays out the fundamental logic of opportunity and provides a series of practical steps to translate insight into action.

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