



Decisive Leadership

Making Clear Choices in Uncertain Times

By now, the "new year enthusiasm" has likely met the friction of reality. As leaders, we are currently balancing competing priorities in an environment that demands both speed and soul. In these moments, the greatest risk to an organization isn't a wrong choice, it's the cost of hesitation. Uncertainty amplifies analysis paralysis, but decisive leadership is about moving forward with clarity while others wait for "perfect" information.

The Framework: The 70/70 Rule

To avoid stagnation, use a simple, repeatable model: The 70/70 Rule. If you have 70% of the data and 70% confidence, you must act. Waiting for 100% certainty is no longer leading; it is reacting and usually too late.

Balancing Speed with Responsibility

Acting quickly does not mean abandoning ethics. True decisiveness is anchored in a long-term vision that views sustainability and inclusivity as core drivers, not compliance checkboxes. Communicate your choices with confidence by focusing on the process and values behind the decision, even when outcomes aren't guaranteed.

Leading Self: A Wellness Check

Sustainable performance requires protecting your mental wellbeing. In a world that rarely pauses, we must intentionally find "small joys" to maintain our energy. Reflect on these questions:

- Purpose: Does your personal purpose align with where you are leading?
- Safety: Do your people feel safe disagreeing with you, or are you rewarding conformity?
- Boundaries: Are you modeling the healthy boundaries necessary to sustain high performance?

When we cultivate a culture of purpose and growth, we create an environment that is productive, realistic, and most importantly, sustainable.

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