

The New Leadership Playbook:

How AI & Uncertainty Are Changing How You, Lead, Sell, Compete

You would be hard-pressed to walk into any boardroom these days and not hear the two topics of conversation being discussed by every CEO and every leader – uncertainty and artificial intelligence.

Understandable right? They are two important subjects that threaten the growth and sustainability of most every organization. But the truth is there's a bigger topic, and an even more important topic that needs to be discussed. Yes, one that is even bigger than the impact of AI and Uncertainty. It is the number one challenge every leader, business owner and CEO needs to be focused on.

The Biggest Challenge Your Organization Is Facing

Because believe it or not, the biggest challenge your organization is facing today is not uncertainty and it is not AI, not it is have a team that resists either one or both. Even the best strategies and strongest investments in how to deal with AI and Uncertainty will fail if the people who have to implement the changes do not embrace them.

So, the most pressing topic you should be discussing in every boardroom is not how to deal with Uncertainty and AI, no the topic you need to be discussing is how to create a culture that empowers your team to thrive in the age of Uncertainty and AI.

Because the impact of Uncertainty and AI is shifting how you lead, sell and compete.

How To Lead In Age of Uncertainty & AI

For most of us leadership has been about taking ownership, responsibility and having the answers when your team needs support and help. Now, in the age of Uncertainty and AI, leadership is about building a team that can thrive when there are no answers, no security and no certainty. That is a different call for today's leaders and requires a new set of skills. Today's leaders will need to:

1. **Foster collaboration** - help your team to see artificial intelligence and uncertainty as a team member rather than competitor or threat. Work with them to define ways they can work with AI to become more productive and efficient and help them learn to leverage uncertainty to help clients and gain opportunities in the marketplace.
2. **Get Your Team in Shape** – for change. Today's employees need leaders who are leading for today and for tomorrow. A leader who understands how to help their team members build the skills and confidence they need to succeed today and be ready for what is coming.
3. **Fuel Innovation** - innovation is the key to success in the age of uncertainty and AI. So rather than being a leader that tells your team what to do, you need to become a leader who asks better questions, fosters curiosity, and creates a culture where innovation becomes a habit.

How You Sell in Age of AI and Uncertainty

Up to this point, sales have belonged to those who are the most aggressive, consistent, and resilient. And while all of those skills will continue to be important in this new marketplace, they will not be enough to get deals across the finish line.

AI and Uncertainty are changing everything about how you sell – your customers, your competitors, and your sales process. Today's sales professionals will need:

1. **Integrate The Process** – to be successful in sales you need more time customer facing, and more time adding value to customer relationships. Uncertainty in the marketplace means that customers no longer need information, what they need is clarity and confidence that only a sales professional can provide. You need to find ways for AI to pick up the tasks that free you up to spend less time managing processes and more time influencing decisions. And use that customer facing time to help your customers navigate uncertainty and become their resource.
2. **Enhance Human Connection Skills** - it's time to train, upskill and invest in increasing your knowledge of those skills that are of high value in today's uncertain marketplace: trust, empathy, emotional intelligence, relationship building, networking and thought leadership. When you leverage AI to pick up the repetitive tasks you have more time to invest in those skills that are of a premium in today's marketplace and will give you the competitive edge.
3. **Hyper Personalize the Process** - with AI and uncertainty taking the human connection out of the sales process, putting it back in will be your job as the sales professional. The sales professional that will succeed in today's marketplace will understand how to hyper personalize and, I mean hyper personalize the customer experience. Using strategies such as higher intelligent outreach, proactive retention, and using personalization to drive referrals and expand centers of influence.

How You Compete In Age of AI and Uncertainty

Success today is not about having the best strategy or the best tools, it comes down to just a few things: your commitment to learning, your willingness to adapt, and your desire to continue to grow.

In a world where change is happening at a rapid pace, you need to be committed to where you are headed, but very open to the fact that the path of how to get there will constantly change. Those who compete and win in today's marketplace will do so because they're never satisfied. To compete and win you need to build your:

1. **Mindset** – you need to believe that uncertainty always leads to opportunity, and that disruption fuels growth rather than prevents it. Building, developing, and working on your mindset will be your competitive advantage.
2. **Network** – the more connected you are in your industry, your community, your organization and with your customers the better positioned you will be to compete and win in today's marketplace. The path to growth and profitability in a constantly shifting marketplace is through connecting, listening, and collaborating with others.
3. **Productivity** – the biggest risk you have in today's marketplace is to think that what made you successful in the fourth quarter will make you successful in the first. Being busy is no longer a badge of honor, those that win in an uncertain marketplace will be the ones who are constantly looking for ways to increase productivity and results.
4. **Customer Voice** – and last but not least to compete in the age of Uncertainty and AI you need to listen to your customers. It is no longer products or services you are selling; those are things customers can find anywhere and at any time. Nothing you are selling in the age of uncertainty is the ability to understand, acknowledge and solve the most urgent need of your customer. The only way to know that is to listen to your customers.

Everything about this marketplace is challenging – the pace, the uncertainty, the technology. And a challenging marketplace calls for a very different set of skills. And while your competitors are focused on how to deal with uncertainty and AI, shift your attention to helping your team embrace these changes. That is where your true competitive advantage lies.