



Eight Principles of Transformation Needed to Thrive in The Badlands

“The Badlands” is a metaphor for the new global context where all of us have to make a hero’s journey and there is only the illusion of escape. In the process, leaders will come to grips with the need for a true and thorough transformation of themselves and their organizations. They won’t survive if they don’t.

Scan, Scout, Steer

Leaders must remain flexible and adaptable, scanning for shifts and scouting for opportunities while nimbly steering themselves and their organizations around sudden pitfalls. This peripheral vision is not optional in The Badlands.



Act with Integrity

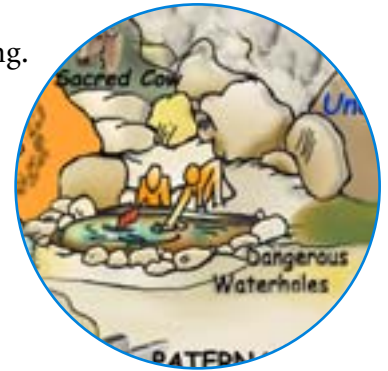
Integrity is the capacity to remain integrated, coherent and ethical under the pull of entropy, uncertainty and disorder—conditions omnipresent in The Badlands.

Seek Collisions

Innovation requires optimal diversity and the belief that “weird” ideas can work. Leaders must choose pathways that will provide surprising encounters with outsiders, and even competitors, who see the possibilities not visible to them.

Learn Rapidly

Enlightened trial-and-error constitutes a critical pathway for accelerated learning. “Reflect on the fly” by engaging in many experiments, knowing there will be interesting failures from which to quickly learn and then move on.



Innovate Radically

Fast, furious “creative destruction” in the Badlands creates “white space” demanding that some portion of your innovation portfolio be radical enough to leapfrog ahead and get to the future first.

Engage Cultures

You can get in alone but you can’t get out alone. Alliance webs cross multiple cultures and mark organizations that thrive. You must be able to create a robust intelligence web by learning enough about other cultures to share profitable leadership.

Make Decisions Fast

It is critical to make decisions that accelerate action. It is better to act, evolve, and move on than it is to sit idle. To build trust and launch action, simplify the complexity of The Badlands by communicating goals in clear, common terms.

Execute with Discipline

Great ideas married to poor execution can be fatal in this environment. Close any innovation gaps quickly to build a resilient organization able to masterfully execute with focus and aplomb over and over and over again.

