

**inspire**

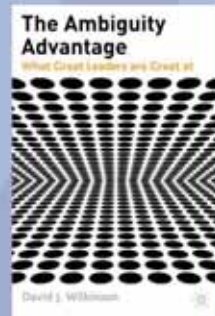
**innovate**

**influence**

inspire

innovate

influence



'The Ambiguity Advantage: What great leaders are great at'  
by David J Wilkinson; Published by Palgrave Macmillian  
ISBN 1403987653

The **A**mbiguity  
**V**dvantage

Centre i are experts in building resilience in organisations, their leaders and staff, so that they can excel and deal easily with the uncertain demands of an ever changing world.

Using a powerful mixture of specialised coaching, highly respected and popular workshops and development processes together with expert guidance we focus on showing you how to gain the advantage in any situation.

The Ambiguity Advantage series of products and services quickly develops operational and emotional resilience, creating strategies that rapidly move your organisation into a commanding position, developing expert leadership capabilities so that you can navigate the most exacting circumstances.

The **A**mbiguity  
**V**dvantage





The Ambiguity Advantage products and services are currently being used in a wide range of industries to develop agile leadership and is helping many organisations, NGO's and government departments gain the advantage around the planet.

Some of our delighted customers include:

Royal Mail Group, The UK Police Service, Schrodgers Investment Bank, The Royal Air Force, The Pentagon, The Universities of Oxford, Cardiff, Essex, York, Northampton, California, Iceland, The Centre for Creative Leadership, The Leadership Network, Legal and General, 2 Excel, The African leadership Group and many more

Some of the countries we work in include Iceland, Kenya, Malaysia, New Zealand, South Africa, The Philippians, The United Kingdom, The United States of America, Zambia

## Features

- ❖ Fully interactive workshops
- ❖ Fun, engaging and inspiring
- ❖ Sensible participant numbers – not a hall with 100's of people
- ❖ Get all your questions answered at the time
- ❖ Have conversations with the experts and others to help build and develop deep understanding and skill – these are not boring lectures
- ❖ Full immersion workshops that develop real understanding and skill in the subject
- ❖ Run by experts and expert facilitators
- ❖ Copy of 'The Ambiguity Advantage' Book
- ❖ Copy of 'A leaders guide to solving ambiguous problems'
- ❖ Coaching is offered as an extra on all workshops and as part of the development on the one week leadership accelerator
- ❖ Highly relevant and up-to-date material
- ❖ Developed to meet your unique needs

## Benefits

You will:

- ❖ Understand how to work out what the problem really is – giving you the edge every time – 98% of problem solving failures are due to failures of the problem definition - you will learn how to make sure you have it right every time.
- ❖ Be able to deal with difficult and ambiguous situations that cause panic and negative emotional reactions for many people
- ❖ Lead like an expert – understand what inspires and motivates different people.
- ❖ Make fast, flexible and correct decisions in many different situations
- ❖ Improve your innovation and creativity – learn how to create solutions that will make you a thought leader and increase your influence
- ❖ Instantly identify the type of ambiguity you are facing, and know what to do about it, before anyone else
- ❖ Analyse situations and problems effectively, putting you in a position to seize opportunities others miss
- ❖ Create innovative and profitable solutions to almost any situation under any circumstances to give you the edge
- ❖ Act positively to situations that cause panic in others
- ❖ Act with speed and agility – You will have solved the correct problem usually before anyone else has even realised that there is a problem yet
- ❖ Lead in situations that others fear to tread
- ❖ Become part of an extended network and community of practitioners



Developing agile leadership

Solving difficult and ambiguous problems

Developing emotional resilience

Increasing / developing tolerance to ambiguity & risk

Powerful strategy development


Coaches briefing workshops

Licensing agreements &  
facilitator development

## Packages



The **A**mbiguity  
**V**dvantage



**What it is:** Centre i has developed a powerful process for developing agile leaders that can deal productively with any situation; developing resilient people who can inspire, innovate and influence under the toughest and most ambiguous of conditions. It also helps leaders to deal with any problem and then supports their continued development in the workplace.

**What it does:** This programme is particularly suitable for developing leadership for situations where:

- i. Current leadership 'styles' are not as effective as they might be (both formal and informal)
- ii. Situations (markets / environment or context) have become complex, fluid / dynamic, difficult and /or ambiguous
- iii. Risk and ambiguity averse behaviours are apparent
- iv. Greater agility, flexibility and creativity is required
- v. Low levels of successional leaders are available
- vi. Organisational change is needed or on going
- vii. There is a lack of strategy or strategic thinking
- viii. There is a need to identify and develop talent
- ix. Leadership and influence from the 'front' is needed

**How we do it:** Each of our programmes can be configured to suit your needs, from a one day orientation event to a full development programme that ensures that you get the change you need quickly and effectively. The configuration for developing agile leaders we have found to be most popular and beneficial is as a one week 'accelerator' workshop followed by a period of support including coaching, shadow coaching and online support and contact with other similar leaders. This is usually followed by a two day synoptic workshop that brings the learning together and prepares the leaders for autonomous independent development. The exact configuration of the process is decided with the client to ensure that it fits their needs and culture, and that the required results are achieved.

# Agile Leadership

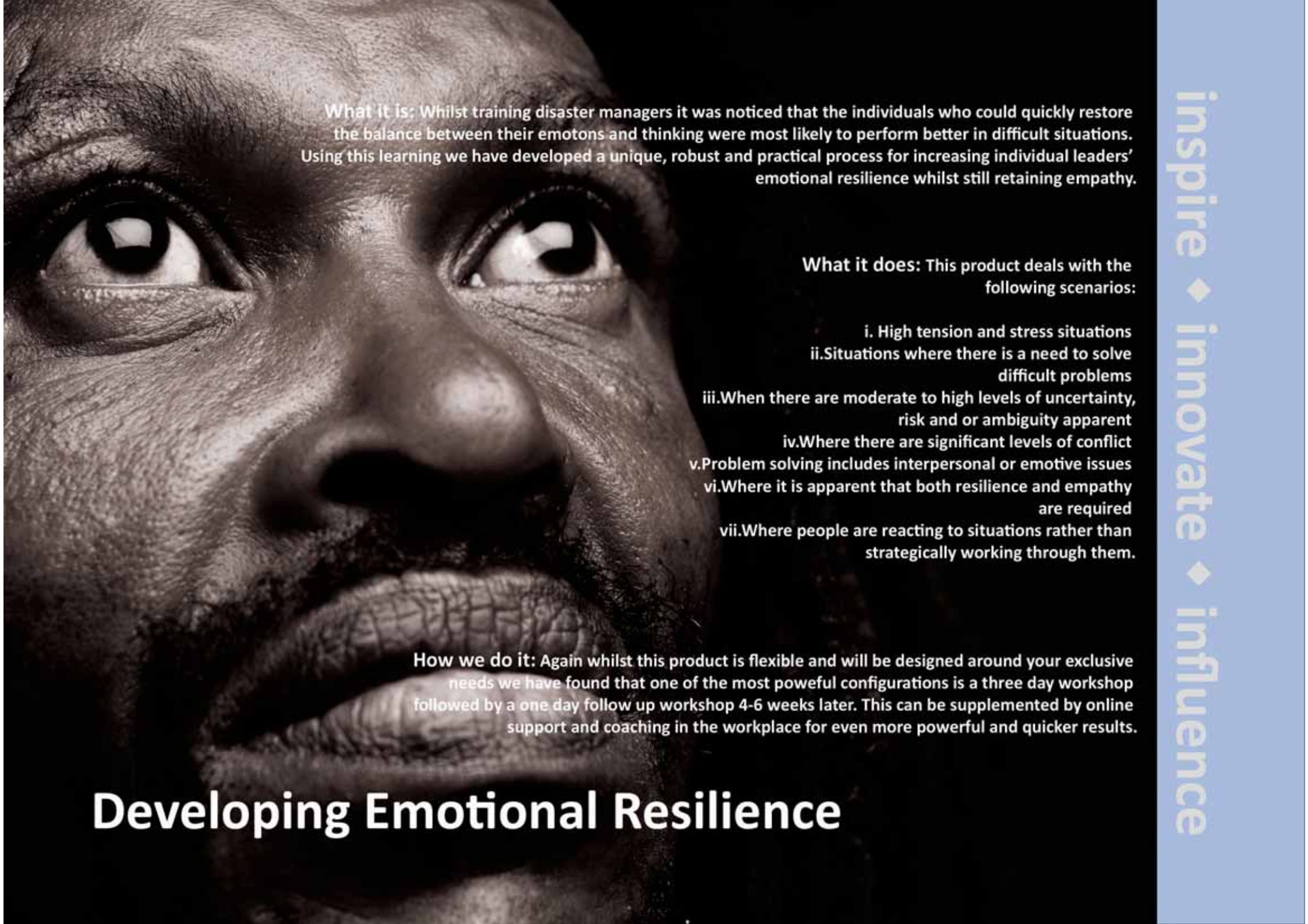
**What it is:** This is our most popular product, based on David Wilkinson's book 'The Ambiguity Advantage'. We develop the ability to deal with any problem no matter how ambiguous, difficult or dynamic.

**What it does:** This product is particularly suitable when people and organisations:

- i. Are trying to solve difficult, complex, shifting and ambiguous problems
- ii. Need to generate innovative solutions
- iii. Want to become more competitive
- iv. Want to do things differently because the old modes of working are not producing the results required
- v. Require new strategies and different levels of strategic thinking
- vi. Where things are 'stuck' or there is a lack of movement / execution
- vii. There is a need to lead where others follow
- viii. There are 'knee jerk' reactions occurring and a more solid approach is needed

**How we do it:** Each of our programmes can be configured to suit your needs, from a one day orientation event to a full development programme that ensures that you get the change you need quickly and effectively. This programme usually comprises of a three day workshop followed by a period of online discussion and further development. In situations where the outcome is mission critical and speed is essential (usually executive level) this has also been supplemented with short period of face to face coaching to achieve the desired results quickly.

## Solving difficult and ambiguous problems



**What it is:** Whilst training disaster managers it was noticed that the individuals who could quickly restore the balance between their emotions and thinking were most likely to perform better in difficult situations. Using this learning we have developed a unique, robust and practical process for increasing individual leaders' emotional resilience whilst still retaining empathy.

**What it does:** This product deals with the following scenarios:

- i. High tension and stress situations
- ii. Situations where there is a need to solve difficult problems
- iii. When there are moderate to high levels of uncertainty, risk and or ambiguity apparent
- iv. Where there are significant levels of conflict
- v. Problem solving includes interpersonal or emotive issues
- vi. Where it is apparent that both resilience and empathy are required
- vii. Where people are reacting to situations rather than strategically working through them.

**How we do it:** Again whilst this product is flexible and will be designed around your exclusive needs we have found that one of the most powerful configurations is a three day workshop followed by a one day follow up workshop 4-6 weeks later. This can be supplemented by online support and coaching in the workplace for even more powerful and quicker results.

## Developing Emotional Resilience

**What it is:** The ability to be comfortable with uncertainty, vagueness, ambiguity and risk is a key attribute in problem solving, leadership, management and dealing with any change. This process will increase an individual's tolerance to ambiguity, enabling them to operate more successfully in dynamic, changing and uncertain situations.

**What it does:** This product helps to solve issues where:

- i. There are medium to high levels of risk aversion apparent
- ii. A diversity of risk tolerance in the work place is causing problems
- iii. Current levels of innovation and opportunity seeking needs to be higher to gain competitive advantage
- iv. Procedures and management styles are restricting creativity
- v. Greater levels of competitiveness are needed
- vi. There are falling levels of profit / productivity
- vii. Opportunities are being lost

**How we do it:** As this is often a personal journey we have found that a short two day workshop followed by a short period of personal one to one coaching and online support followed by a one day synoptic workshop / conference works very well. This however can be redesigned to suit your unique requirements.

# Increasing tolerance to ambiguity & risk

**What it is:** This is fast becoming a very popular and respected option, which has helped and is helping companies and services to develop a robust strategic direction and discover exactly what has to be done to achieve the future required. Based on work conducted by David Wilkinson around the Mont Fluer process and other similar successful large scale strategy processes the Centre i Strategy Development Process has already added \$millions of worth to businesses and services around the world including investment banks, national postal services, police departments, government agencies and many more.

**What it does:** This powerful process, once learnt is especially useful in situations where:

- i. There is little or no current strategic direction
- ii. There is little agreement on the strategic direction
- iii. The current strategy hasn't aligned and united departments / divisions
- iv. There is a need for a powerful strategy development process
- v. The operating context is ambiguous
- vi. There is a need for organisational change
- vii. There are falling profits / productivity

**How we do it:** Working with the executive of an organisation we usually first facilitate the process, leading the senior team through the method step by step, so that they develop a powerful, coherent and inspirational strategy, usually within two to three days. We can then work with them to show how the strategy can be embedded and executed quickly and with as little disruption and 'kick back' as possible. This is an extremely powerful, quick and cost effective process delivering many times ROI for organisations. As one CEO put it "You wouldn't want your competitors to do it first!"

## Strategy Development Process

We licence approved facilitators to run The Ambiguity Advantage programmes. The basis of the license is that we develop, assess and quality control the facilitators, then the materials and IPR are licensed to them to conduct their business. A copy of the licence agreement and details of the facilitator development programme can be obtained on request.

## Licensing & Facilitator Development

# Centre i

Centre i Ltd. was set up to focus on promoting and creating more agile leadership, building more inspiring working conditions and developing a 'can do' attitude to solving problems in organisations regardless of how uncertain or difficult the conditions are. In fact the more ambiguous the better. We are committed to our philosophy:

**inspire**

**innovate**

**influence**

We help to develop the ability in others to inspire, innovate and influence – the cornerstones of great leadership and great organisations in the most exacting of circumstances. Just imagine if your organisation could inspire, innovate and influence, particularly during those times when things get tough. . We show you how, particularly in ambiguous and complex times.

Whilst the company was born in 2005 it has actually been the product of more than 25 years work and inspiration. The idea of developing more agile and practical leaders, and organisations has been an aim for Centre i's staff for many years. We have the experience, expertise and capability to excel in the development of agile leadership and organisations.

Our many services, for example leadership development, 'The Ambiguity Advantage' and the Developing Emotional Resilience packages are unique, powerful services which give our clients the advantage every time, which is why our client list is impressive and growing rapidly. We only do leading edge to give you the edge in whatever situation and environment you are in and are likely to be in.

Through a mixture of engaging workshops, thought provoking reading and learning materials, highly effective coaching and superior consultancy work you can become faster, more innovative, agile, inspired and influential.

Become a force to be reckoned with, inspire, innovate and influence with Centre i's expert and discrete services.

## Contact



### Centre i

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