

# Refocus: From Chaos to Velocity



## The shift

### **Reactive Chaos > Responsive Velocity**

Predicting the year ahead has never been more challenging. We've moved from volatility to systemic chaos.

In this context, moving fast is meaningless if you're moving in circles. To survive, organizations must shift their operating models.

The method:

**Refocusing is the strategic act of cutting through the noise** to center your gaze on the essential principles that move you forward.

The outcome:

**Velocity – speed with direction – lets you absorb shocks without slowing down.**

## Narrative Agility

**48% of brand crises worsen because of over-communication.<sup>(1)</sup>**

### **Refocus:**

Abandon the illusion of narrative control. Anchor yourself in core truths, but deploy agile narratives that adapt to the speed of culture and the context of the moment.

## Elastic Authority

**92% of CEOs believe they must cultivate unprecedented levels of adaptability.<sup>(3)</sup>**

### **Refocus:**

Trade rigid tenure for elastic missions. Refocus on leaders who can bend without breaking, and prioritize raw adaptability over polished longevity.

## Augmented Empathy

**99% of leaders believe they communicate change well, but only 25% of employees agree.<sup>(2)</sup>**

### **Refocus:**

Operationalize care. Use AI to scale empathy, not replace it – ensuring no employee is left behind in the race for transformation.

## Dynamic Grounding

**92% of CFOs plan to increase sustainability investments, despite financial pressures.<sup>(4)</sup>**

### **Refocus:**

Decouple impact from ideology. Rebrand social impact as a hard operational necessity, trading moral language for semantic and regulatory survival.

1) Crisis Management Institute, 2) The Grossman Group x The Harris Poll, 2025, 3) The CEO Response report, Egon Zehnder, Oct. 2025, 4) Kearney, 2025.