

Closing Speech-Courage in Uncertainty

Closing speech by D Shivakumar at AIMA

National Convention, September 27, 2013, New Delhi.

We are in the last session of the convention. Ten wonderful sessions and we have learnt a lot on this theme of courage in uncertainty.

I think we can safely conclude that uncertainty is here to stay.

How do firms deal with uncertainty?

Some firms behave like an ostrich and soon they cease to exist. They are in denial mode and start to externalize a lot.

Some firms get all rational and get into an analysis paralysis mode. They think they are making progress because of the number of slides and data points. This is what I call death by PowerPoint.

Some firms get into an activity mode and unleash the activity trap forgetting that the first thing needed in uncertainty is FOCUS.

Some firms' freeze and some firms liberate through emotional engagement.

Courage is one part logic and many parts magic. And magic happens when we show emotion and we tap into the emotional energy of people.

Lets see a clip from the Barcelona Olympic games. VIDEO. This is about Derek Redmond.

From the video, Derek Redmond shows courage in dealing with failure. His decision to complete the race shows determination. His hopping through 200 meters shows endurance of the pain. His father's act shows empathy, compassion and the need for an emotional anchor. His tears show vulnerability.

And courage shown through these emotions has an astounding impact on 65000 people. He didn't win the race, but he won admiration for life. That what courage is about!!

What happened to Derek Redmond later. Two years after this, the doctor told him that he could never run again. Derek Redmond then

**took up another game – Basketball and
represented Great Britain in Basketball.
This Barcelona video was used as an ad by the
Olympic Committee, by VISA and by NIKE.**

**This is what the Olympic movement said of this
film and act :**

**FORCE IS MEASURED IN KILOGRAMS
SPEED IS MEASURED IN SECONDS
COURAGE – YOU CANT MEASURE IT**

Thank You