

CNCE™ Strategic Framework

# The *Clarity Not Certainty Effect*™

## A 21st Century Approach to Strategy



Reading Guide



## The Clarity Not Certainty Effect™

- What would it feel like to know yourself (organizationally) enough to navigate the inevitable shifts in the landscape?
- What if we understood ourselves as one actor in an ecosystem and did so with humility?
- What happens when intentional curiosity (evaluative inquiry) is part of being strategic, not distinct from?
- What if strategy offers you clarity to determine what choice is the highest and best use of your resources (all of them)? Particularly in times which feel uncertain, even chaotic?

Imagine what might be more possible.

We invite you to read *Strategy for NOW* with the questions on the following page in heart & mind. And if your curiosity is sparked, reach out to or stay connected to [jdcPARTNERHIPS](#).

## READING MATERIALS

### **STRATEGY FOR NOW**

History is a reference point for understanding the people, places, politics, and purposes that inform present day beliefs and approaches, which may or may not be explicit. By looking at what underpins these beliefs and approaches, we can determine if what and how we do what we do now serves our aims and values. Strategy is one of those things.

This article reintroduces a multifaceted definition of strategy, summarizes an approach in which strategy and evaluative inquiry are integrated, shares experiences of those who engaged in the approach, and offers considerations for strategy grounded in the now and the future.



## REFLECTION QUESTIONS

These questions are merely intended to spark your personal reflection. And if your curiosity is sparked, reach out to or stay connected to [jdcPARTNERHIPS](#).

**How does this offering have you reflecting on your experience of strategy to date?**

**What is something new/different sparking for you?**

**What 2-3 ideas are you now pondering?**

**Anything else you wish to note?**



jdcPARTNERHIPS