

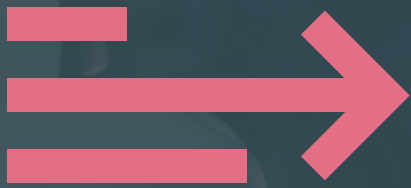


**ENABLING**  
TALENT

# **FUTURE FIT LEADERSHIP**

**LEAD THROUGH DISRUPTION.  
SHAPE THE FUTURE.**

A PRACTICAL GUIDE TO ACTION



# FUTURE FIT LEADERSHIP

LEAD THROUGH DISRUPTION.  
SHAPE THE FUTURE.

## A PRACTICAL GUIDE TO ACTION

The World is increasingly complex, fast-paced, and unpredictable. Change is continuous and relentless. Technology, geopolitics, market shifts, and workforce expectations are constantly evolving. Existing approaches to leadership are unable to cope.

To be effective – and competitive – leaders and business must adapt more quickly and more effectively. They must make better, faster decisions and execute in a more coherent and efficient way.

Future-Fit leadership enables leaders and businesses to anticipate change, make sense of complexity, and drive strategy and execution confidently through uncertain environments.

Future-Fit leadership is a practical approach that can be learned and applied quickly, strengthening your leadership capabilities.

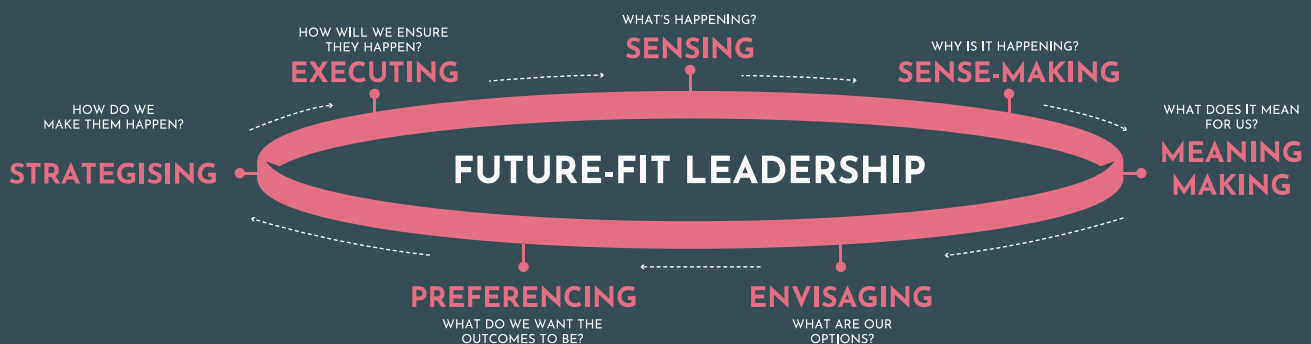
## THE WORLD IS CHANGING - LEADERSHIP NEEDS TO EVOLVE

Future-Fit Leadership involves nine fundamental leadership capabilities

1. **SENSING** – Identifying disruption early and spotting emerging trends.
2. **SENSE-MAKING** – Turning data into insight and understanding what really matters.
3. **MEANING-MAKING** – Using insights to generate likely scenarios.
4. **ENVISAGING** – Thinking creatively to identify impactful courses of action.
5. **PREFERENCING** – Making smart choices and creating a compelling Vision.
6. **STRATEGISING** – Turning ideas into clear, actionable strategies.
7. **EXECUTING** – Driving real-world impact - translating strategy into results.

These elements work together in a natural cycle. Strong leaders continuously **scan, interpret, decide, and act** in response to changing conditions. This agility is the key to **leading effectively in today's unpredictable world**. The outcome? **Better decisions, faster.**

However, even this will not be enough unless the leader is driven by core values that result in **effective communication** and successful **collaboration** across all the domains in which they wish to lead. These capabilities develop and unleash collective intelligence and leadership throughout the entire business - and beyond. **COMMUNICATING** and **COLLABORATING** are the eighth and ninth crucial elements fundamental to effective leadership in the 21st century.

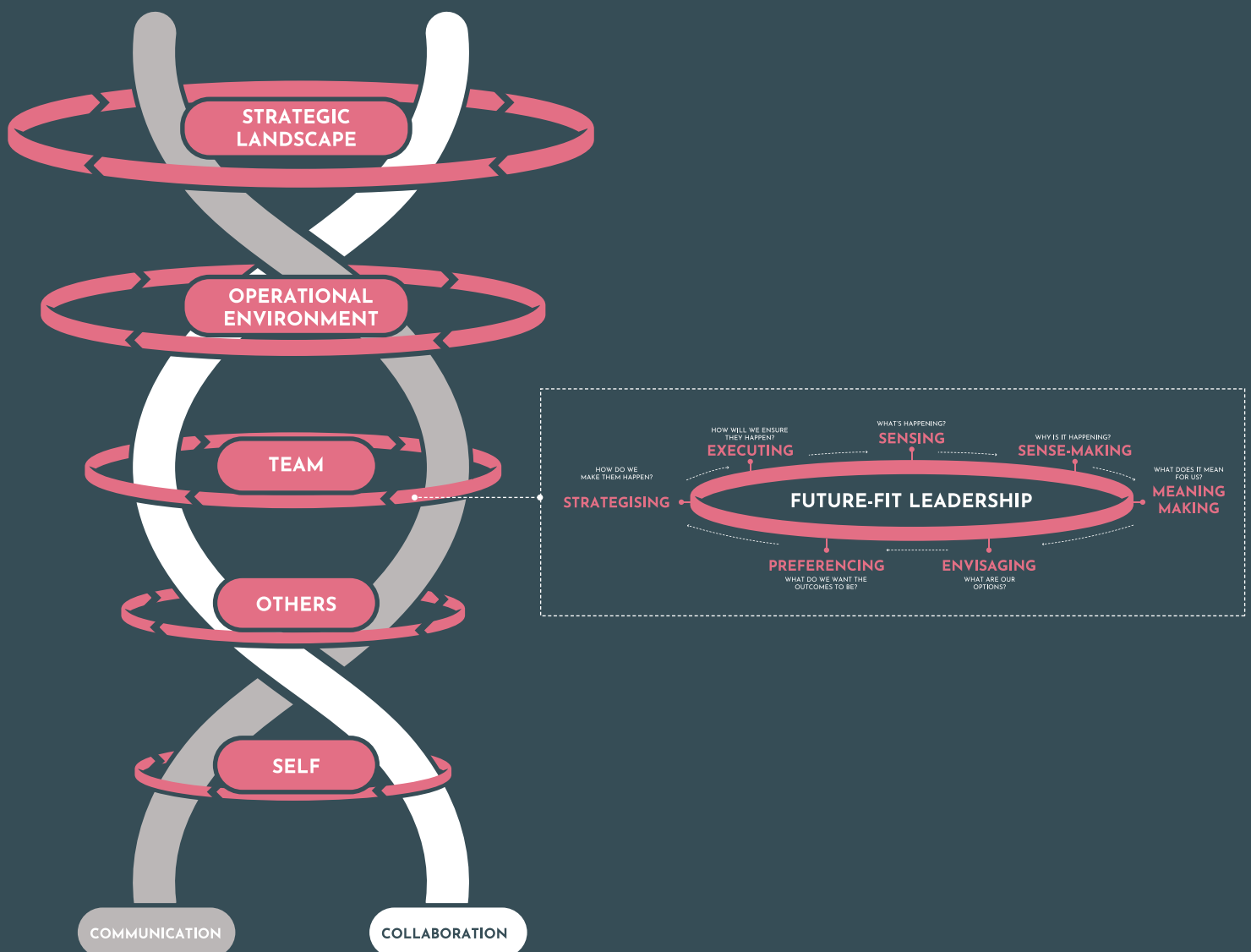


## LEADERSHIP DOMAINS

Leaders are always interacting with complex systems across five domains; their action in each domain potentially impacts on all the others. Being aware and insightful about the potential impacts on these systems is crucial to their success.

To achieve this, leaders should not only continuously sense, make sense, and move through the cyclical process to encourage purposeful action in each domain, but they must also make good use of communication and collaboration to engage, inspire, and empower people across all five domains. This ensures that the Future Fit Leadership process is as insightful, integrated, and effective as possible throughout the entire business.

## LEADERSHIP IN FIVE DOMAINS

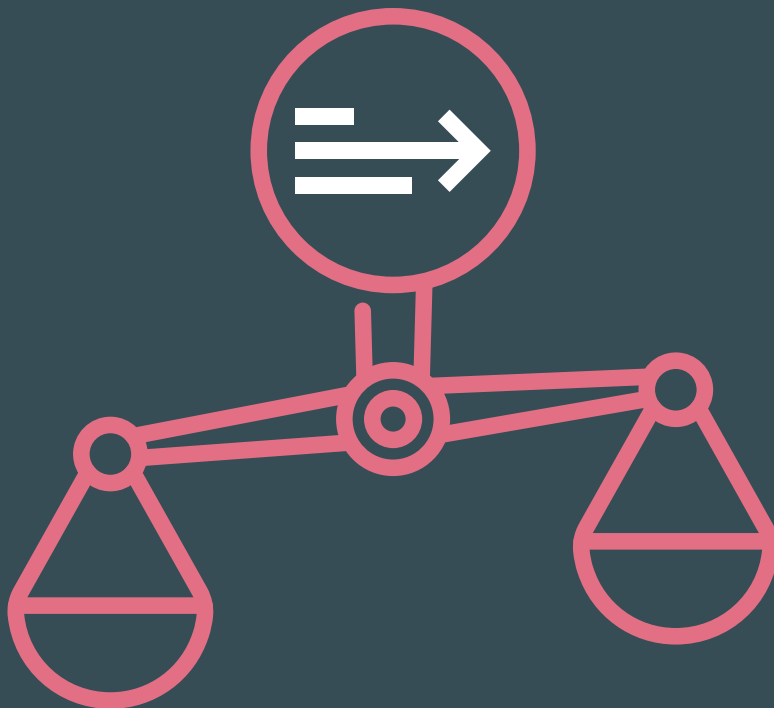




## FUTURE-FIT LEADERSHIP COMPARED TO OTHER LEADERSHIP MODELS

The framework shares similarities with other well-known leadership models, but it is also fundamentally different:

- **Similarities:** Like transformational leadership, it emphasises vision and strategy. Like adaptive leadership, it focuses on flexibility and resilience. Like systems thinking, it integrates multiple perspectives and layers of complexity.
- **Differences:** Unlike rigid competency models, Future-Fit Leadership acknowledges that leadership is an evolving **process**, not a static set of skills. Traditional models often separate strategy from leadership execution, while this model emphasizes and makes explicit **the integration of leadership behaviours in a continuous cycle of real-world action**, and ensures that leaders focus on generating collaboration as they **sense, strategise, and execute in an ever-changing landscape**.



## HOW FUTURE-FIT LEADERS THINK & ACT

### MOVING FROM REACTIVE TO PROACTIVE LEADERSHIP

Many leaders struggle because they operate reactively, constantly responding to crises instead of shaping their own future. Future-fit leaders are proactive. They:

- Anticipate **change** rather than being blindsided by it.
- Make **sense of complexity** instead of feeling overwhelmed by uncertainty.
- Align actions to **long-term strategy**, not just short-term demands.

### CASE EXAMPLE: SUCCESS VS. FAILURE

Consider two companies in the same industry facing digital disruption. **One failed to identify early warning signs of change**, doubling down on old strategies and trying to “do better”. It collapsed. The other **spotted the trend early, understood what it meant, adapted its business model, and thrived**. The difference? The second company had leaders who understood the need to see “over the horizon”, and who were smart enough to identify and track emerging threats and opportunities.

**Blockbuster** failed to sense the shift toward streaming and dismissed the potential of digital disruption. **Netflix**, however, embraced technological changes, pivoted its strategy, and became a global leader. The lesson? future-fit leaders and their businesses see change coming, understand what it will mean, and act decisively before it's too late.



## SELF-ASSESSMENT: ARE YOU, YOUR TEAM, AND YOUR BUSINESS FUTURE-FIT?

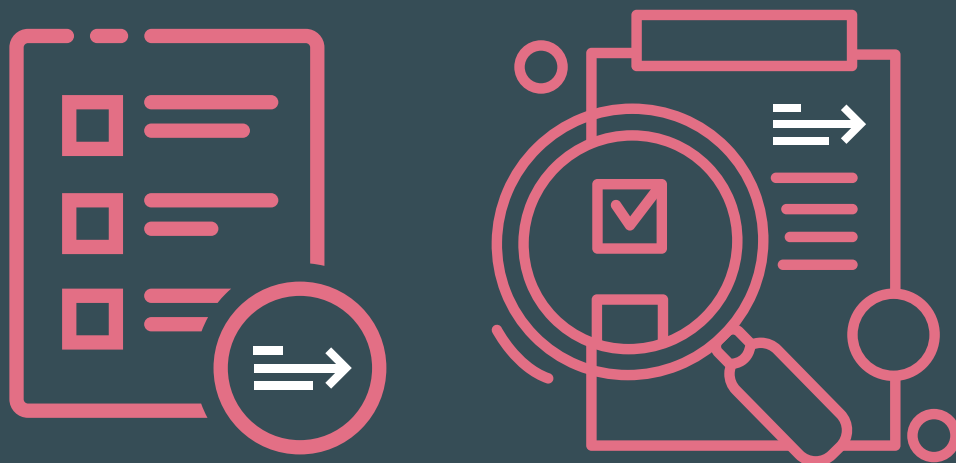
### SELF-ASSESSMENT: RATE YOURSELF FROM 1 (LOW) TO 5 (HIGH)

#### I/WE

1. monitor the strategic landscape for early signs of trends and events. (Sensing)
2. analyze data to gain insight into potential impacts and timings. (Sense-Making)
3. take action to understand the implications for our business. (Meaning-Making)
4. think creatively about the future to imagine what can be achieved. (Envisaging)
5. make great decisions when choosing strategic goals. (Preferencing)
6. develop strategies and plans that focus energy and resources. (Strategising)
7. ensure the team executes plans and delivers results. (Executing)
8. communicate clearly and effectively and listen well. (Communicating)
9. look for opportunities to generate collaboration wherever it adds value or creates the potential for future synergies. (Collaborating)

#### SWOT ANALYSIS:

Where do you see your strengths and opportunities? How might you exploit them? Where are your weaknesses and threats? What risks do they expose you to?



## FUTURE-FIT LEADERSHIP KEY ELEMENTS:

### The Business Adaptiveness Report: :

- A strategic analysis of your business against the Future-Fit Leadership Framework. Identify the actions that will give your business a competitive advantage in these times of disruption.

### The Business Evolution Programme:

- Immerse your executives in the Future-Fit Leadership process, empowering them to create solutions to existing challenges and opportunities. Enable your teams to align around a Business Impact Radar, identifying and orienting appropriately towards emerging threats and opportunities. Build a leadership capability to adapt more swiftly and coherently as the strategic landscape changes.

### Empowering and embedding change:

- Future Fit Executive coaching helps your leaders and teams work better together, empowering them to generate collaboration where it matters and to make faster, better decisions. Lead confidently through disruption.



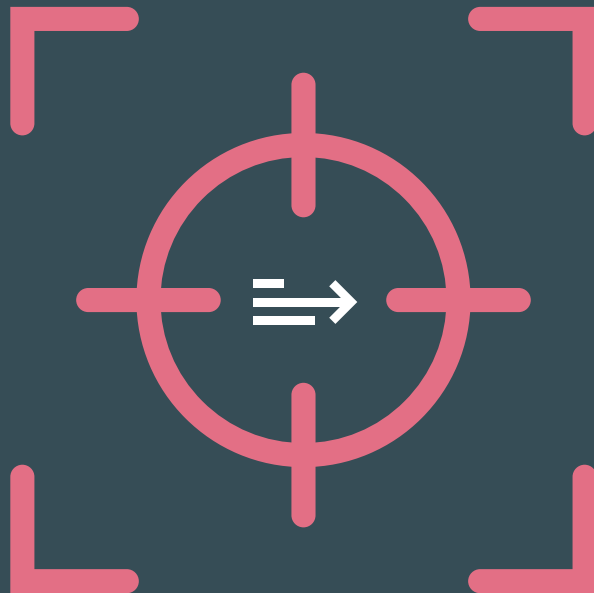


## CASE STUDY: HOW UNILEVER ANTICIPATED THE FUTURE AND POSITIONED ITSELF WITHIN IT:

- Identified early signals in the market and in society:  
Rising demand for ethical, sustainable products and increasing regulation on environmental practices.
- Identified what these trends meant for the company, and decided what to do about it:  
Acquired sustainable brands (e.g., Ben & Jerry's, Seventh Generation), pledged to cut carbon footprint, and emphasised ESG metrics.
- Made the decisions and executed them as part of a coherent, long-term strategy:  
Positioned itself as a leader in sustainability with long-term brand strength among conscious consumers.

Unilever's ability to anticipate, adapt, and execute made its businesses Fit for the Future.

Future-Fit Leadership can do the same for your leaders, your teams, and your business.



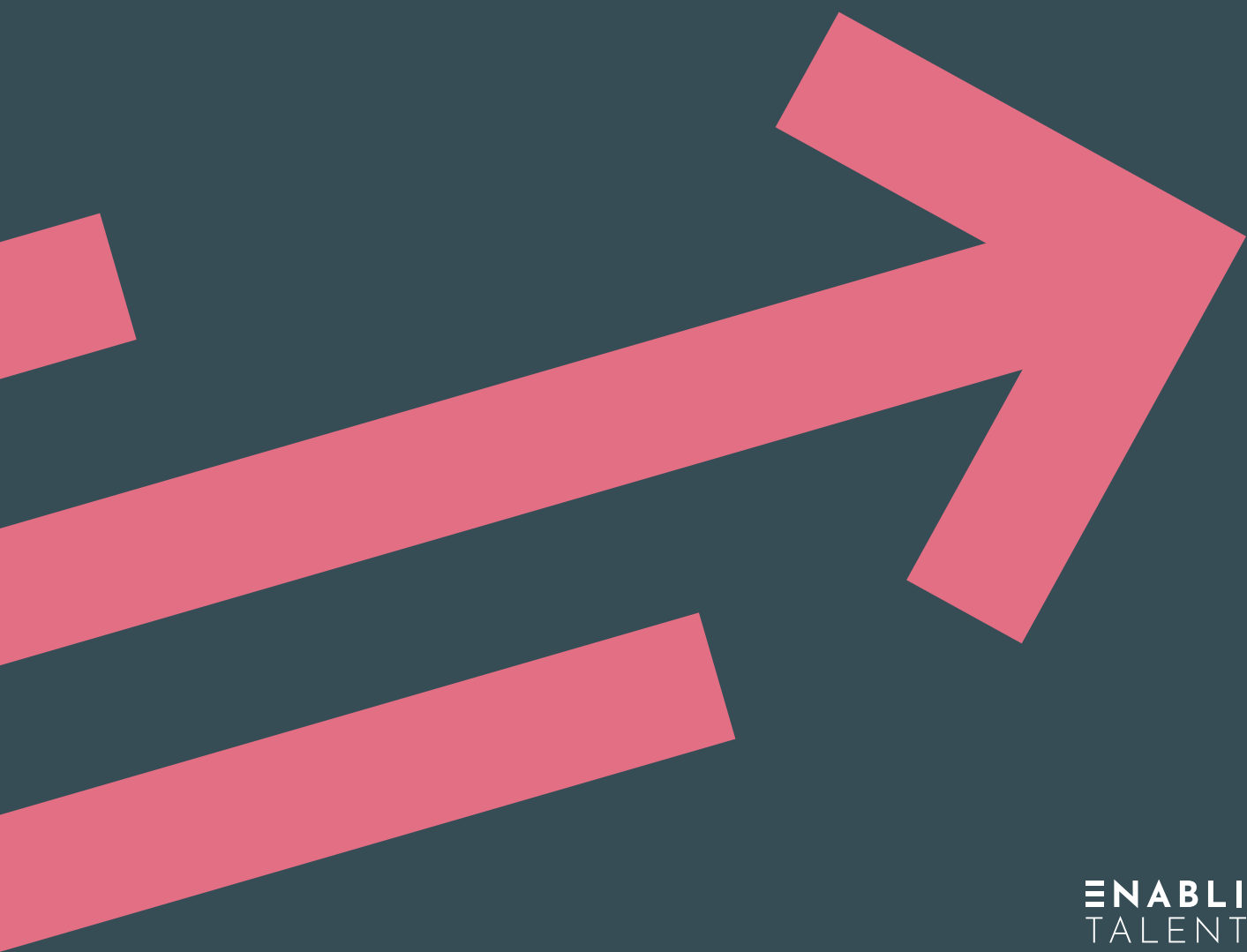
# KEY TAKEAWAYS

- Future-fit leadership is proactive, **adaptive, and strategic.**
- Future-fit leadership assessments enable you to identify and strengthen key leadership skills in individuals, in teams, and across your business.
- Future Fit leadership provides a strategic framework that enables your business to build a practical roadmap for leading effectively through uncertainty.

## CONTACT ENABLING TALENT TODAY

to explore how we can help you develop leaders who are fit for the future.

[WWW.ENABLINGTALENT.COM](http://WWW.ENABLINGTALENT.COM)





## FINAL THOUGHTS

LEADERSHIP ISN'T JUST ABOUT PREDICTING THE FUTURE—IT'S ABOUT **ADAPTING TO IT BEFORE EVERYONE ELSE DOES**. SUCCESSFUL LEADERS DON'T WAIT FOR CHANGE TO HAPPEN. THEY **MAKE SENSE OF IT, CREATE MEANING FROM IT, AND TAKE ACTION**.

ARE YOU READY TO LEAD INTO THE FUTURE?

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