

NAVIGATING THE UNKNOWN: LEADING WITH CONFIDENCE IN AN UNCERTAIN WORLD

Uncertainty. It's not just a headline — it's the air we breathe. Will markets soar or crash? Unclear. Is getting that degree still a safe bet? Depends on who you ask. Will AI transform your job or take it? Yet to be determined.

CAM MARSTON
GENERATIONAL EXPERT

*25+ years of research into how
generational change reshapes today's
workplace, marketplace, and
retirement transition.*

We're living in a world where the rules keep changing. The maps are outdated. The playbooks are shredded. And as humans, we're wired to avoid the unknown. So how do you move forward when the path is blurred?

You lead anyway.

History's most admired figures didn't have crystal balls — they had strong timeless qualities. They practiced habits that built trust, reduced fear, and propelled people forward in the face of ambiguity. And here's the secret: those habits aren't exclusive to presidents and pioneers. They're within reach for all of us — if we commit to cultivating them.

In this energizing and practical session, we'll explore five enduring, trainable disciplines that help people lead through the fog: Curiosity, Connection, Initiative, Persuasion, and Vision. These aren't buzzwords — they're tools. When embraced with intention, they calm anxiety, inspire action, and turn uncertainty from a barrier into a launchpad.

If you're waiting for clarity, stop. It may never come. But if you're ready to lead in spite of it — this is where we begin.

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