



Uncertainty Leadership Story™ Checklist

A Five-Step Guide to Communicating with Clarity, Trust, and Purpose During Times of Change

Step 1: Name the Shift

Why this matters:

Your team knows something's changing—ignoring it breeds fear. Acknowledge reality with honesty.

Ask yourself:

- What *exactly* is changing around us right now (policies, structure, funding, personnel, tech)?
- Have we named this shift in clear, accessible language?
- Are we being honest about the impact—even if we don't have full control?

Leadership Cue:

"Here's what's happening and what it means for us..."

Step 2: Anchor in Purpose

Why this matters:

Tactics change. Purpose doesn't. In uncertain times, values become the compass.

Ask yourself:

- What mission or value still holds true despite the chaos?
- How does our work still matter—even in this shifting landscape?
- Have we reminded our people of the “why” behind the “what”?

Leadership Cue:

“Even as things change, this is what hasn’t—and won’t.”

Step 3: Share the Plan (Even if It's Incomplete)

Why this matters:

People don't need perfection. They need direction. Silence gets filled with fear.

Ask yourself:

- What do we *currently* know about how we'll move forward?
- Where are the decision points, and who's making them?
- How often will we communicate updates?

Leadership Cue:

“Here's what we're doing next, what's still in progress, and what you can expect.”

Step 4: Invite Ownership

Why this matters:

When people feel powerless, they disengage. A strong story includes a role for everyone.

Ask yourself:

- How can team members contribute meaningfully during this transition?
- Have we named the behaviors, mindset, or support we need from them?
- Are we showing them they're essential to the path forward?

Leadership Cue:

"Here's how you can help us lead through this..."

Step 5: Repeat with Consistency

Why this matters:

Trust is built with repetition. In uncertainty, one message isn't enough.

Ask yourself:

- How often are we revisiting the story and updating the team?
- Are our managers aligned in communicating this consistently?
- Have we created space for questions and feedback?

Leadership Cue:

"You'll keep hearing this story from us—because it matters."

Final Thought:

In uncertain times, the most effective leaders don't just inform—they inspire.

Your story is more than messaging. It's a roadmap through the fog.