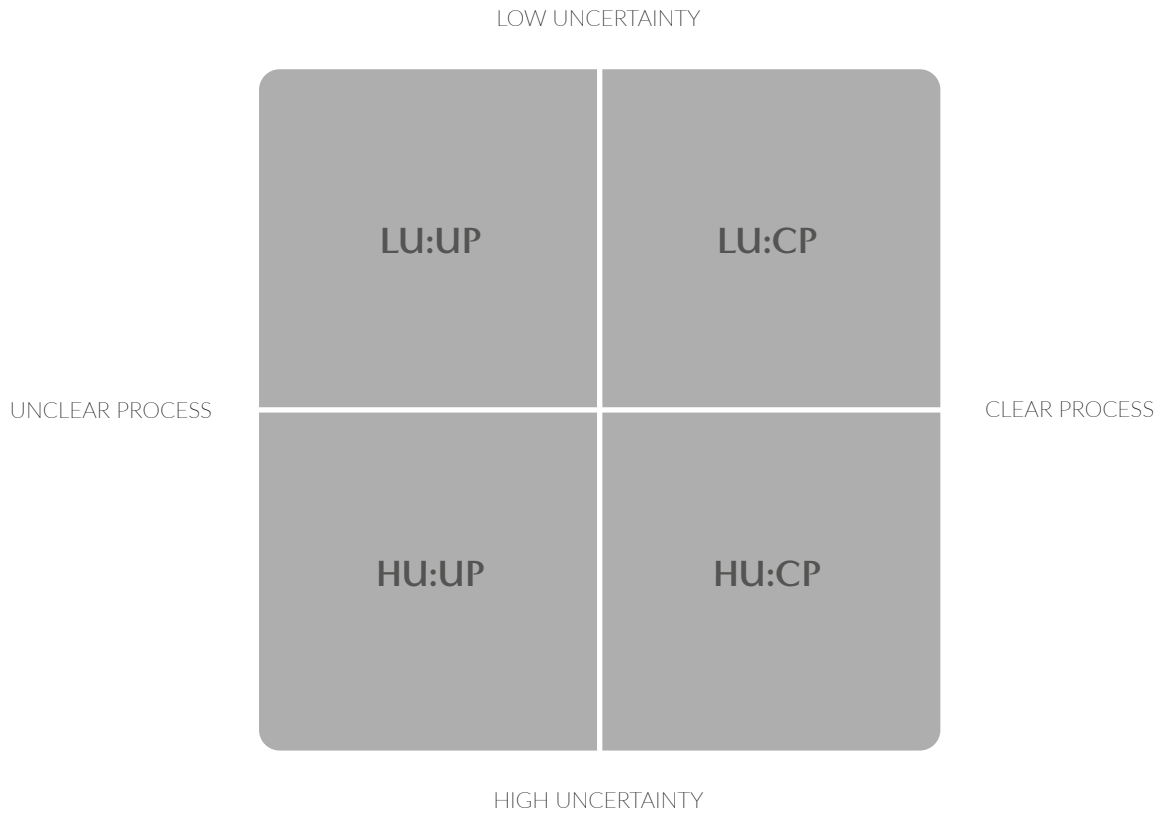




UNCERTAINTY CALIBRATION MATRIX™

Uncertainty Matrix Overview

The uncertainty matrix is used to understand how a company or team is positioned to handle, adapt, and benefit from uncertainty. Companies and teams can swiftly identify where they are and use the matrix to chart a clear path to LU:CP.



- **LU:UP** - Low uncertainty and unclear process to handle it.
- **LU:CP** - Low uncertainty and clear process to handle it.
- **HU:UP** - High uncertainty and unclear process to handle it.
- **HU:CP** - High uncertainty and clear process to handle it.

Uncertainty Range

HU/LU is based on the level of base uncertainty a team is operating with on a regular basis. Uncertainty can include but is not limited to: market trends, disruption risk, innovation risk/opportunity, industry risk/opportunity, internal risk/opportunities.

Domain Expertise

CP/UP is based on the processes that have been put in place by the team to identify where the unique uncertainties lie for the company AND the processes in place that allow the team to systematically respond and benefit from unforeseen events, changes, or setbacks.

- Rankings are based on relative uncertainty when compared to the competition.
- Teams ranked LU:CP have lower enterprise uncertainty in absolute terms.
- You can only approximate the level of uncertainty, making Clear Processes essential.