

## VUCA: EXTERNAL CONDITIONS, AND PSYCHOLOGICAL NEEDS

Aspect	External Conditions	Psychological needs
<b>Volatility</b>	<ul style="list-style-type: none"> <li>• Unprecedented change</li> <li>• Speed</li> <li>• Simultaneous factors: turbulent economy, demographic, political, social, climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Need: 'good enough' secure attachment <i>(If the earliest attachment figures in our life are not stable, we are less likely to develop a secure, functioning ego - Object Relations Theory)<sup>1</sup></i></li> </ul>
<b>Uncertainty</b>	<ul style="list-style-type: none"> <li>• Using past events to predict the future is no longer possible</li> <li>• Old forecasting/decision-making systems are irrelevant</li> </ul>	<ul style="list-style-type: none"> <li>• Need: acknowledge existential anxiety, survival &amp; fear of non-being.<sup>2</sup></li> </ul>
<b>Complexity</b>	<ul style="list-style-type: none"> <li>• Unpredictable outcomes</li> <li>• Few single cases of 'cause and effect'</li> <li>• No-one can see all contributing factors</li> </ul>	<ul style="list-style-type: none"> <li>• Need: see the whole picture (<i>systems theory</i>), develop an independent sense of self (<i>Mind Development</i>)<sup>3</sup></li> </ul>
<b>Ambiguity</b>	<ul style="list-style-type: none"> <li>• Data is incomplete, confusing &amp; quickly out of date- invalidates decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Need: interpret and understand relative meaning <i>(Deconstruction of language &amp; Critical Theory)<sup>4</sup></i></li> </ul>

### SUGGESTED READING:

1. Gomez, L. (1997). *An Introduction to Object Relations Theory*. London: Free Association Press.
2. Bauman, Z (2000). *Liquid Modernity*. Cambridge: Polity Press
3. Kegan, R (1994). *In over our heads: the mental demands of modern life*. Cambridge, MA: Harvard University Press.
4. Pateman, T (1980). *Language, Truth & Politics: towards a radical theory for communication*. Lewes: Jean Stroud Publisher.