

Cheers, everyone. Thank you so much for being here. I especially want to thank Melcrum for inviting me to be your keynote speaker today at such an important forum.

Let me begin by saying “we live in interesting times!”

As the title of my talk dictates, the most critical challenge a company faces today is its ability to constantly adapt or change to new circumstances. That means it must process the capability to reach and engage people to take risk, seek out information, and make their voice heard inside the organization.

But here’s the rub. Who will do this when credibility and trust are on the decline?

And can we as communicators offer leadership a path to re-establishing trust and credibility when so many things are the way of doing just that?

Now, before we attempt to answer these questions in some fashion, I’d like to draw a picture in our minds for how this journey we find ourselves on is akin to my getting here from the States.



As many of you understand first hand, traveling abroad can be a quite chaotic experience, no matter how often you do it. Certainly, I was reminded of that as I traveled here from New York.

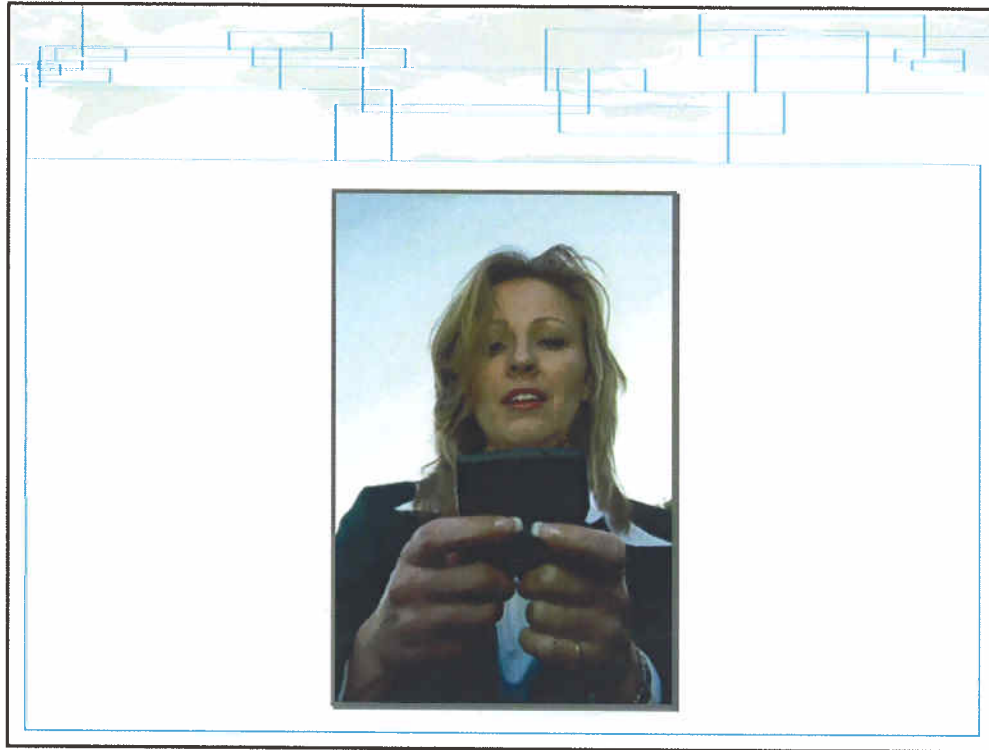
In its own way, every journey is unique. Unique challenges. Unique circumstances. Unique experiences. But, when you're traveling from New York to London, chaos is generally a given. Chaos reigns.



That's especially true for a New Yorker like me who frequently forgets to look the right way when crossing the street here: that's chaos with a heaping dose of danger!

If you think about it, the kind of travel, or journey, that I'm talking about has a lot in common with the journeys each of us takes in our businesses every day.

Just as most trip itineraries look the same and seem predictable on paper, they're all different. And they're almost all challenging.



Same with our lives as business communicators, right? We show up at work, and then eventually we leave work – but what happens in between is always different, and challenging. The only difference is that with Blackberrys, it's arguable you never actually leave the office!

In the end, our choices are fairly simple: we adapt, or we don't. If we don't...well, good luck to us.

Chaos is a friend of mine



All of this makes me think of a quote from the legendary song writer, Bob Dylan: "Chaos is a friend of mine."

Many of us avoid chaos as much as possible. We prefer calm predictability. But, do any of us really have that option today? It's like I said a few moments ago: chaos reigns. Your best strategy is to make chaos your friend. Or, at least a "frenemy," if I correctly understand the way my kids' friends talk today.

The opportunity is to translate chaos into coherence.

