



COMMUNICATION in

LEADERSHIP

@imamsubchan



VUCA

lanskap dinamis , tidak
menentu dan berubah
dengan cepat



VOLATILE

kondisi tidak stabil atau
berubah rubah dengan cepat
dan tidak bisa diperkirakan
sebelumnya

UNCERTAINTY

A dramatic, high-angle photograph of a man rappelling down the side of a skyscraper. The man is positioned on the right side of the frame, holding onto a rope that extends across the width of the image. The building's facade is composed of many windows, creating a strong sense of verticality. Below the building, a dense urban landscape is visible, with various buildings and streets. The overall scene conveys a sense of risk and uncertainty.

sulitnya melakukan
prediksi atas sebuah
situasi



COMPLEXITY

meningkatnya variasi dan
variabel yang sulit dipahami
yang ada dalam suatu masalah

A photograph of a swimmer in a pool, viewed from above. The swimmer is wearing a white swim cap and is in the middle of a stroke, with one arm raised. A red lane line is visible in the center of the pool. The water is blue and there is some splashing around the swimmer.

AMBIGUITY

ketidakjelasan atas
sebuah peristiwa yang
dapat diinterpretasikan
lebih dari satu makna.

A close-up photograph of several people's hands holding mobile phones. The focus is on the hands in the foreground, which are wearing multiple colorful wristbands. The background is blurred, showing other people also using their phones. The text 'COMMUNICATION BEHAVIOUR SHIFTING' is overlaid on the right side of the image.

**COMMUNICATION
BEHAVIOUR
SHIFTING**

SOME ARE ADAPTING THE CHANGE WELL



Tony Fernandes
@tonyfernandes



Follow

If our beautiful and wonderful crew is identified we will go from Surabaya to Palembang with her parents. Heartbreaking soul destroying



RETWEETS
265

FAVORITES
180



12:54 PM - 1 Jan 2015





TNI Angkatan Udara

@_TNIAU

 Follow

Jangan Mbak, admin khawatir nanti dijadikan poster "Top's Collection" di abang2 tukang cukur.

Miss Pinta @MissPinta

@_TNIAU Bikin kalender perwira AU ganteng macam Top Gun dong

RETWEETS

195

LIKES

76



12:19 AM - 24 Mar 2016



SOME ARE NOT



PENGUMUMAN
NO. JKTCCS/PE/60145/19
tentang

LARANGAN MENDOKUMENTASIKAN KEGIATAN DI PESAWAT

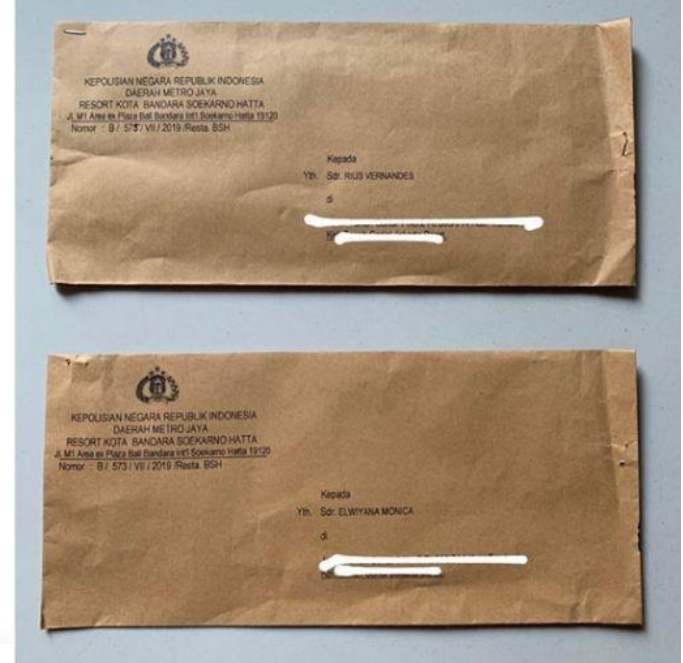
Menindaklanjuti arahan dari Manajemen, kepada seluruh Awak Kabin diinformasikan sebagai berikut :

1. Tidak diperbolehkan mendokumentasikan segala kegiatan di pesawat, baik berupa foto ataupun video oleh Awak Kabin ataupun penumpang.
2. Awak Kabin harus menggunakan bahasa yang **assertive** dalam menyampaikan larangan kepada penumpang untuk poin no. 1 di atas, kecuali sudah mendapatkan surat izin dari Perusahaan.
3. Perusahaan akan memberi sanksi jika terjadi pelanggaran terhadap ketentuan di atas.

Demikian disampaikan untuk diketahui dan dilaksanakan secara konsisten.
Terima kasih atas perhatian dan kerjasamanya. Selamat bertugas.

Dikeluarkan di : Jakarta
Pada tanggal : 14 Juli 2019
Pjs. SM. FA STANDARDIZATION & DEVELOPMENT

EVI OKTAVIANA



A photograph of a person's arms raised out of a body of blue water. The person's head is submerged, and only their two arms are visible, reaching upwards with palms facing forward. The water is dark blue with gentle ripples. In the background, a blurred shoreline with green trees and some buildings is visible under a bright sky.

LEADERSHIP

CRISIS

COMPRIMISING INTEGRITY

godaan untuk menempuh jalan pintas ketika tekanan meningkat dan mengorbankan integritas

FAILURE TO TAKE CARE OF ONESELF

kegagalan untuk mendemonstrasikan energi motivasi dan optimisme kepada bawahan/follower

FAILURE TO COMMUNICATE

**problem terbesar komunikasi adalah asumsi
bahwa komunikasi telah dilakukan**

01

VS

02

“

**LEADERSHIP IS
COMBINATION OF
STRATEGY AND
CHARACTER**

**IF YOU MUST BE
WITHOUT ONE,
BE WITHOUT
THE STRATEGY**

General Norman
Schawakopf



LEADERSHIP IS
about

CHARACTER

WHICH CRITICAL

LEADERSHIP CHARACTER

**NEEDED TO PERSEVERE
THROUGH VUCA WORLD**



RESILIENCE

kemampuan untuk bangkit dari
kegagalan dengan lebih kuat





AGILITY

kemampuan untuk berkomunikasi lintas organisasi, gesit dan bergerak cepat mengimplementasikan solusi

A close-up photograph of Margaret Thatcher, the former Prime Minister of the United Kingdom. She is shown from the chest up, looking slightly upwards and to the right. She has her characteristic short, styled brown hair and is wearing a dark jacket over a purple top. The background is a blurred blue and red, suggesting a public event or a stage setting.

LEADERSHIP STORY

THE IRON LADY



“

it takes **20 years**
to build a reputation
and **5 minutes**
to ruin it

warren buffet