

# APRIL RINNE

## Leadership in a World in Flux

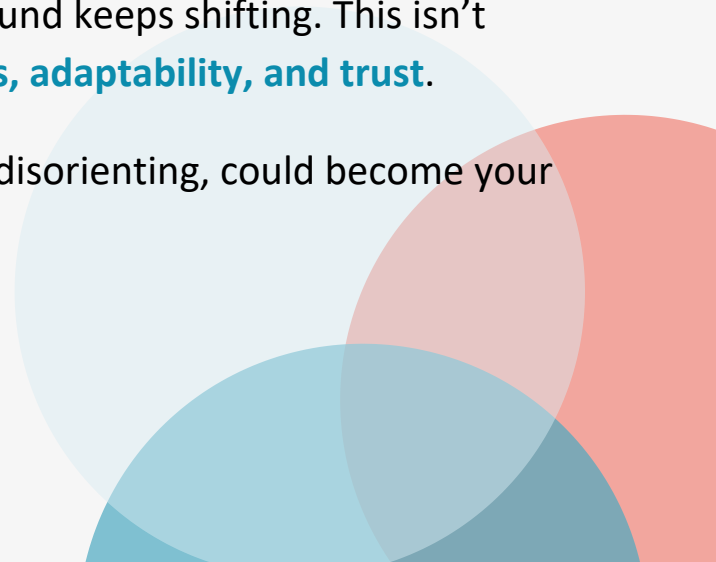
**The nature of leadership is being redefined.** In a world where change and uncertainty are constant, leadership is no longer about having all the answers or assuming outcomes can be controlled. Rather, leaders must develop a new set of skills and practices that are fit for this world, not a reality that no longer exists.

While this new “**Flux Era**” flips many assumptions we have about leadership on their heads, it also opens up enormous opportunities for leaders and teams to **rethink, reshape, and reimagine** – **themselves, their relationships and responsibilities, and ultimately how business is done.**

### The World is in Flux. So Are You.

For today's leaders, the challenge isn't just managing change, it's **becoming the kind of leader who can thrive in it.** You're asked to show vision without certainty, lead others while navigating your own unknowns, and stay steady when the ground keeps shifting. This isn't just pressure. It's a test of **self-awareness, adaptability, and trust.**

But what if flux, the very thing that feels disorienting, could become your **greatest source of clarity and strength?**



# APRIL'S APPROACH

- \* Equips leaders with essential practices and skills (aka “Flux Superpowers”) to improve their relationship to change and uncertainty
- \* Reframes uncertainty as an asset rather than a liability – for individuals, teams, and organizations alike
- \* Inspires change-ready cultures by grounding leadership in self-awareness and trust
- \* Balances global insight with personal storytelling to make navigating relentless change and uncertainty human, relatable, and empowering

## KEY OUTCOMES

April's talks help help leaders at every level:

- ➔ **Lead with clarity, courage, and empathy**, even when the path is unclear
- ➔ Develop self-leadership practices to **drive excellence, growth, and alignment** both at work and in life
- ➔ Shift from control-based models to **trust-based leadership**
- ➔ Cultivate the mindset, habits and practices to **thrive in constant change**, rather than fear or resist it

# WHY APRIL RINNE?

**Because she teaches fluency in change.** As a futurist, global strategist, and author of *Flux*, April equips leaders at every level with the mindset and tools to lead in uncertain times. She helps leaders move from a posture of control to one of trust and perspective. April doesn't tell people to "do more"—she shows them **how to see differently, lead intentionally, and create clarity** in chaos. Her approach is practical, inspiring, and grounded in decades of experience across 100+ countries.

## LAYERS OF FLUX

Leadership is no longer a one-size-fits-all role. There are at least three interconnected levels, all of which require fluency in change and uncertainty:

- **Self-leadership**
- **Leadership of others**
- **Leadership of organizations within the broader world**

Many leadership frameworks skip the essential foundation: **Self-leadership**.

But without the ability to lead yourself, leading others effectively is nearly impossible (who follows or respects a leader who says one thing and does another?). With effective **self-awareness and alignment**, however, self-leadership extends seamlessly to teams, culture, community, partnerships, and beyond.

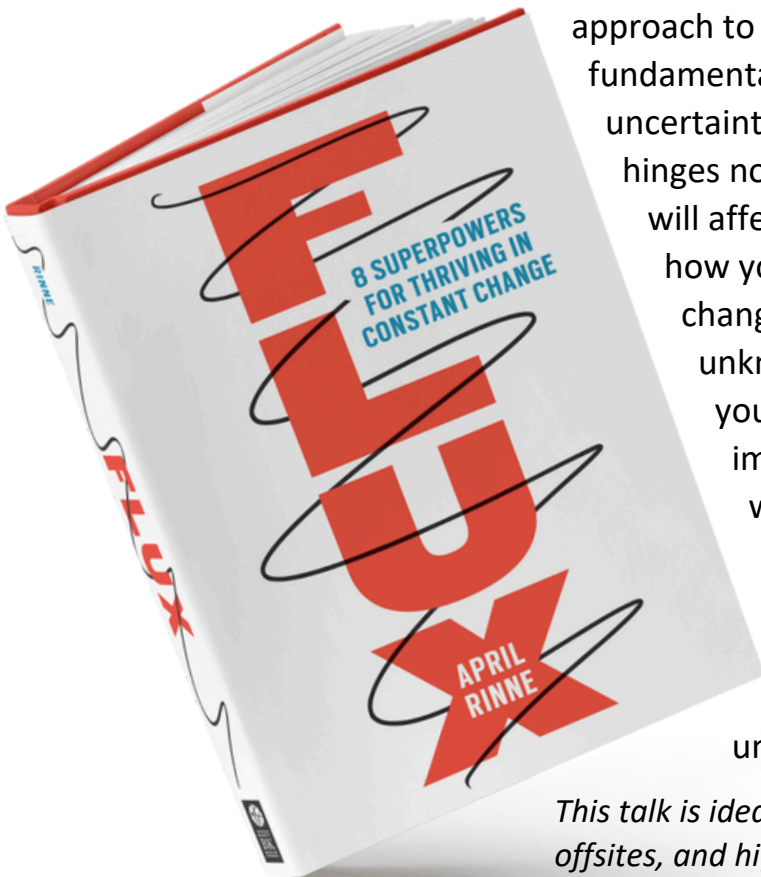
Today's leaders must acquire new skills and practices that underscore **trust, resilience, clarity and vulnerability** – all of which fuel one's ability to not only navigate ambiguity with confidence, but to find and seize new opportunities that **harness change and uncertainty as advantages**. In a world shaped by disruption, the most effective leaders are those who can see differently, think differently, and **embrace flux**—as a feature, not a bug.

## SPEAKER REEL



# FLUX

## FINDING CERTAINTY IN AN UNCERTAIN WORLD



Just because the future looks chaotic doesn't mean your approach to it has to be. Your ability to lead others fundamentally begins with leading yourself – through uncertainty and beyond. For leaders of all stripes, success hinges not only on understanding the macro forces that will affect your business and team, but even more so on how you see these forces: Your mindset towards change and uncertainty and your tolerance of the unknown. Imagine the time, effort, and resources you could've saved if you'd seen the full implications of smartphones back in 2006, hybrid work back in 2015, the covid pandemic before it hit, or generative AI today? Today, you can develop this mindset, vision, and practices to move forward. Not only can you: Given the relentless pace of change and never-ending uncertainty, it's safe to say you ought to.

*This talk is ideal for cross-functional leadership summits, executive offsites, and high-potential talent development programs.*

## TRUSTED BY LEADERS AND CHANGEMAKERS WORLDWIDE:

