

The "Wait and See" Playbook:

*The 15 Excuses You are Making
Right Now in the Face of Volatility*





"We need more clarity."

This common excuse prevents organizations from taking necessary action in uncertain times, demanding perfect information before moving forward.

"We're just waiting to see what happens."

The passive approach of observation without action often disguises fear as prudence, allowing competitors to gain advantage while you remain stationary.





It's not the right time for this.

This excuse suggests there will be a perfect moment in the future, when in reality, timing is rarely ideal and opportunities don't wait for convenience.



"We can't act until
we know what's
going on."

This paralysis-by-analysis approach assumes complete information is possible and necessary, when successful companies often act on partial information and adjust as they learn.



"We'll wait until things stabilize"

This excuse assumes markets will return to a predictable state, when in fact, volatility is the new normal and waiting for stability means missing countless opportunities.

■ "We just need to cut some spending."

While cost-cutting may be necessary, using it as the only strategy focuses exclusively on survival rather than adaptation and growth, potentially cutting muscle along with fat.



"Our priority is margins,
not risky experiments."

This short-term thinking prioritizes immediate financial metrics over the innovation necessary for long-term relevance and growth.





"There's no budget right now"

This comfort-seeking behavior ignores how quickly markets change, leaving companies with outdated products and approaches as customer needs evolve. There's simply no budget for R&D right now

This excuse treats innovation as a luxury rather than a necessity, failing to recognize that R&D is precisely what creates future revenue streams during and after market volatility.

"It's too risky; we have to
play it safe."

This excuse confuses inaction with safety, when in volatile markets,
standing still is often the riskiest position of all.





The stakes are too high to allow for any failure.

This perfectionist mindset prevents the experimentation and learning necessary for adaptation, ironically increasing the risk of major failure.



Paralysis

When failure is not an option, action becomes impossible.



"It makes more sense to just stick with what we know."

This comfort-seeking behavior ignores how quickly markets change, leaving companies with outdated products and approaches as customer needs evolve.



"We have to be
really cautious
right now"

This excuse elevates caution above all other values, including innovation, growth, and adaptation, creating a culture of fear rather than strategic prudence.



"We're just going to hunker
down and wait it out"

This defensive posture assumes market challenges are temporary storms rather than fundamental shifts, missing the opportunity to adapt and emerge stronger.



"We'll just wait till things get back to normal."

This backward-looking excuse assumes a return to past conditions, when markets rarely revert to previous states and "normal" is constantly being redefined.



"Doing nothing is probably the safest thing right now"

This fundamental misunderstanding equates inaction with safety, when in volatile markets, failing to adapt is the highest risk strategy of all.

Are You Leading, or Just Making Excuses? The 15 Phrases That Kill Momentum in a Downturn

"In times of uncertainty, most organizations hunker down, waiting for the storm to pass. It's the default response. It feels safe. It feels responsible.

I'm here to tell you it's the most dangerous thing you can do.

I've spent decades advising global innovators and leaders through every type of economic climate. And I've noticed a universal truth: the organizations that fall behind aren't defeated by the economy; they are paralyzed by the excuses they tell themselves.

They are fluent in the language of inertia."

– Futurist Jim Carroll



Does any of this sound familiar? This is the sound of opportunity slipping away.

Transform Excuses into Opportunities!

This is precisely why I wrote *Dancing in the Rain: How Bold Leaders Grow Stronger in Stormy Times*.

It's not just a book; it's a blueprint for thriving in the face of volatility—your roadmap to grow stronger when the skies grow dark.

Cultivate clarity amid chaos

Move beyond paralysis with frameworks that create certainty in uncertain times

Chase opportunity while others retreat

Discover how market turbulence creates unprecedented strategic advantages

Build unstoppable momentum

Transform "wait and see" thinking into decisive action that drives results

Stop surviving turbulent times— learn how to dance in them.

DANCING IN THE RAIN

HOW BOLD LEADERS GROW STRONGER
IN STORMY TIMES



FUTURIST JIM CARROLL

Get Your Copy Today