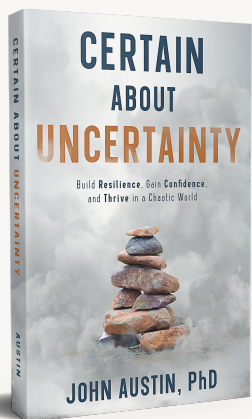


# CERTAIN ABOUT UNCERTAINTY

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Build Resilience, Gain Confidence, and Thrive in a Chaotic World

certain-about-uncertainty.com · linkedin.com/in/johnaustinphd



## AVAILABLE NOW

Amazon · Barnes & Noble and major booksellers

## ABOUT THE BOOK

### A learnable framework for leading when the path ahead won't hold still.

Mid-career professionals and leaders are drowning in disruption, and the old playbooks (plan harder, work smarter, master more tools) only deepen the anxiety. John Austin, PhD argues that confidence in chaos isn't about more uncertainty. It's about a learnable shift from control to capability. Certain About Uncertainty introduces uncertainty intelligence, built on three trainable skills (anticipatory awareness, adaptability, learning agility) plus original tools including uncertainty vectoring, situated expertise, and the three translation moments.

★★★★★

4.9 / 5 on Amazon · 4.73 / 5 on Goodreads

**On sale**

April 22, 2026

**Format**

Paperback · ebook

**Length**

218 pages

**Categories**

Business · Leadership · Personal Growth

**Also by author**

Unquestioned Brilliance: Navigating a Fundamental Leadership Trap

## ADVANCE PRAISE

“

Austin's most durable achievement is turning uncertainty from a mood into a method.

**Demetris Papadimitropoulos**

Goodreads reviewer

“

It shifts the question from 'How do I eliminate uncertainty?' to something more useful: 'How do I function well within it?'

**Deb Bucci, PhD**

Coach for clients in life transitions

“

In a world where leaders are expected to navigate ambiguity but rarely taught how, this delivers something genuinely useful.

**Tim Duggan, PhD**

Organizational consultant & executive coach

## INTERVIEW & TALKING POINTS

### Why traditional planning is failing leaders

The pace of disruption has outrun the playbooks most leaders learned. Plan harder. Work smarter. Master the right tools. Austin reframes the problem: confidence in chaos doesn't come from more certainty — it comes from a learnable shift from control to capability.

- **The Control vs. Capability Shift**

Why mastery of static expertise is now a liability and what replaces it.

- **Uncertainty Intelligence: The Three Skills**

Anticipatory awareness, adaptability, learning agility — what they look like in practice.

- **Uncertainty Vectoring**

A practical exercise for mid-career professionals deciding what to learn, build, or do next.

- **The Three Translation Moments**

Why most strategies die after launch, and how to make change actually travel.

## ABOUT THE AUTHOR



### John Austin, PhD

Educator · Speaker · Researcher

Dean of the Honors College & P.D. Merrill Endowed Chair of Business, University of New England.

Austin teaches executive education at Wharton, Penn State, Duke CE, and Georgetown. A former Penn State management professor, he left academia to launch a company, then served as a principal at Decision Strategies International — a global firm known for pioneering work in scenario planning. His writing has appeared in Fast Company, Chief Executive, Inc., and HR Magazine. He is also the author of Unquestioned Brilliance.

### AT A GLANCE

**PHD** Organization Studies, Boston College  
**BA** Economics, Johns Hopkins  
**CITED** 2,700+ academic citations  
**AWARDS** 5 Best Paper Awards

## PRESS CONTACT

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