

# Leading Through Uncertainty



**A people-first guide for leaders navigating mergers, restructures and big organisational shifts.**

By Amy Wilkinson, Fearless Foodies





*Hi there,*

If you're reading this, there's a good chance you're leading through a period of big change - a merger, a restructure, new ownership... or one of those moments **where the ground shifts beneath everyone at once**. And in food and retail, let's be honest, it never happens at a quiet time.

I want to say this upfront: **I get it. I've been there. And I know how heavy it can feel.**

When your team is looking to you for **reassurance...**

When people are **asking questions you can't yet answer...**

When you're trying to stay steady while your **own mind is doing backflips...**

**It's a lot.**

Change isn't just operational - it's **emotional**. People rarely remember the PowerPoints or the timelines.

**They remember how they felt:**

**Safe or uncertain. Seen or ignored. Held or abandoned.**

You don't need another corporate change model right now.

You need something human. Something simple. Something that helps you steady yourself and your team when everything feels up in the air.

That's what this guide is.

**3 principles: Be Clear. Be Consistent. Be Compassionate.**

3 things within your control that will that make the biggest difference when emotions run high and certainty is in short supply.

Take what helps. Share it with your team if you want to.

**And remember: you're not doing this alone. I'm right here with you.**

Take care,

*Amy*

**Amy Wilkinson, Fearless Foodies Founder**





# Your guiding principles

When we're faced with rapid change e.g. mergers, restructures

**People don't react to the process.**

**They react to how safe (or unsafe) they feel.**

These three principles will help you create that sense of grounding and emotional safety, even when you don't have full answers:-

## Be Clear

**Because when information is scarce, people make up their own stories... and they're rarely the good ones.**

## Be Consistent

**Because predictability calms the nervous system.**

**If people know when they'll have an update from you, they don't sit in uncertainty.**

## Be Compassionate

**Because humans don't resist change - they resist feeling dismissed, unsupported or scared.**

Over the next few pages, I will share how you make these guiding principles into a reality that actually makes a difference...

# #1 Be Clear

## Why this matters:

When things feel uncertain, people try to fill in the gaps (usually with the worst-case version).

Your clarity (even if it's limited) is one of the biggest gifts you can give your team.



## How to be clear:

- Say what you do know, even if it feels small.
- Say what you don't know yet.
- Avoid over-explaining or guessing.
- Let people know when they'll hear more.
- Keep it simple and human.



# #2 Be Consistent

## Why this matters:

**Consistency grounds people. It signals safety. It tells your team: "I'm here. I'm not disappearing."**



## How to be consistent:

- Show up regularly, even with "no update."
- Keep your tone steady.
- Use simple rhythms (check-ins, huddles).
- Avoid mixed messages.
- Don't hide when things get hard.



# #3 Be Compassionate

## Why this matters:

**During change, people show up as their most human selves - tired, uncertain, overwhelmed. Not difficult. Human.**



## How to be consistent:

- Validate feelings without fixing everything.
- Assume people are doing their best.
- Don't rush people through their emotions.
- Notice when overwhelm looks like poor performance.
- Be kind, with boundaries.



# NEXT STEPS

**You've now got the essentials: Be Clear.  
Be Consistent. Be Compassionate.**

**Simple ideas. But not always easy when  
you're carrying the emotional load.**

If you feel like you need some space to think things through, steady yourself, or get support holding your team through this period — this is exactly the work I do.

Sometimes that looks like supporting a whole team with a resilience workshop, team coaching, action learning sets or simply an online talk to help others open up. Other times, it's coaching a leader 1:1 so they can decompress, reset and lead with confidence.

If you ever want to explore what support might look like, simply reply to the email that delivered this guide or drop me a message on LinkedIn. No pressure - just a conversation.

Whatever you're facing, remember:  
You don't have to hold it all on your own.  
And you're doing better than you think.

*Amy*

**Amy Wilkinson,  
Fearless Foodies Founder**





# About Us

**We understand the industry because we're coaches, facilitators, consultants and industry insiders who have spent our careers in food and retail.**

What makes us different is how we bring things together:

- **Real food industry expertise** – our team has held roles across manufacturing, retail, NPD, technical, commercial, and insight functions, so we understand your world from the inside
- **Professional coaching credentials** – we're accredited coaches who know how to create the kind of psychologically safe environment where genuine development happens
- **Grounded in your reality** – we don't deal in theory. Everything we design is rooted in the actual challenges your teams navigate daily
- **Genuinely human approach** – we bring warmth, humour, and straight talk to our work, which helps people open up and make lasting changes

Our team is made up of coaches who've spent our careers in environments where we had to establish credibility, find our voice, and lead through ambiguity. We understand the territory because we've walked it ourselves.

This combination of **lived industry experience and coaching expertise** means we create development that's relevant, practical, and genuinely transformative – never generic or one-size-fits-all.

To find out more, visit....

[www.fearlessfoodies.co.uk](http://www.fearlessfoodies.co.uk)

