

About MAYA Consulting

MAYA Consulting is a social impact firm that works alongside nonprofits, philanthropy, and the public sector to advance community-driven goals—like expanding access to stable housing, improving educational opportunity, increasing family well-being, and creating conditions for economic mobility. Through strategic planning, technical assistance, and capacity building, MAYA helps mission-driven organizations clarify their goals, deepen their impact, and develop the operational and partnership capacity needed to support thriving, place-based work.

MAYA approaches every partnership with a commitment to collaboration, curiosity, and equity. Rather than offering one-size-fits-all solutions, the team co-designs strategies with partners, facilitates learning across teams, and supports implementation efforts grounded in community voice and real-world data. Whether helping housing authorities to connect with diverse communities, guiding regional collectives to align on family-centered programming, or building the capacity of school districts to foster data cultures, MAYA works to strengthen the local systems and partnerships that make it possible for all residents to live, learn, and grow in vibrant communities.

MAYA believes in the power of holding space for both strategy and humanity—bringing people together to navigate the complexities and uncertainties of the present to drive meaningful, measurable results for communities. For the past eight years, MAYA has partnered with organizations across the country to tackle complex challenges at the intersection of housing, education, health, and child welfare. The MAYA team brings expertise in place-based partnerships, collective impact, K-12 education, postsecondary pathways, workforce development, qualitative and quantitative data analysis, and evaluation, and serves as a technical assistance provider in HUD's Community Compass program.

Webinar Summary

Session: Leadership in this Moment: Navigating Volatility, Uncertainty Complexity and Ambiguity (VUCA) to Improve Results

Session Description: This moment has significantly increased volatility, uncertainty, complexity, and ambiguity (VUCA) in our systems. Participants will be engaged by discussing shared challenges of the moment, taking an opportunity to reflect on their person and role in systems, and receiving peer feedback on applying [VUCA Prime](#) to their real-life challenges.

The bios and headshots of the leads/speakers



Roshelle Andrews is a Director at MAYA. In her current work, she collaborates with a portfolio of school districts, federal HUD programs, and non-profits to develop and implement strategic plans that prioritize expanding the capacity of leaders. Roshelle supports leaders by utilizing data to adjust their approach to observation, feedback, and professional development. She creates the conditions for leaders at various levels to minimize the noise and narrow their priorities in partnership with those most impacted by decisions. The exploration of effective systems tailored for context and uncovering critical details energizes her in strategic planning work.



Rachael Bergstrom is a Senior Director of Innovation and Emerging Strategies at MAYA Consulting. With over 20 years of experience in education systems and state policy, Rachael brings a deep understanding of how systems-level policy, implementation science and change management practices can drive effective leadership. Her work spans communities, school districts, regional service agencies, state and federal systems, giving her a unique perspective on how leaders can navigate complexity with strategic clarity. Rachael specializes in coaching leadership teams to build adaptive capacity, design strategic plans, and lead systems change efforts for impact.

Facilitation Outline

[Presentation link](#)

A. Welcome and Connection (5 minutes)

- a. Welcome participants
- b. Shared desired session results

B. VUCA in Systems (10 minutes)

- a. Introduce the VUCA framework by briefly walking through each dimension and providing examples. For example, in *Volatility*, “Building code processes are undergoing an unprecedented amount of change.”
- b. Ask participants to reflect in writing on the following question: “Think of a time when you faced volatility, uncertainty, complexity, or ambiguity — what helped you stay steady or move forward?”
- c. Ask a couple of volunteers to share whole group

C. Reframe to VUCA Prime (15 minutes)

- a. Introduce the Boggs quote, breaking, the VUCA Prime framework and example of a reframe
- b. Ask participants to reflect- in writing-on their most pressing challenge and how they can reframe their most challenging VUCA dynamic
- c. Participants go back into breakouts with recent partner and share [their reframe](#)
- d. After pairing, ask a couple volunteers to share whole group

D. Commit to Action (15 minutes)

- a. Participants commit to one action they can take next week as a result of the reframe
- b. Turn and share with the same partner to create accountability for taking the action
- c. Share whole group

E. Thanks (5 minutes)

- a. Share slide with contact info