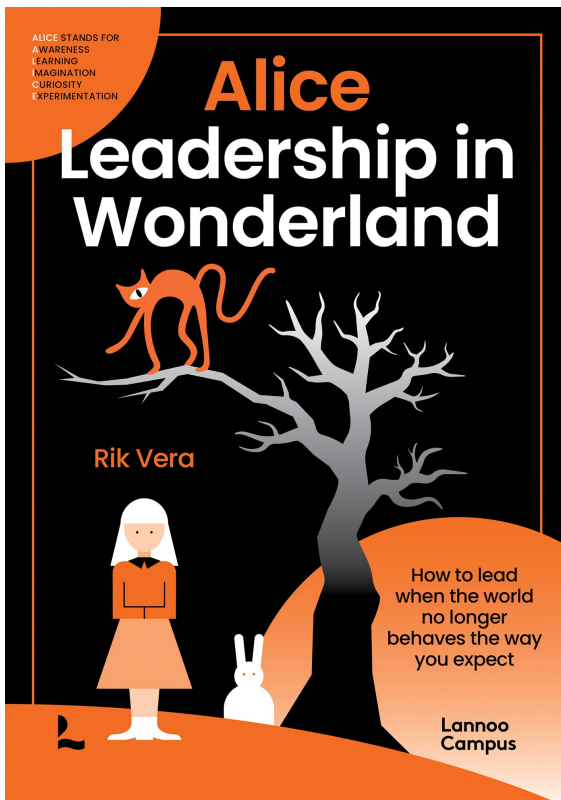




# Alice - Leadership in Wonderland

How to lead when the world no longer behaves the way you expect

Rik Vera

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- A completely new lens on reality, not another management model
- Combines philosophy, business, and real-world leadership experience
- Moves beyond VUCA with a clear, memorable framework: ALICE
- This book explains why everything feels “off” in today’s world, while most books only describe change
- It introduces a new mental operating system for leaders, not another tool or framework
- It bridges AI, ecosystems, leadership and human behaviour into one coherent perspective
- A powerful way to understand and navigate a non-linear world
- Practical guidance to lead, decide and act without false certainty

In a world where technology, AI and global dynamics are reshaping reality faster than we can understand it, traditional leadership models are failing. **ALICE -Leadership in Wonderland** offers a radically different approach. It introduces a new lens to interpret change, moving from confusion (Horrorland) to opportunity (Wonderland), and provides leaders with the mindset and tools to navigate uncertainty with clarity, curiosity and confidence. A book for senior leaders, executives and board members, strategy-, innovation- and transformation leaders and professionals who feel the world is changing faster than it can be explained.

**Rik Vera** is an international keynote speaker, author and London Business School guest lecturer. He has delivered over 1800 keynotes in more than 60 countries, helping leaders navigate change and rethink strategy. Known as a thought provoker, he challenges organisations to move beyond outdated models and embrace curiosity as a competitive advantage.