

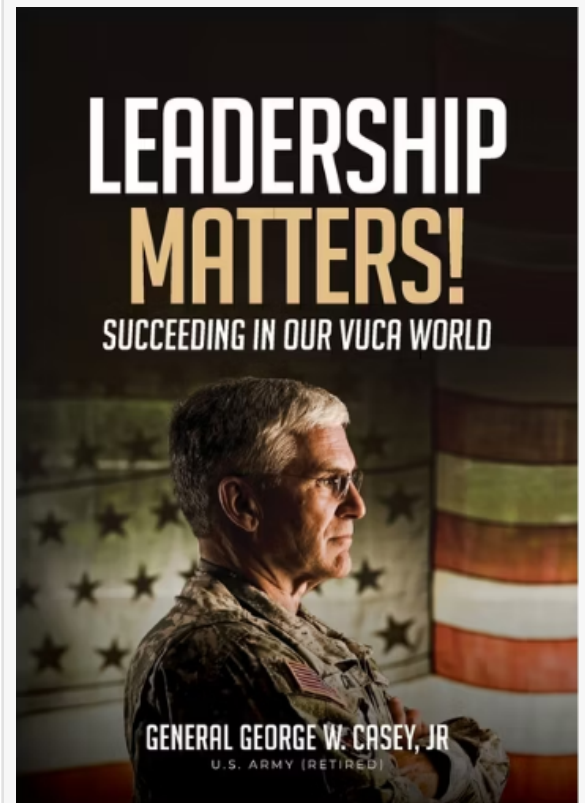
New Book “Leadership Matters!” Offers a Practical Framework for Leading Through Uncertainty and Change

General George W. Casey Jr.’s “Leadership Matters!” offers a practical framework for leading through volatility, uncertainty, complexity and ambiguity.

CHARLESTON, SC, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- Retired U.S. Army Gen. George W. Casey Jr. draws on more than five decades of studying, practicing and teaching leadership in his new book, “[Leadership Matters! Succeeding in our VUCA World](#).” Published by Rethink Books, an imprint of Advantage Media, the book is now available in hardcover and paperback at book retailers nationwide.

Casey uses the concept of VUCA — volatile, uncertain, complex and ambiguous — to describe an increasingly unstable global business environment in which leaders must make consequential decisions in very uncertain circumstances with only ambiguous information. Drawing on his experiences in the Balkans, Iraq and the Pentagon, as well as his work with business executives and MBA students, Casey presents a framework designed to help leaders stay focused and act with conviction as circumstances around them change dramatically.

The framework reflects lessons Casey developed during 41 years in the U.S. Army. He commanded the Multi-National Force-Iraq from 2004 to 2007 and served as the 36th chief of staff of the Army from 2007 to 2011. Today, he applies those battle-tested insights in the private-sector as a corporate board member, global keynote speaker, and lecturer at Cornell University’s SC Johnson College of Business where he equips current and emerging executives with the skills to thrive amid today’s constant disruption.



“Leadership Matters! Succeeding in our VUCA World,” by Gen. George W. Casey Jr., is now available from Rethink Books.

“There is no certainty. Conviction — your firmly held belief that your plan might work — is the best you will do,” Casey writes. Rather than waiting for certainty—which will never come, he argues that leaders must develop a deep understanding of their environments, make informed decisions, act with conviction, and continuously assess and adapt as conditions change.

At the center of “Leadership Matters!” he answers two questions: What must effective leaders be, and what must they do? Casey identifies vision, courage, character and an offensive mindset as the essential attributes leaders must have. He then outlines

four areas where leaders must focus their intellectual and emotional energy for the organization to succeed: pointing the way ahead, building high-performing teams, making things happen and preparing their organizations for the future.

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Effective leaders make a difference for their organizations and for the people they lead.”

Gen. George W. Casey Jr.

Casey also examines the importance of humility, communication, resilience, ethical decision-making and continuous learning. He argues that leaders cannot eliminate volatility or uncertainty, but they can reduce uncertainty for their teams by providing clear direction, communicating consistently and creating environments where people willingly perform.

Written for executives, managers and emerging professionals, “Leadership Matters!” translates Casey’s experience leading large organizations under pressure into principles that can be applied at any level of leadership. His central message is that leaders must accept today’s instability as the norm. It is the operating reality they must learn to navigate. Succeeding in that world is difficult but not impossible.

[About Gen. George W. Casey Jr.](#)

General George W. Casey Jr. is an authority on strategic leadership, drawing on a 41-year U.S. Army career that culminated as the Army’s 36th Chief of Staff and commander of the 30- nation Multi-National Force–Iraq. Over four decades of operational experience, he led major organizational transformations, managed multi-billion-dollar operational budgets, and navigated

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Rethink Books, publisher of “Leadership Matters! Succeeding in our VUCA World,” by Gen. George W. Casey Jr.

high-stress environments in which every decision carried profound consequences. Since retiring from active duty, he has brought his hard-earned lessons to business and higher education, teaching leadership at Cornell University's SC Johnson College of Business.

[About Rethink Books](#)

Rethink Books, an imprint of Advantage | The Authority Company, is a partner-centric book publishing company dedicated to helping leaders, entrepreneurs, and professionals turn their ideas into professionally published books that build authority and expand influence. Advantage provides authors with a team of experts to assist with book concept and developmental writing, editorial and design, printing and distribution, and promotion.

Kara Smith
Advantage | The Authority Company



Retired U.S. Army Gen. George W. Casey Jr., former chief of staff of the Army and author of "Leadership Matters! Succeeding in our VUCA World."

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