



## Business Futurist & Digital Transformation Expert

### KEYNOTE TOPIC OVERVIEW

#### **ADAPT**

*How Adaptability Has Become the New Operating System for Modern Business in an Age of Relentless Change*

Adaptability has never been more important than it is today. The ability of people, teams and entire organizations to reliably, repeatedly and *successfully* adapt to today's business environment — an environment defined by unrelenting, accelerating change; one in which new conditions, challenges and opportunities emerge every day — makes the difference between success and failure, growth and stagnation, relevance and obsolescence.

And where adaptation in the natural world is often outside an organism's control, the readiness, willingness and ability to adapt in the professional world is well within an organization's control — provided, of course, that the right culture, mindsets and skill sets are in place to foster adaptability.

Based on the [Adapt Manifesto](#), which Greg co-created as a way to align leaders around a set of core principles for infusing adaptability into every area of their organization, this keynote highlights the seven values and 10 key practices any business person must embrace to thrive in the face of volatility, uncertainty, complexity and ambiguity (VUCA).

Audiences will:

- Understand how and why adaptability (the ability to reliably and repeatably adjust to new conditions) is *the* defining characteristic for modern leaders and their organizations
- See compelling cases of organizations and individuals that have embraced adaptability to gain a powerful advantage as they navigate change
- Learn a proven method and discover practical tools for increasing organizational and individual AQ (adaptability quotient) to foster readiness, willingness and ability to evolve and win in the face of always-on, often disruptive technological, social, cultural and economic change

This brand-new talk delivers fresh thinking, bold ideas and a proven framework for successful change leadership.