



The ADAPT Way

A proven process to develop the leadership, culture, systems and habits you need to build a successful business.

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Introduction

Building a successful business is hard work. It can also be incredibly rewarding. We understand the many challenges you face as an owner and we have a proven approach to support you.

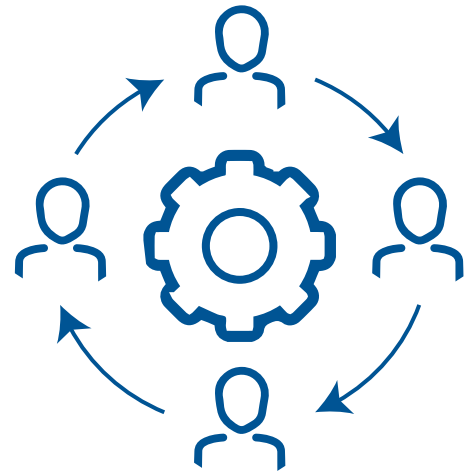
The ADAPT Way is a comprehensive process for building a resilient business aligned with your aspirations and personal goals. We combine our method with personalised coaching and our unique data platform to guide you.



The Process

The ADAPT approach centres around building capability in the four key zones of your business: healthy culture, organisation design, economic engine and financial security.

We work with your leadership team to identify challenges and build the discipline, habits and accountabilities needed to be successful. We help you develop a strategy to achieve your objectives and provide the method you need to support its implementation.



The Platform

Our data platform was developed specifically to implement the ADAPT method. It enables your entire team to come on the ADAPT journey and capture the data to keep your strategy on track, align the organisation and make great decisions.

Resilient Business Coaches

High-performing teams need a coach. Your resilient business coach is your trusted guide on the ADAPT journey. They remain by your side to discover and diagnose your business while holding you and your leadership team to account.



The ADAPT Way

Getting the foundations in place

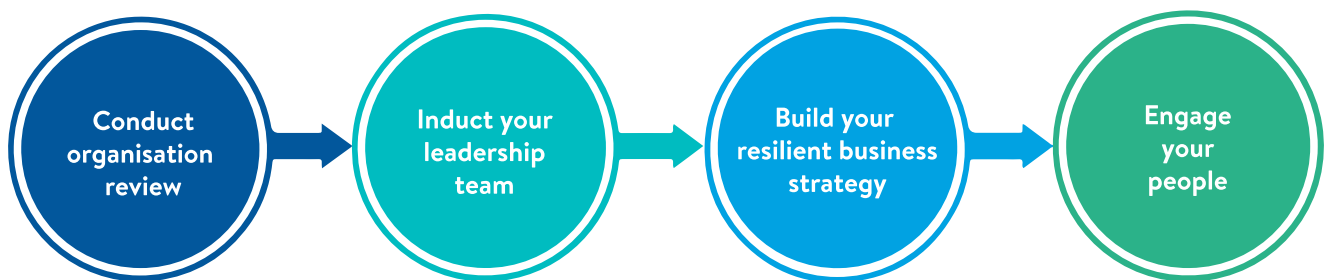
Whether you have been in business for one year or 10, you need to have solid foundations in place to allow for successful growth or succession. The ADAPT Way focuses on building and embedding the business habits required to ensure your business is successful now and can grow sustainably and allow for your succession in the future.

By implementing the ADAPT Way, you have the support to face the many challenges of owning and running a business; these are just some of the challenges our customers tell us they face:

- Minimising time on the tools working in the business
- Improving customer satisfaction and increasing repeat sales
- Stabilising cash flow
- Improving profits and return to owners
- Reducing staff turnover
- Improving productivity
- Measuring and improving culture
- Handing over accountabilities effectively

Build a resilient business with ADAPT

Design a resilient business



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Keep on track

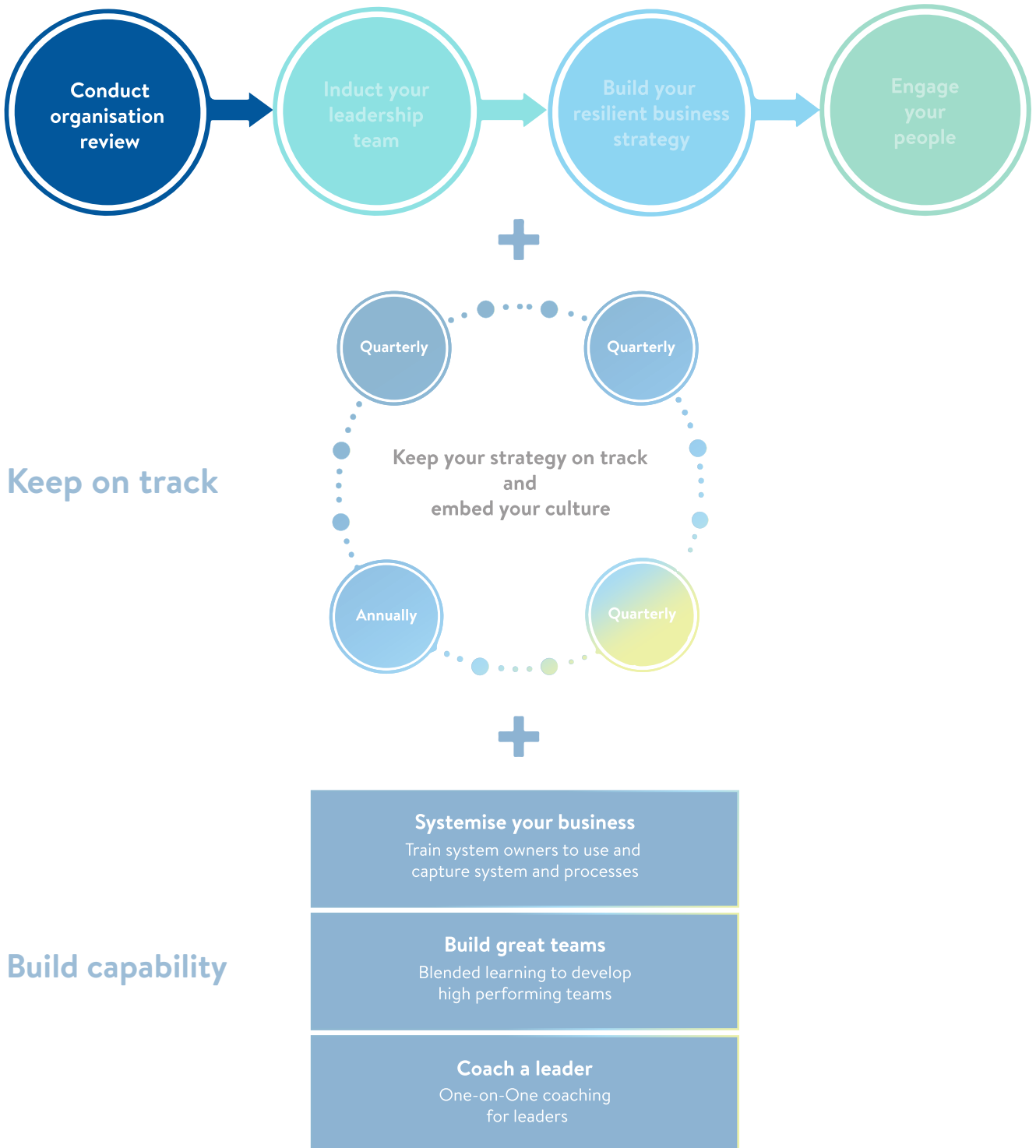


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Build capability

- Systemise your business**
Train system owners to use and capture system and processes
- Build great teams**
Blended learning to develop high performing teams
- Coach a leader**
One-on-One coaching for leaders

Design a resilient business



Step 01

Conduct organisational review

The first step is to understand where your business is at by doing an independent review, which gives you a realistic evaluation of what's working and what needs work.

We collect data using surveys and face-to-face interviews. The objective is to develop insights and intelligence about your business so, with the support of your coach, you can strengthen your business foundations.

The information collected gives you a snapshot of your business's health across the whole system. We then provide advice on what to start working on now to transform your business.

It all begins with you. Your business is a reflection of you, so we begin by understanding your frustrations, getting clear on your aspirations for the business and measuring your effectiveness as a leader.

If there is more than one owner, we assess how aligned you are in your aspirations for the business.

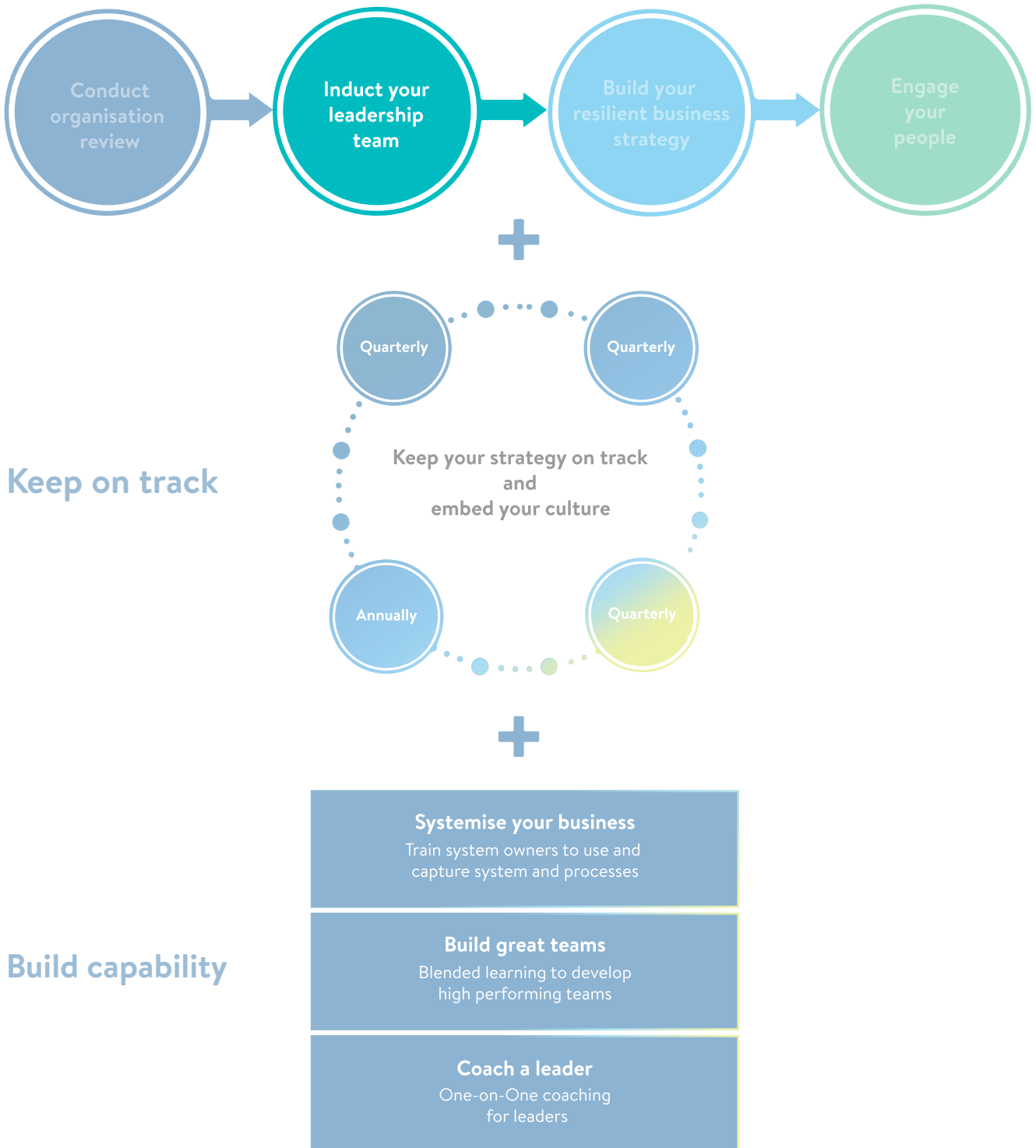
Next, we look at the effectiveness of the leadership team and the leadership practices in your business. By collecting qualitative and quantitative data across the business, we assess the level of resilience.

Once we have all the data, we present the results and recommendations in an interactive workshop with your leadership team.

Let's discover...

- Your effectiveness as a leader
- Your aspirations
- The effectiveness of the leadership team
- The resilience of the business

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Step 02

Induct leadership team

To ensure you get off to the best start possible, your coach will spend a day with you and your leadership team establishing a high-trust relationship, getting clear on the ADAPT Way process and the work required of you as a leadership team.

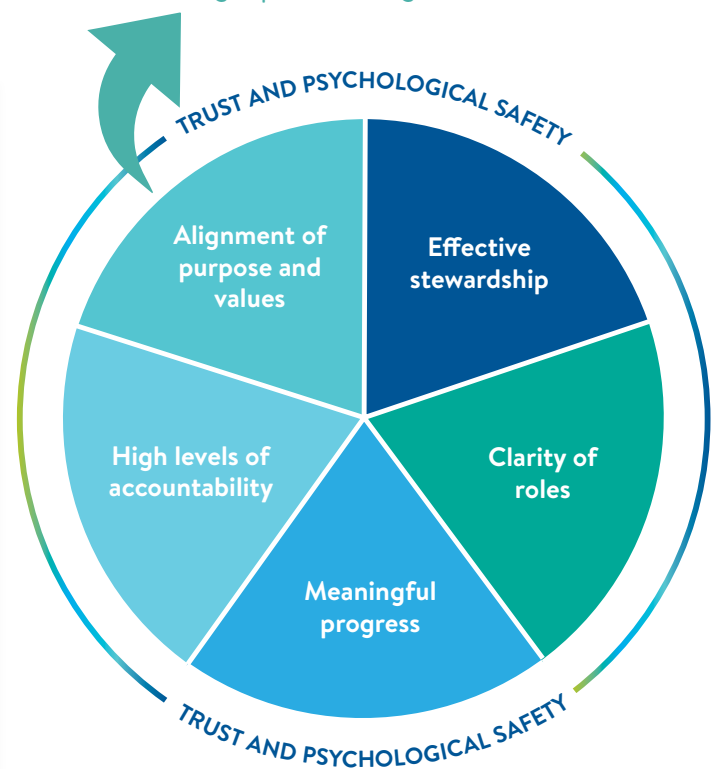
You will look at what makes an effective leadership team and, using the data collected in the organisation review, we establish your team's unique strengths and shortfalls. You and the team will set clear team goals to improve your effectiveness. These goals are captured in the data platform to ensure focus and accountability.

An essential component of an effective team is role clarity, so you will identify the organisation functions in your business and agree who has the leadership accountability for each.

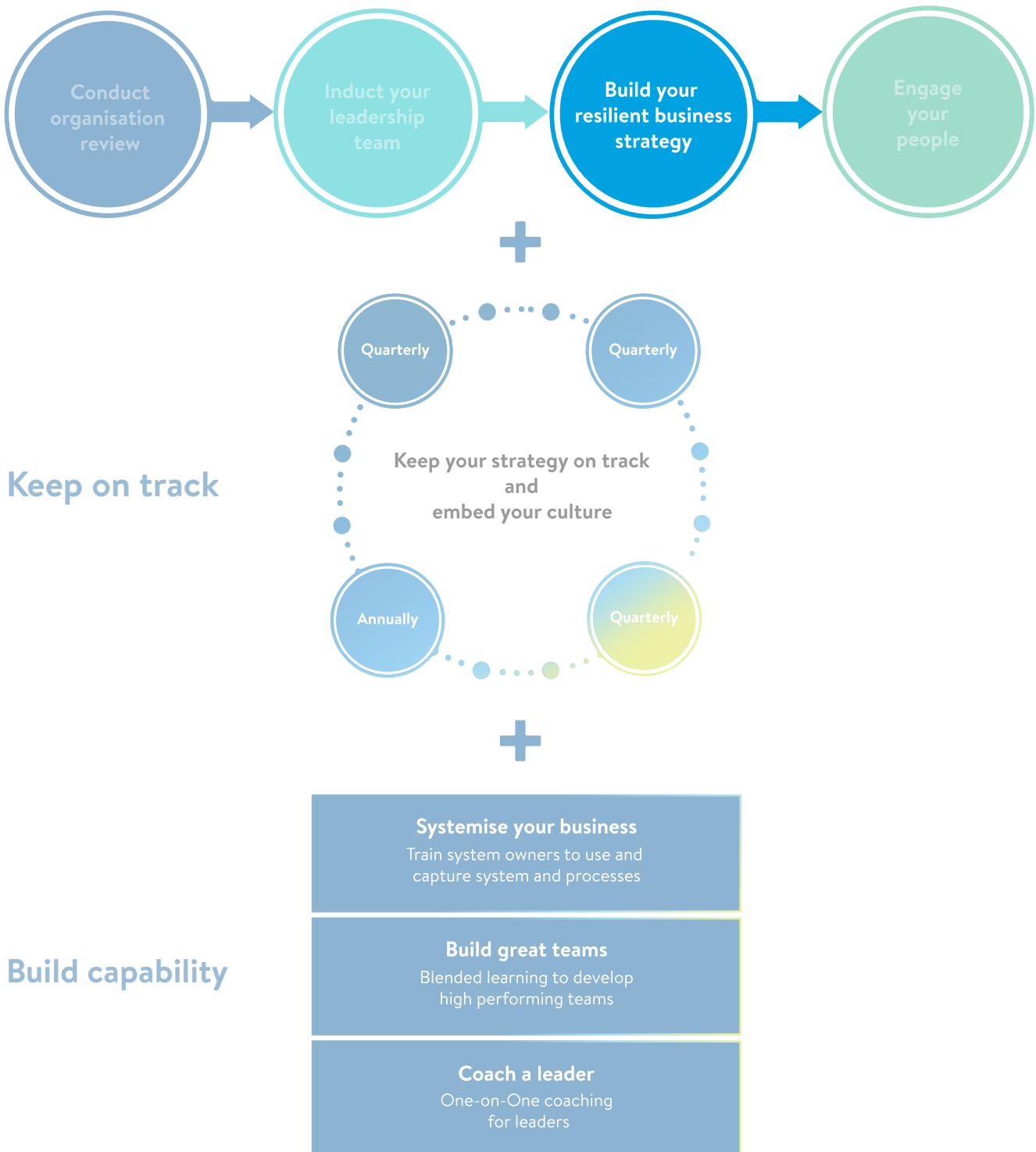
The ADAPT Team Model focuses on the six critical attributes to build a high-performing team.

Let's discover...

- More about your coach and what to expect in the next 18 months
- What makes an effective leadership team
- What you can do to become a more effective leadership team
- What are the 5-7 key functions in your business
- Who has leadership accountability for each function



Design a resilient business



Step 03

Build your resilient business strategy

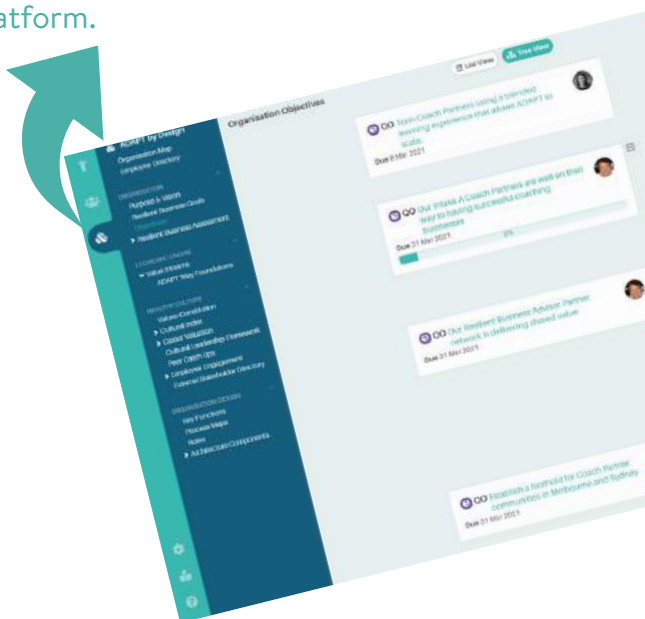
Over a two-day workshop, your coach will guide your team to build your resilient business strategy by answering the following questions:

1. Why do we exist?
2. How do we behave?
3. Where are we going?
4. What do we do - and don't do?
5. How will we succeed?
6. What's important now?
7. Who needs to do what?

Your coach will facilitate as you discuss, debate, clarify and ultimately agree on the answers to the above questions. The result is a practical resilient business strategy that is documented and communicated to the whole organisation.

Your strategy will be captured in the ADAPT platform. This supports communication to the rest of the organisation and creates focus, alignment and discipline across all teams.

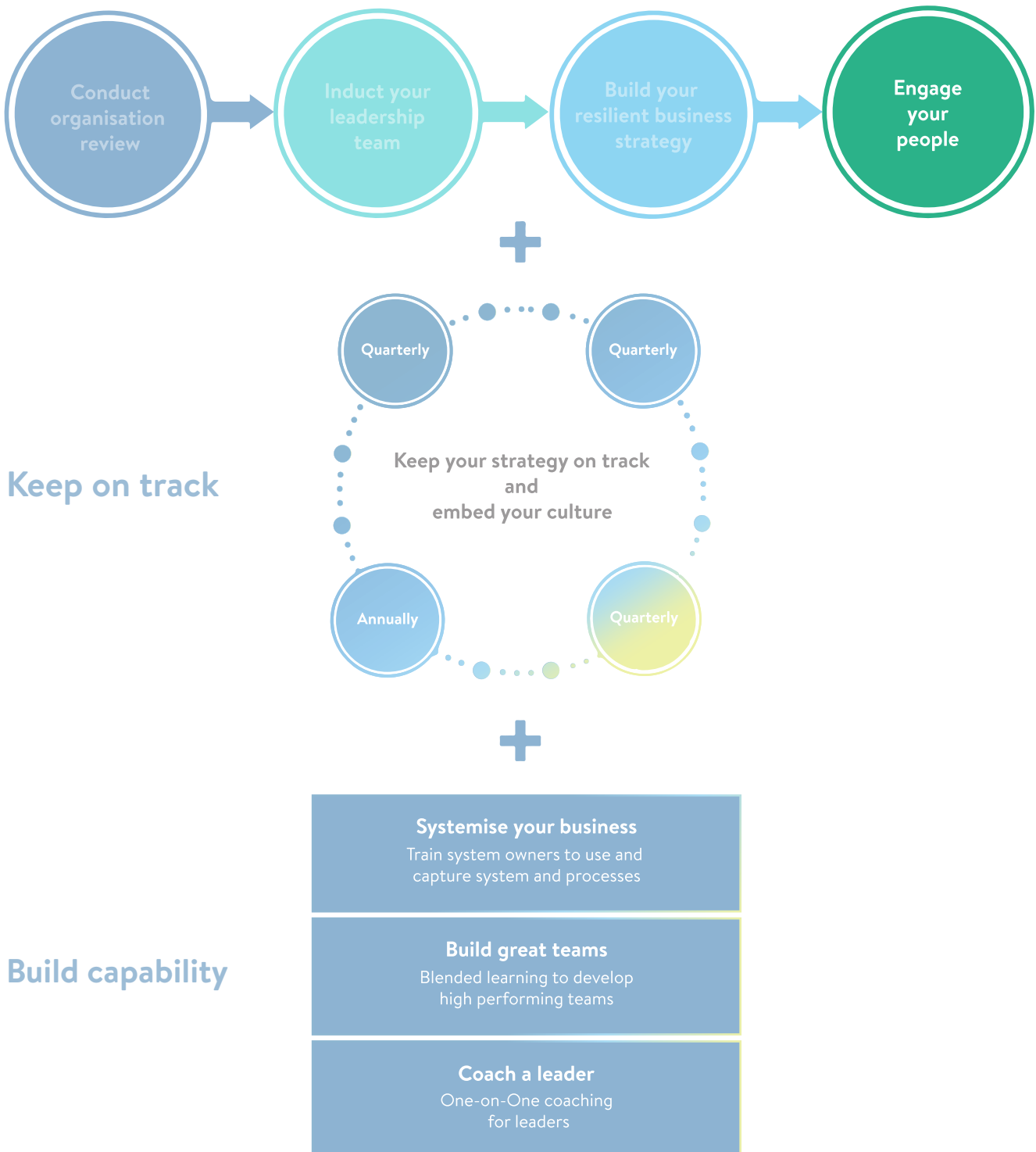
We capture the annual and quarterly objectives for the organisation in the ADAPT platform.



Let's get clear on your strategy...

- Purpose, vision and values
- Bullseye
- Economic engine, including target market, customer offering and commercial model
- Three-year resilient business goals
- Annual and quarterly objectives and key results

Design a resilient business



Step 04

Engage your people

Communicate, communicate and then communicate some more. An important role of the leadership team is to continually provide clarity around where the business is going and what's important.

Your coach will support you to communicate the ADAPT Way to your people and get their input and alignment on the values that will form your values code. Reaching agreement on how you agree to behave is a powerful ingredient in the ADAPT Way. Your values code will guide all your people systems from recruitment, induction, performance feedback, conflict resolution and exiting people who are not a cultural fit.

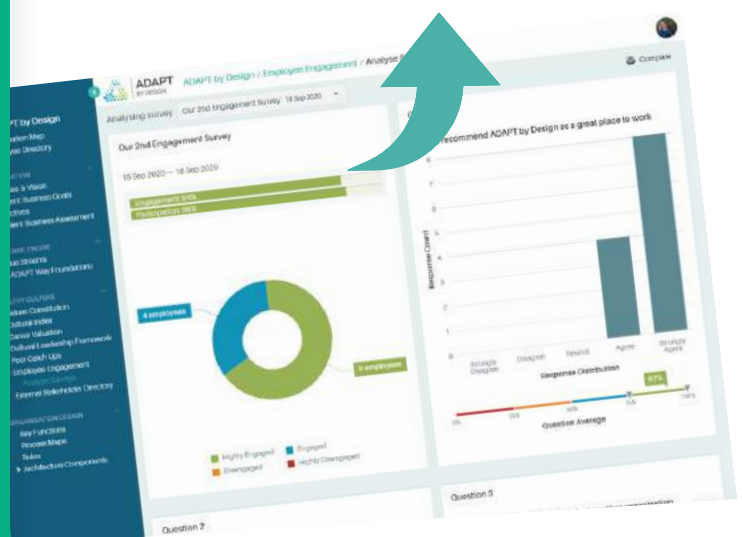
At this step, you will measure the current level of engagement of your people. There will be a re-measure at six months and 12 months or after any engagement initiatives.

The importance of employee engagement cannot be underestimated. When your people are highly engaged, staff turnover is reduced, productivity and efficiency improve, customer satisfaction increases and your business is more profitable. Most importantly, engaged employees are happier, both at work and in their personal lives.

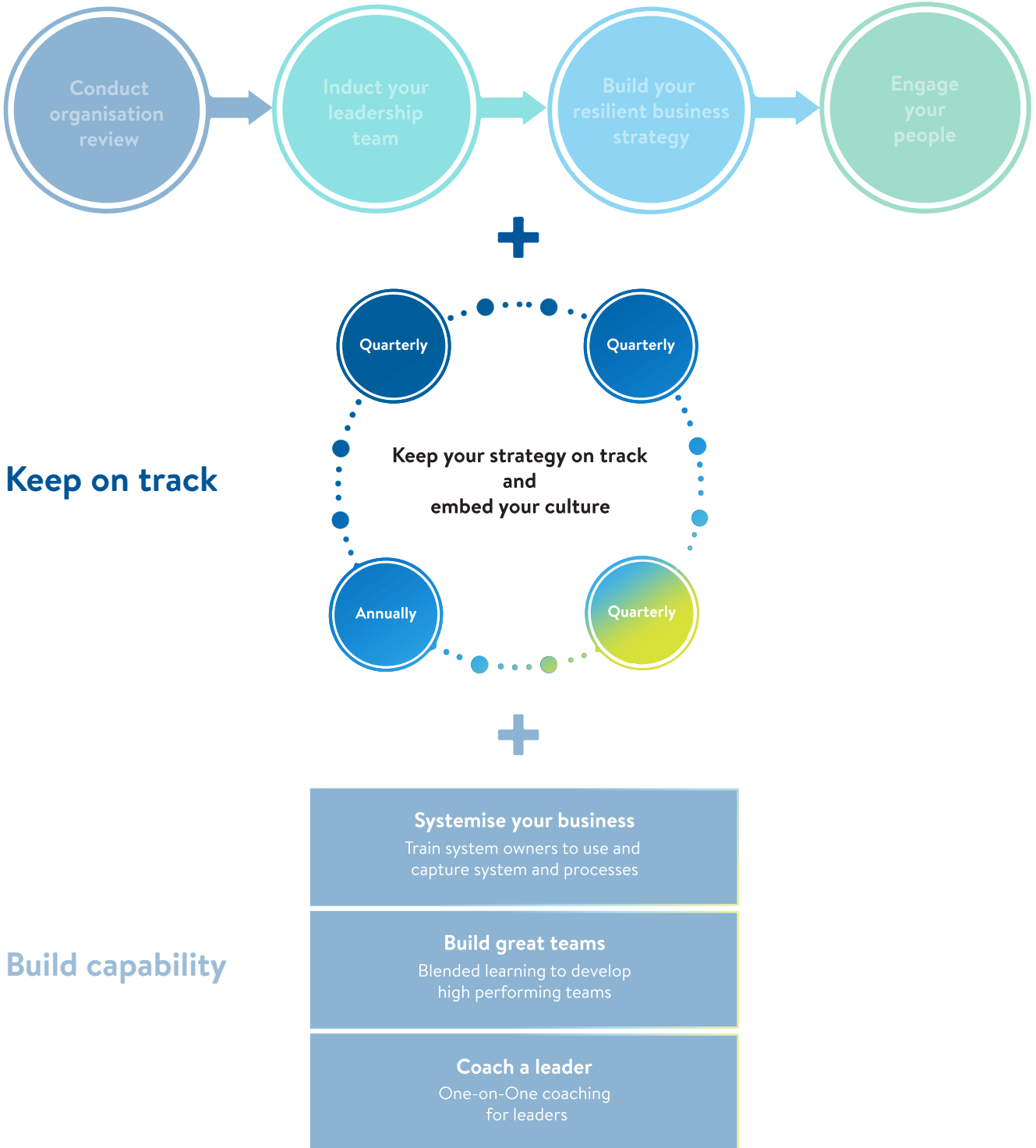
Let's engage people by...

- Communicating the purpose and vision; **'the owner's why'**
- Clarifying what to expect and what's in it for them
- Communicating the ADAPT journey
- Getting input and alignment on the values
- Measuring engagement

The ADAPT platform allows you to measure and remeasure the engagement of your employees.



Design a resilient business



Step 05

Keep your strategy on track and embed your culture

Many 'strategic plans' end up on the shelf gathering dust because they fail to steer the organisation through ever-changing economic and business conditions. They can become irrelevant before the ink has even dried.

The ADAPT Way approach to planning is flexible and responsive. It gives you the ability to adapt and respond to market conditions while keeping the team focused and aligned on what is important. The key is our 90-day strategy implementation approach.

Your coach will guide the leadership team as you build the skills and discipline to implement your strategy effectively.

Listen

Your strategy is validated by continually seeking input from your customers, employees and industry trends. You will learn how to listen to the whole system you operate in to ensure your strategy remains valid.

Review

With the benefit of this data and the scoring of annual and quarterly objectives, you will review both your wins and misfires and learn and celebrate both.

Adapt

When necessary, you tweak parts of your plan. You will learn to embrace the idea of pivoting to ensure you stay on track and continue to move towards achieving the vision for your business.

Implement

Our experience shows there is a universal weakness in business around implementing a strategy or plan. Many consultants and processes help business owners develop their strategy, but very few implementations succeed.

The ADAPT Way provides a proven approach to implement your strategy, but it does require discipline and commitment to the cadence of monthly, quarterly and annual meetings.

Annual strategy session

Using inputs from employees, customers and key stakeholders, the leadership team will have a yearly two-day planning session with their coach to review the past year and set the strategy for the year to come. As part of this day, the team will continue to build the behaviours to be an effective leadership team.

Quarterly strategy session

The leadership team will meet every quarter to review and score the previous quarterly objectives and align on the work that needs to be done in the next quarter.

Monthly navigation

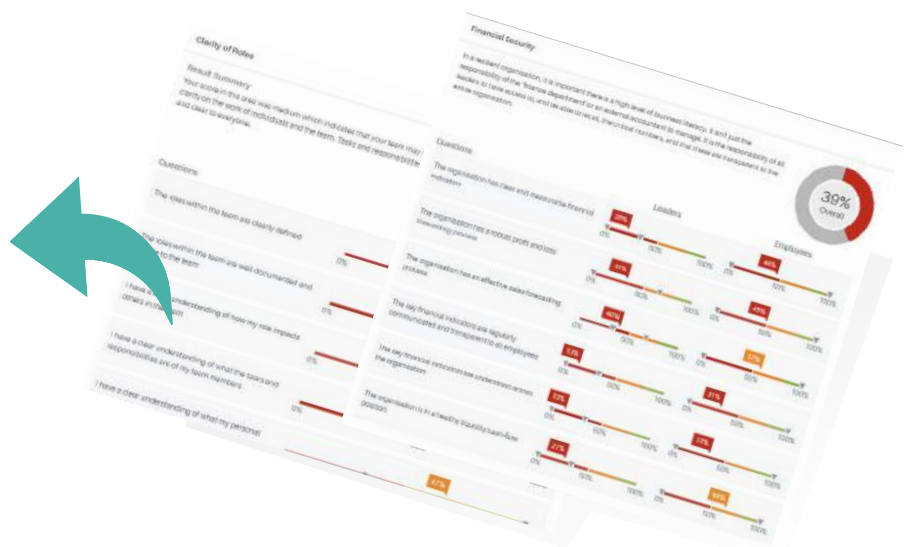
Running a tight monthly navigation meeting focused on the ON work will give the business huge traction with implementing the plan. Your coach will facilitate so you can be 100% focused.

Remeasure

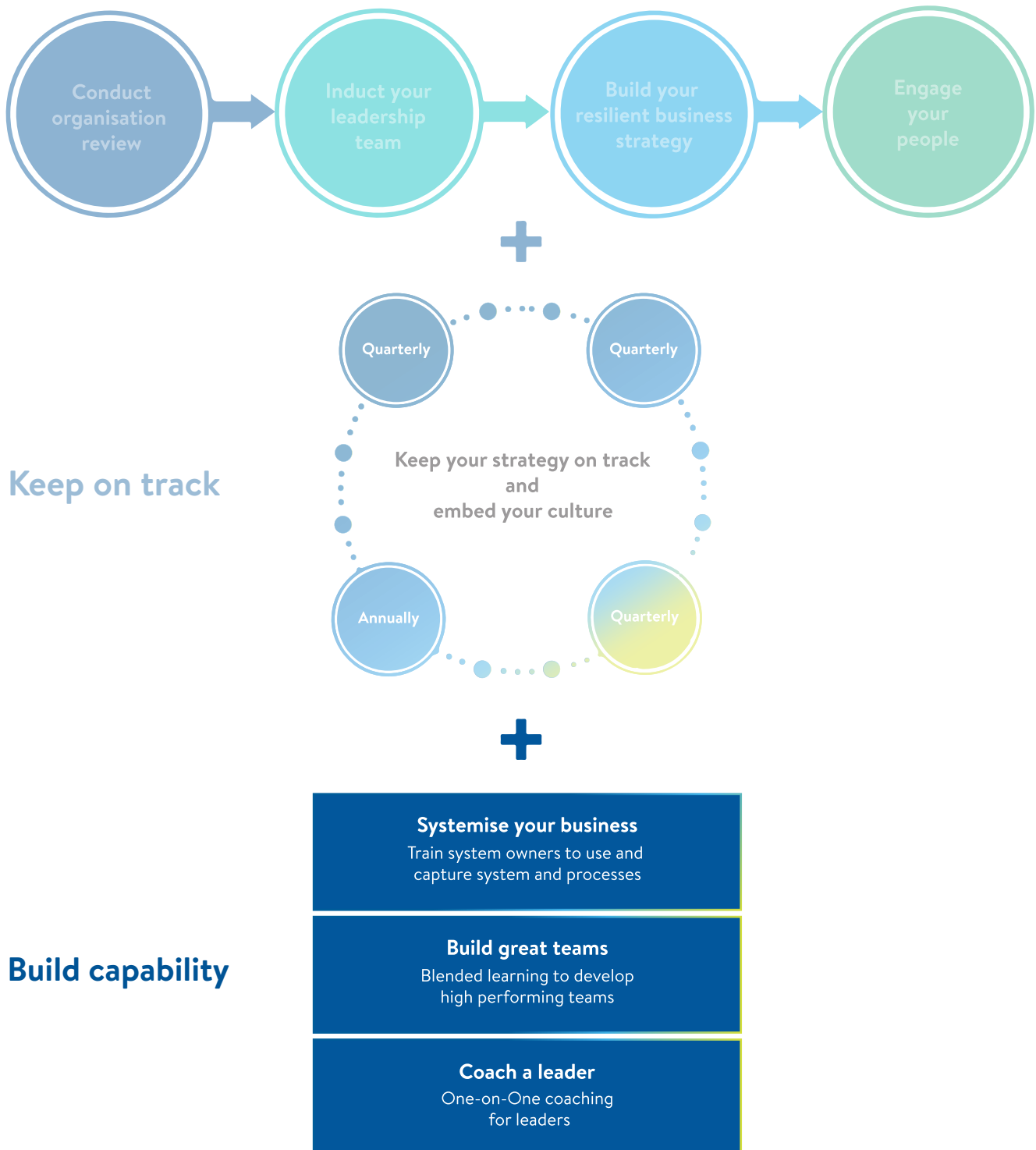
After 12 months, and before your second annual strategy workshop, we will do a full remeasure of your business to assess your progress.

As we did in **Step 01 Conduct organisational review**, we will measure your effectiveness as a leader, the effectiveness of the leadership team and the resilience of your organisation. We will present these results as inputs from the system to help set your coming year's strategy.

We use the same measurement surveys so you can easily compare and see progress.



Design a resilient business



Step 06

Build capability

You and your team will need to commit to building the internal capability to continue to operate your business using the ADAPT framework after your coach has 'left the building'. Your coach is there to guide and support, but, ultimately, you and the team need to commit to the process.

Your coach will provide learning workshops to help you build this capability as required. This may include one-on-one coaching; helping team leaders to capture their critical systems and support their teams; and other skills and training to build resilient small businesses.

No two leadership team journeys are the same. Your coach will work closely with you to ensure you do the work which needs to be done now. This combination of technology, strategy and coach is the unique recipe to help owners achieve their aspirations.



Systemise your business is one example of a capability we can help you implement as part of the ADAPT Way.

The screenshot displays a user interface for the ADAPT system. The main content area is titled 'How We Find and Keep Customers' and features several sections: 'Our 2020 prize-winning playground design' with an image, 'Using our loyalty program' with a video thumbnail, and 'Setting landscape evolutions' with a grid of icons for various tasks like 'Finalise customers', 'Manage our marketing material', and 'Attend events'. A sidebar on the right lists 'Systems Owner' (Lester Bering), 'Knowledge Experts' (Simon Burt), and 'Related Key Functions' (Loyalty Program Coordinator). Below the main content is a flowchart titled 'Critical decision for Business Development Team' with a complex decision tree structure.

Let's learn how to...

- Effectively lead the organisation
- Build great team leaders
- Design the business



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