



Be better
adeption.io

Our mission

We're re-inventing
professional
development

We want to impact
100m+ people.

BE CONSCIOUS. BE CURIOUS. BE BETTER

About Adeption

Adeption (verb); the action of getting better, everyday.

What does Adeption mean? It's a retired word, from the latin word '*adeptio*', meaning act of obtaining, attainment, achievement. Our take on it is – **Adeption (verb); the action of getting better, everyday.**

How do we get better everyday? We create conversations, set goals, make moves, and build our way forward.

Being better can be tricky. But it's our brain or body's working to create new pathways, new ways of doing things, and new habits.

Adeption puts **inspiration into action**

- **It's there when you need it**
- **It's what we're working on already** (it's not a new project)
- **We're part of a network of doers** (we love getting inspired by others)
- **It's creating new habits** (building or unconscious muscle)
- **It's development everyday** (why wait for a quarterly event when we can be better now?)
- **It's being conscious, being curious, being better.**

Our platform is optimized to help us act on what we learn. Simply consuming content or sharing with others is unlikely to make new behaviors stick so Adeption helps us act on, reflect and share what we learn.



Leadership matters

Development
doesn't have an
end date

BE CONSCIOUS. BE CURIOUS. BE BETTER

People development makes a difference



ONE

DISENGAGEMENT COSTS

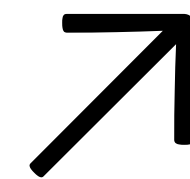
Disengaged workers cost the US \$450–\$550 billion
Top quartile teams outperform bottom–quartile teams by 10% in customer ratings, 21% in productivity, and 22% in profitability



TWO

PROFITABILITY

If a leader does just three things well, they move from the 34th percentile in performance ratings to the 81st percentile in ratings
These extraordinary leaders **double profits**



THREE

COMPANY GROWTH

Companies on the global productivity frontier combine **technological**, organisational, and **human capital improvements** — and grow between **2X** and **16X** faster than their competitors



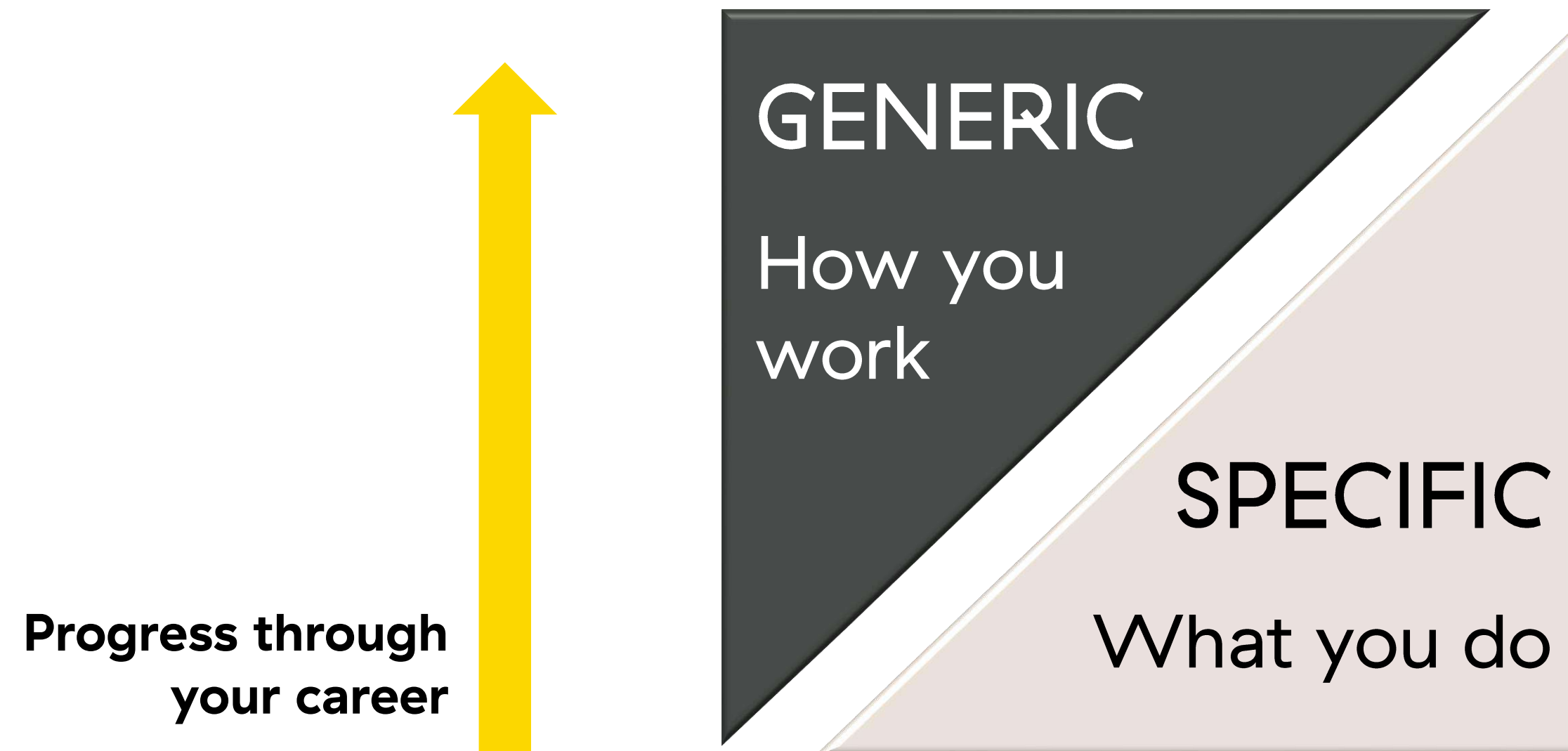
FOUR

SMALL TWEAKS HELP

15min reflection at the end of a day boosts individual performance by 23%

But what got you here, won't get you there

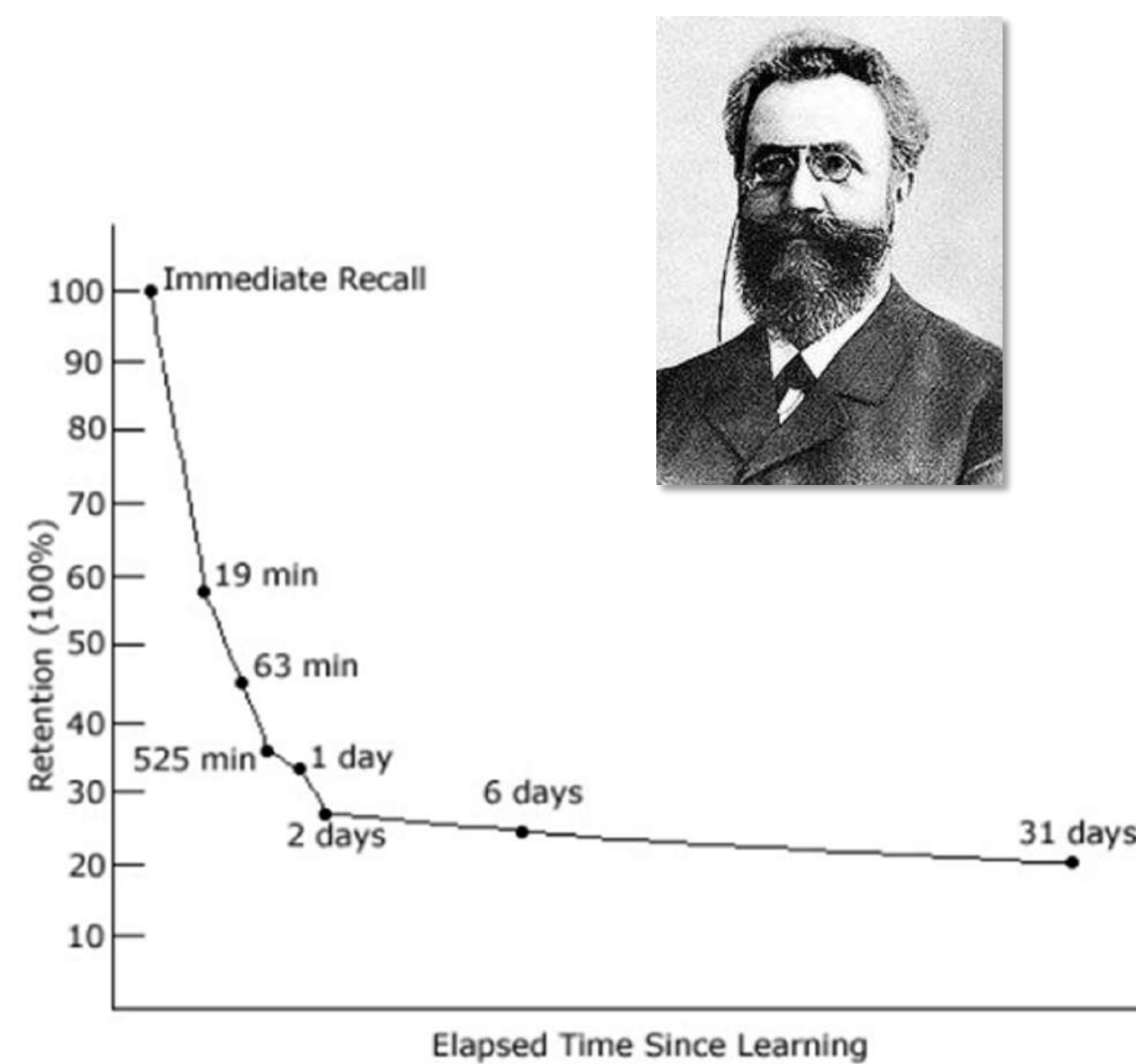
To be a great leader you need to keep developing.
As you progress through your career, it's less about what you do and more about your **how you work**.



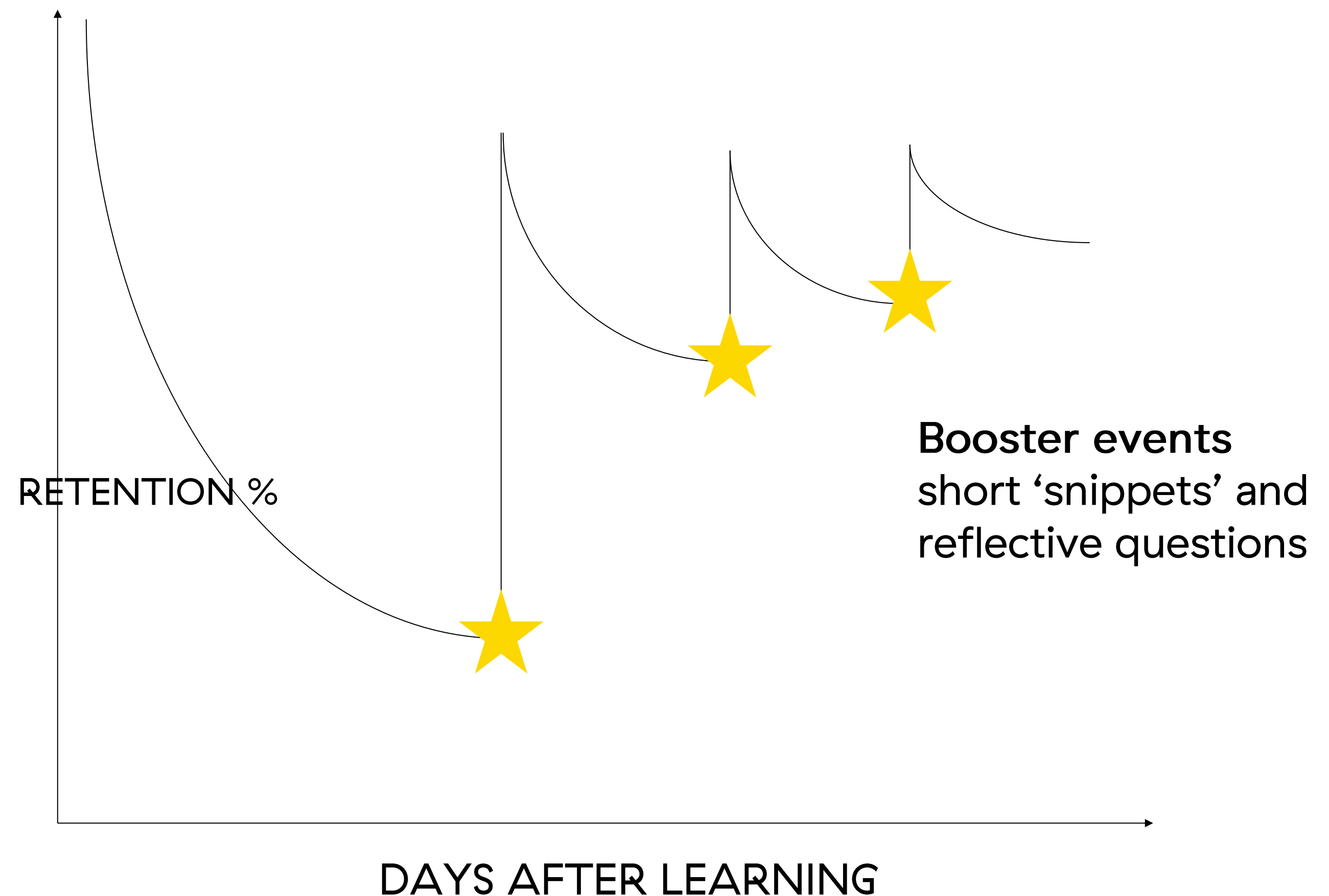
How can technology support us?

The latest learning technologies are good at helping reinforce knowledge and overcome the forgetting curve

.



The Ebbinghaus Forgetting Curve
(c. 1882)



But knowing isn't enough

We all want to be healthy. We all know what we should be doing, right? So why aren't we doing it?

If knowledge or 'content' were all it took, we'd all have a six-pack abs...we need to think about the knowing AND doing parts of our brain.

85–95%
AUTOPILOT
& HABITS
(System 1,
Waking Sleep)

This is the **doing** part of our brain — it only understands action and is changed with action + feedback.



5–15%
CONSCIOUS
DELIBERATE
THINKING
(System 2)

This is the **knowing** part of our brain — it is the bit that we traditionally 'learn' through. But knowing stuff doesn't necessarily translate into action.

+ These dual systems are referenced in a lot of fields. Two of our favorites are;
Thinking Fast and Slow, by Daniel Kahneman + Smart Change: Five tools to create new and sustainable habits in yourself and others, by Art Markman.

Today's learners need to be adaptive

Today's knowledge won't solve tomorrow's problems.

**TODAY'S
LEARNERS**
face these types
of challenges

COMPLEX

Understand in retrospect
Requires an experimental
mode of leadership

e.g. many leadership challenges,
weather systems

COMPLICATED

Multiple right answers
Requires expertise

e.g. fixing a car

TRADITIONAL LEARNING DESIGN

Is optimized for
these types of
challenges

CHAOTIC

No relationship between cause
+ effect

Requires action and rapid
learning/adaption to bring
stability

e.g. entrepreneurship,
leadership, catastrophic events,

SIMPLE

Cause + effect relationship
with self-evident answers..

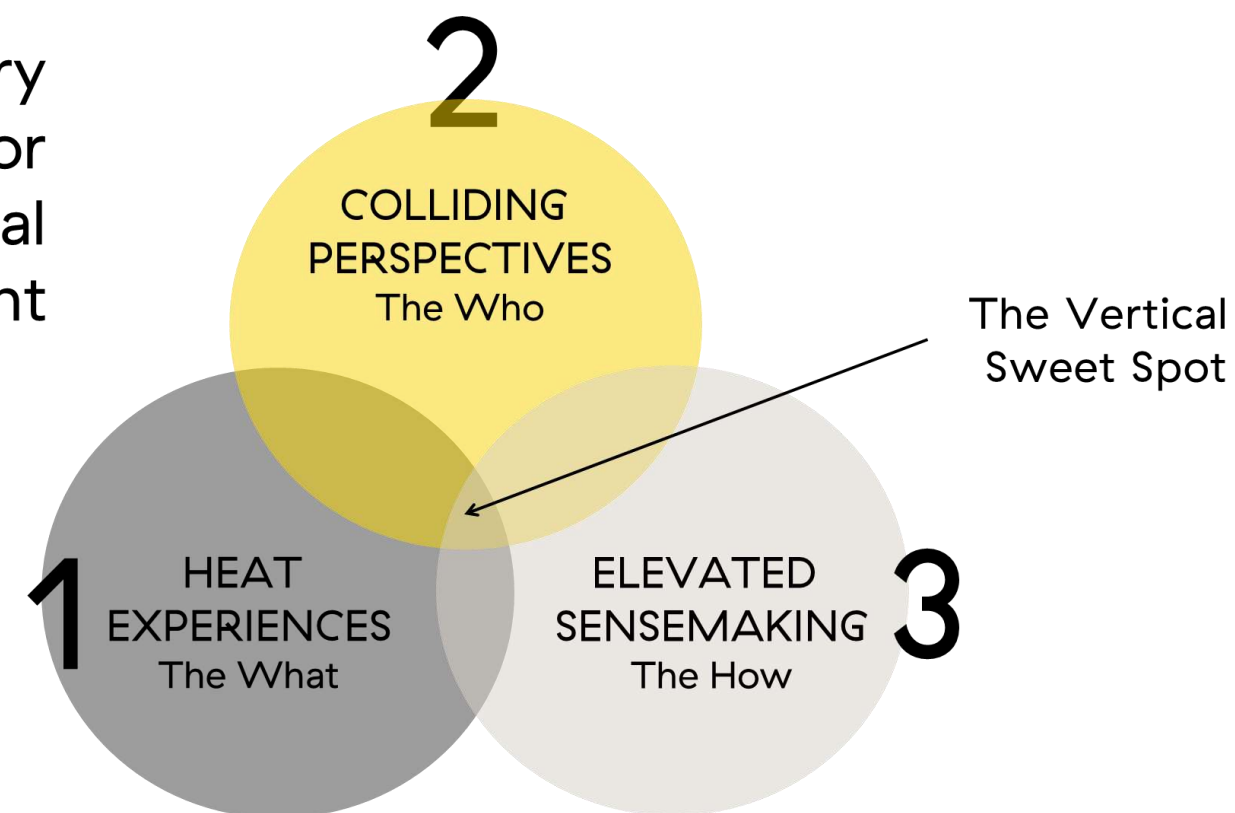
Best practice

e.g. order processing

Today's learners need...

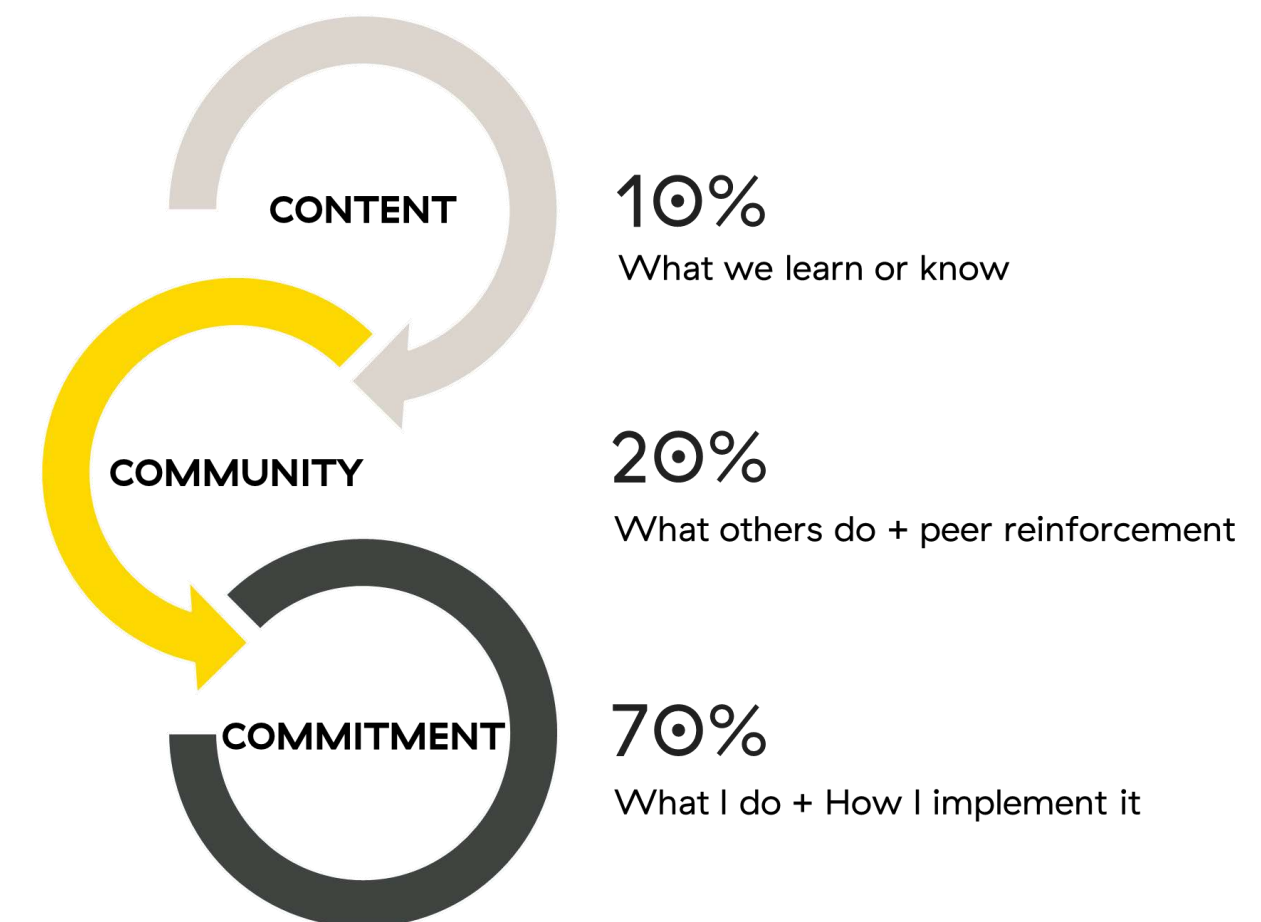
The ability to think differently **and** the ability to act differently

Three primary
conditions for
Vertical
Development



+

Behavior
change takes
three kinds of
reinforcement*

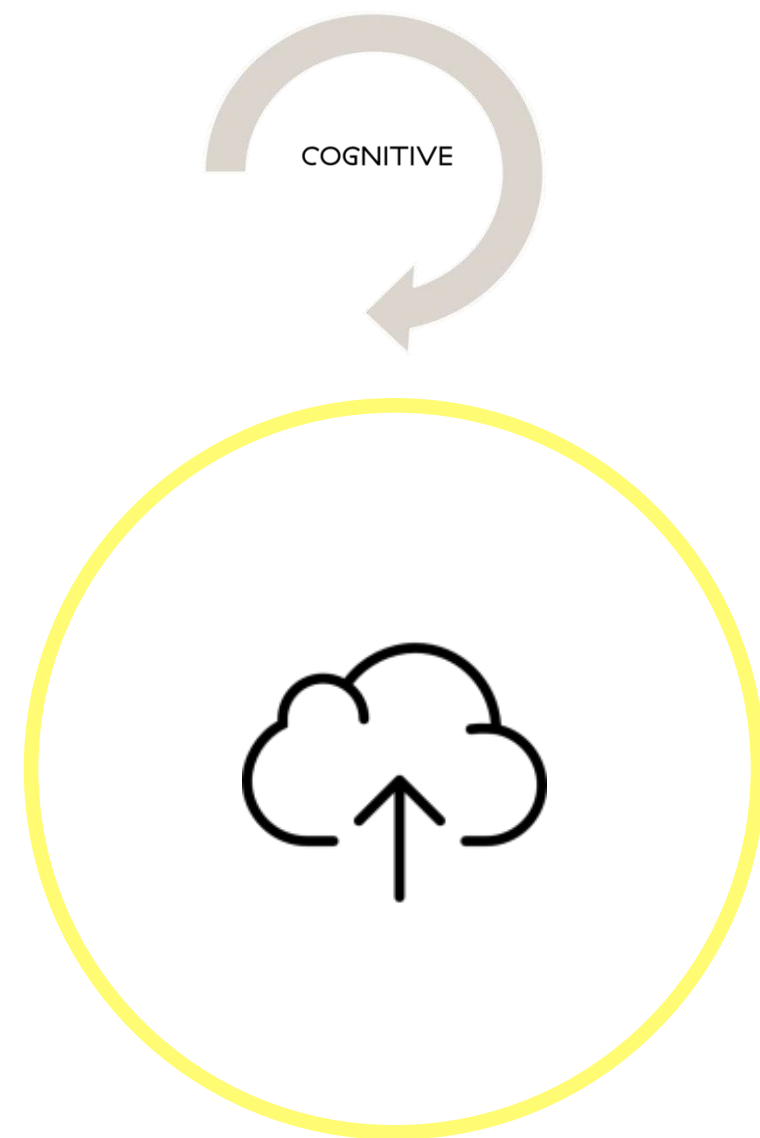


• Ref Nick Petrie's Vertical Development Model. For more see <http://www.ccl.org/wp-content/uploads/2015/04/verticalLeadersPart2.pdf>

• Ref both Prof Art Kohn ATD Global 2016 and adapted from Morgan McCall and our colleagues working at the Center for Creative Leadership (CCL) 70:20:10
• Benchmarked to COM-B behavior change model

We've built in both models

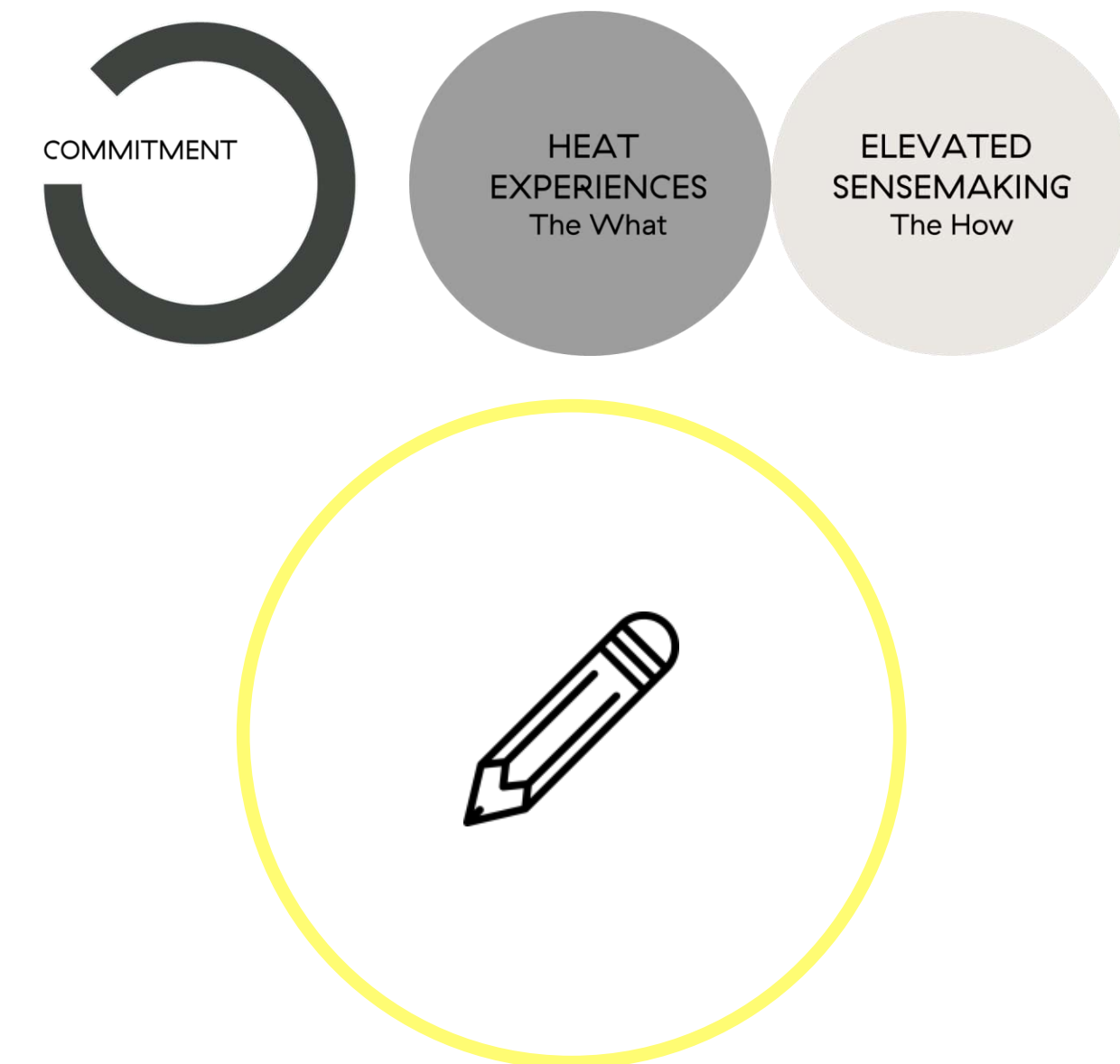
Adeption's three key concepts



TARGETED CONTENT



TEAM UP



TAKE ACTION



Our product

Putting inspiration into
action

BE CONSCIOUS. BE CURIOUS. BE BETTER

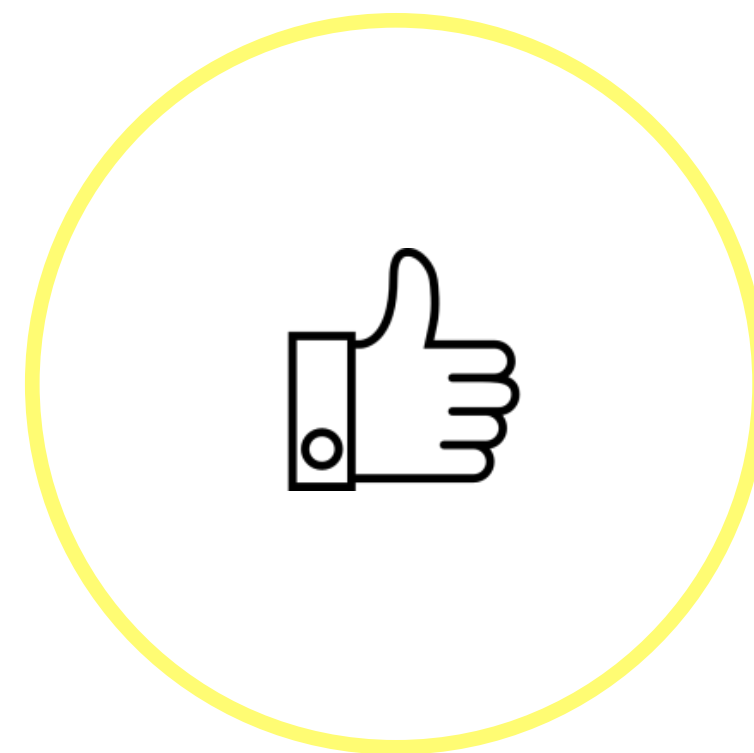
Adeption's three key concepts



TARGETED CONTENT

Get conscious: “What am I doing? What do I want to be doing?”

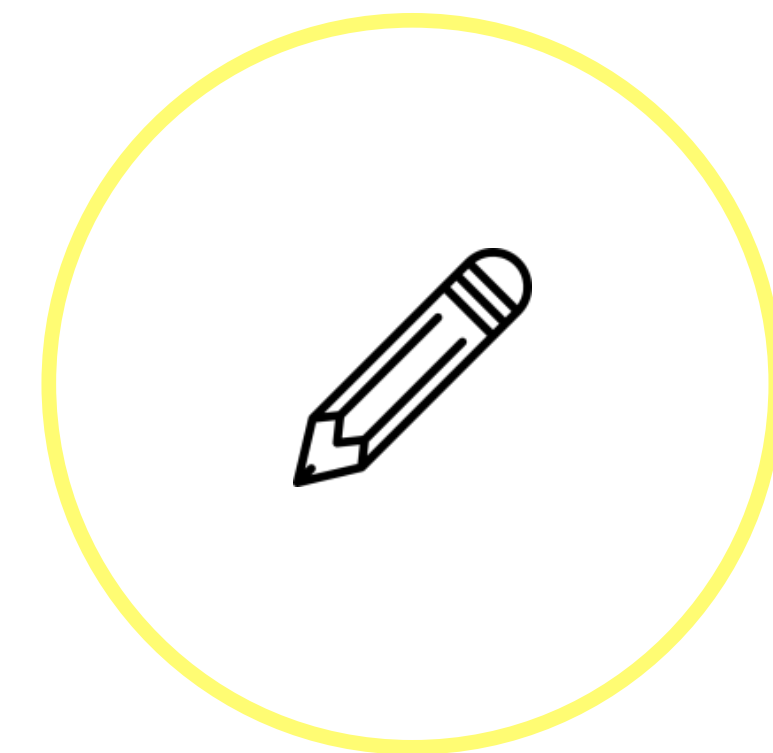
Browse content matched by AI and pick what is relevant to you



TEAM UP

It's more fun and motivating to work together

Be an influencer on your team and your environment



TAKE ACTION

Build habits with deliberate practice

Discover + share your solutions

Targeted content

Targeted content integrates these key ideas



Developing adaptability

In increasingly complex VUCA environments, we don't need more content, we need to know how to take stock of our environment and try out solutions to adapt to our situation. We need less science and more scientific thinking.

Consciousness works

Knowing where are we concentrating our time, what are we focusing on...these conscious practices have been shown in the research to improve focus, reduce stress and a whole host of other benefits.

Pull-based relevancy

A concept from Lean; get the information you need for the current situation, as you need it. When information is relevant we remember it and act on it.

Micro-content

Content delivered simply reduces cognitive overload

Create your own solutions

People stop thinking for themselves when an expert offers advice. Discovering an insight gets a neurochemical boost. A similar phenomenon is referred to as the IKEA effect – we highly value what we create.

Team up

Team up integrates these key ideas



A big network and colliding perspectives

Exposure to people with different worldviews and backgrounds challenges existing mental models and increases perspective.

Community

We love being social! And the people around us also have a huge influence on what we do.

Sustainable eco-systems

Unless we can also change our environment, we can't effect lasting change. We need to have the opportunity to impact our teams, systems and culture as well.

We rate peer information as highly as 'experts'

We only need to look at the popularity of TripAdvisor, Yelp!, Wikipedia et al to see we value what our peers think.

Manager support

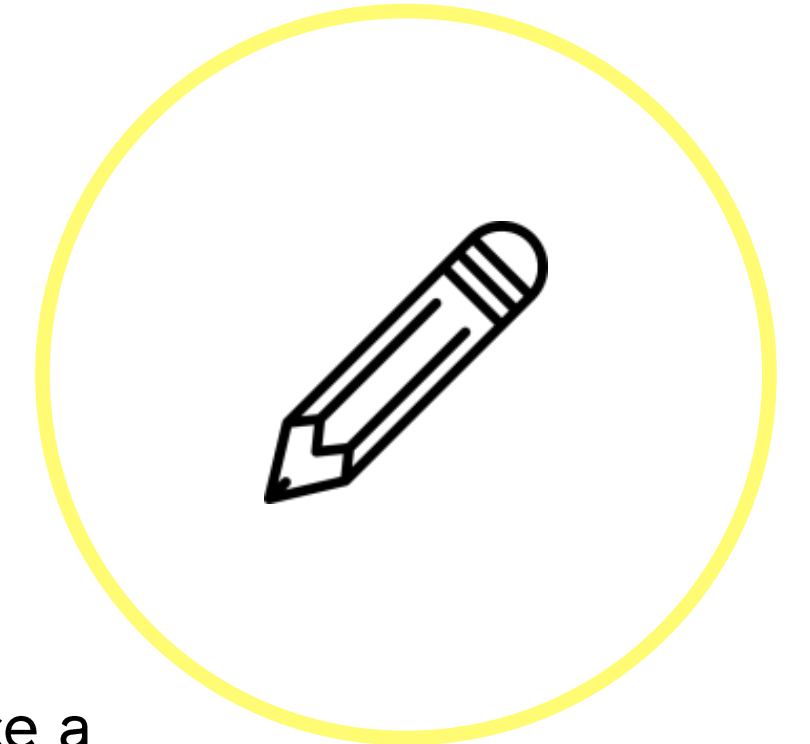
It matters more if our manager cares as well.

Wisdom of the crowd

Gather independent thought first, then aggregate other's.

Take action

Take action integrates these key ideas



Build new habits and behavior

To rewire our habits, work on the doing part of our brain to move knowing into action. “Once a small move has been accomplished, forces are set in motion that favor another small win”

Heat

Unless people are given the opportunity to do something new, they’ll do what they’ve always done. Actions with a healthy chance of failure encourage greater growth.

Importance of reflection

Taking the time to reflect at the end of a day boosts individual performance by 23%. As Peter Drucker said: “Follow effective action with quiet reflection. From the quiet reflection, will come even more effective action.”

Deliberate practice

Deliberate practice is how we achieve peak performance. The very best people know this and continue to improve themselves.

We’re better busy

We experience the state of flow when we are actively engaged in a challenging activity. Relaxing on the couch may seem enticing but being involved in something challenging energizes you more.

Prototype to build your way forward

From design thinking —prototype and iterating allow you to gather feedback and improve. Actions provide a trial and error way of knowing what will work –fail fast to succeed faster!



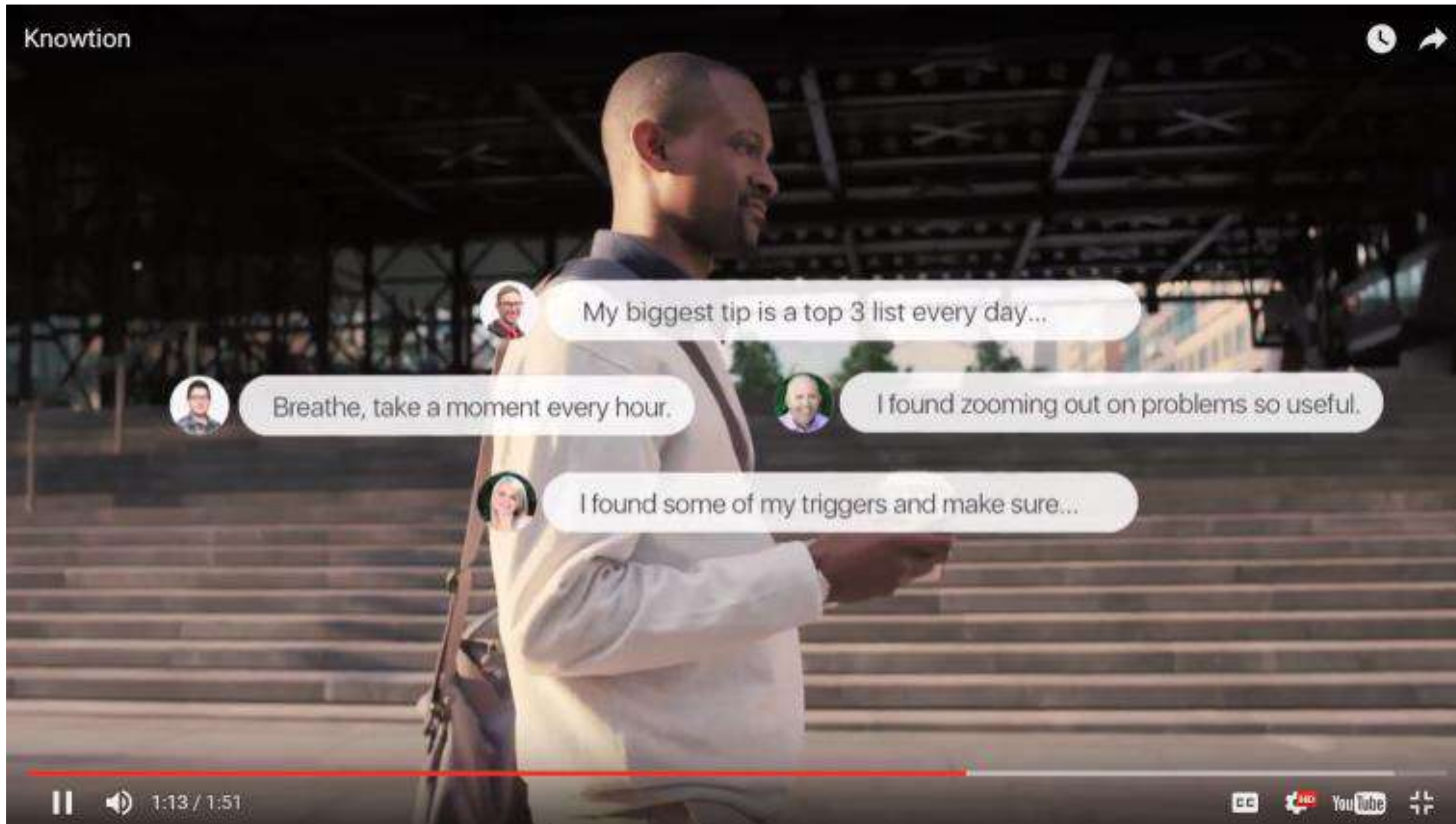
What does it look like for a participant?

“People are much more likely to act their way into a new way of thinking than to think their way into a new way of acting.”

R Pascale

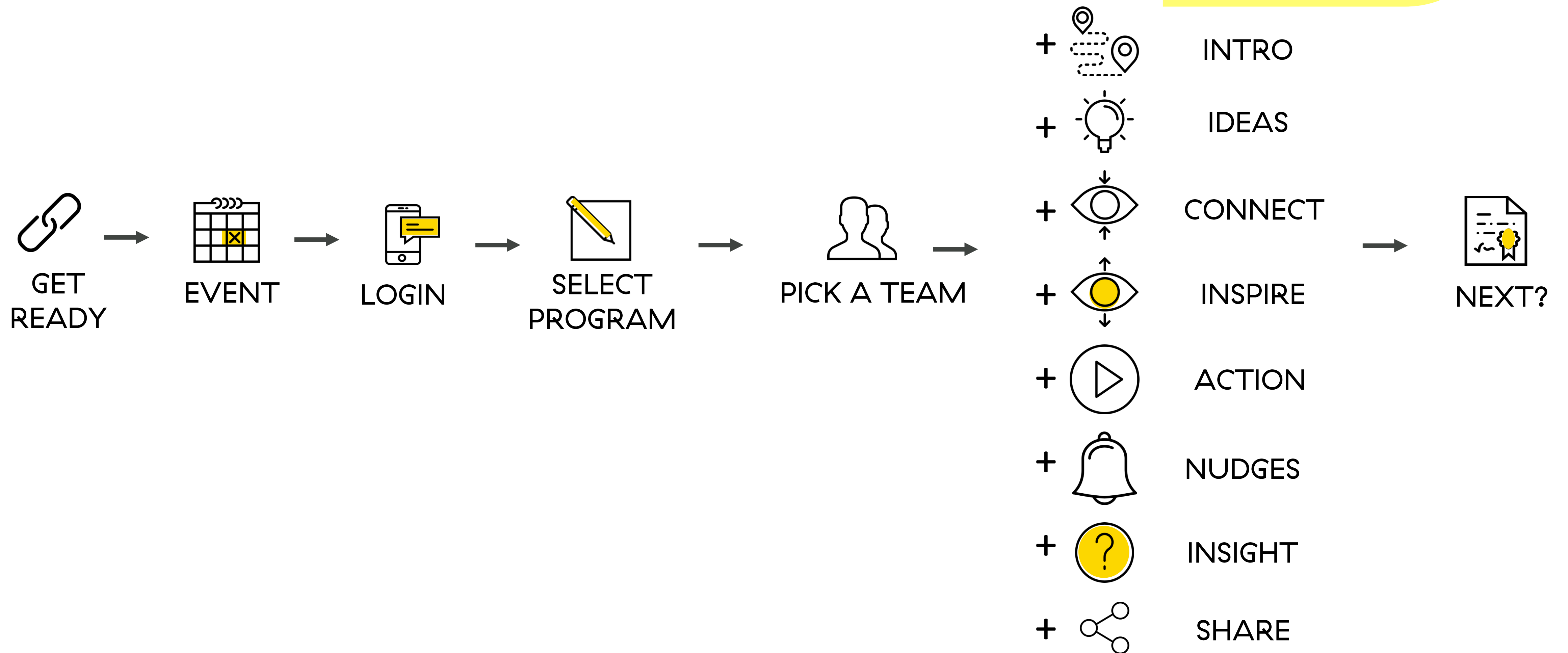
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Watch Adeption in action



[Click HERE to watch](#)

The Adeption experience

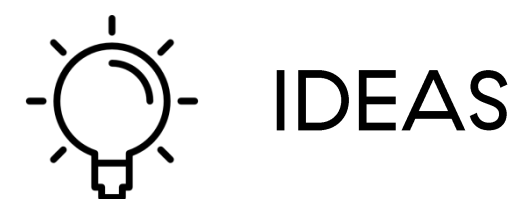


The Adeption feature set

Information,
polls
+
assessment



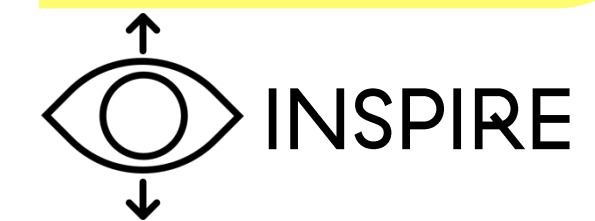
Capture
inspiration



Reflective
questions



Content
tools +
others'
insights



Design +
calendar
on-the-job
actions



Behavioral
reminders
from
platform +
peers



Action
reflection
+ learning



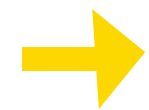
Curated
social
connections ,
messaging
+ shared
spaces



A typical Adeption program

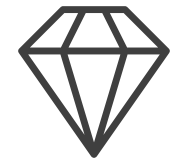


Acquire knowledge

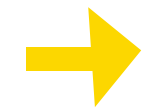


YOUR AMAZING EVENT

Prior to your event we =
+ Get an idea of numbers
+ Load your content into Adeption snippets
+ Customize (or not) the videos



Adeption.io

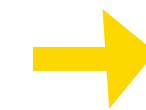


EASY LOG IN

Participants **invited or self log in**
to the Adeption site + select
peers

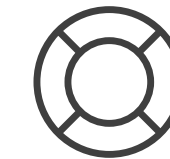


Action systems GO!



DELIBERATE PRACTICE

“Let’s do this!”
Participants go through
Adeption’s process:
+ Questions / challenges 1 x week
+ Design actions to implement
learnings
+ Reflections + adjustments



Appraise?

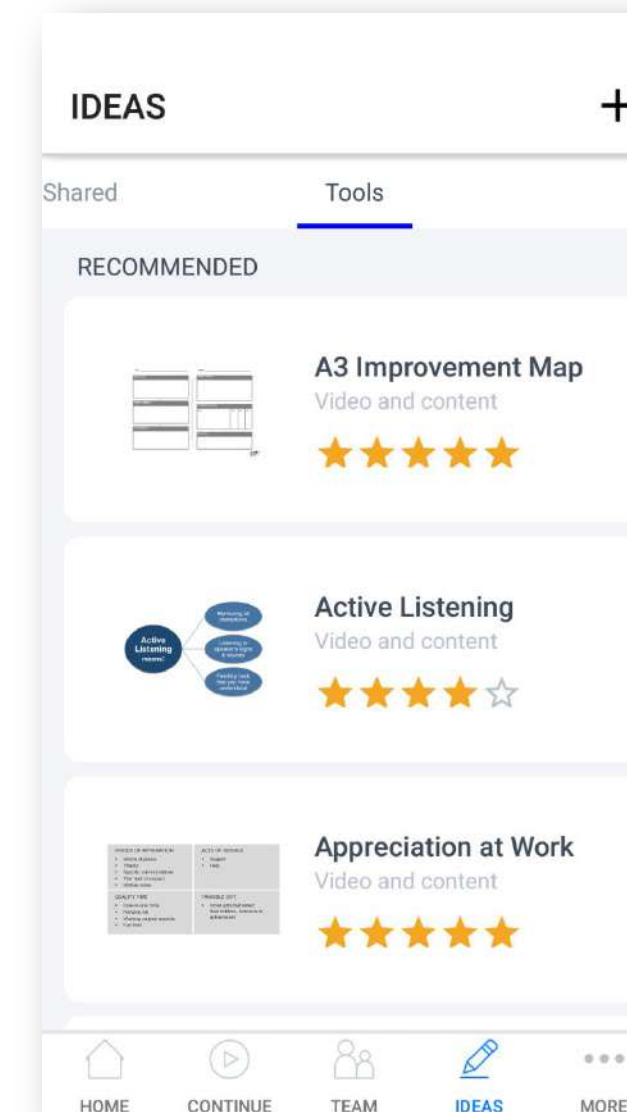
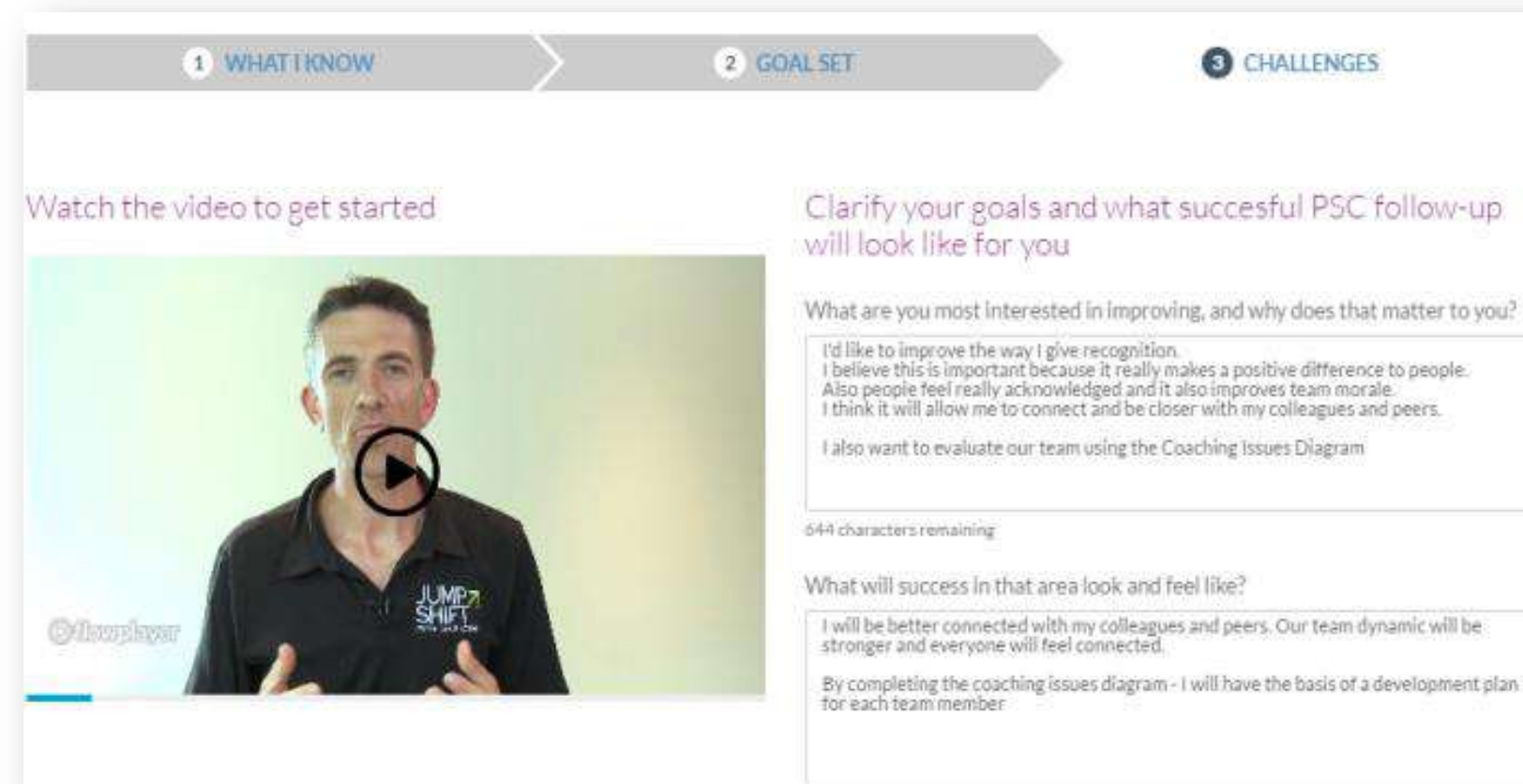
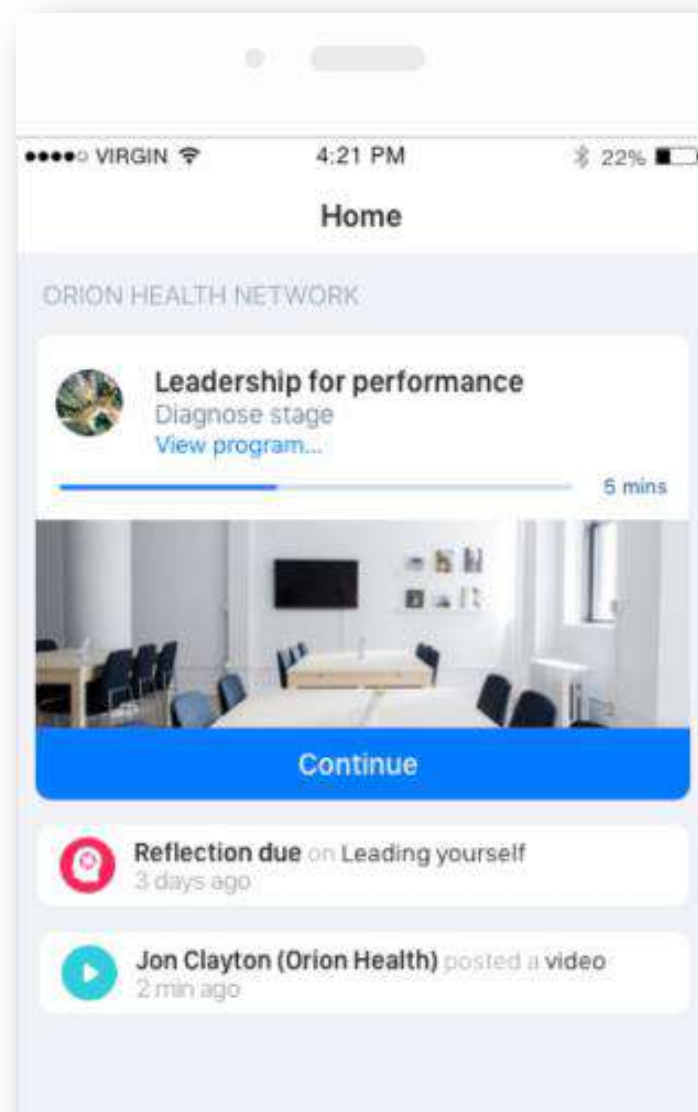


WHOA!
THAT’S SO DIFFERENT!

You get a report on what actions
have been **implemented as a
result of your training** and the
impact it’s had

Adeption screenshots

Web + mobile platforms



| Full Answers | |
|---|---------------------|
| Full Answers including "team" | Actions |
| I'd like to improve the way I give recognition. I believe this is important because it really makes a positive difference to people. Also people feel really acknowledged and it also improves team morale. I think it will allow me to connect and be closer with my colleagues and peers. I also want to evaluate our team using the Coaching Issues Diagram | Use |
| The output for me would be a highly engage and high performing sales team. What that looks like along the way will be regular coaching sessions during 1on1 meetings and then using sales meetings for more managerial requirements. The work on for me is guiding each person to develop their own solution, rather than me rushing to give the answer (where appropriate) | Use |
| Providing constructive feedback utilising the techniques Explore the opportunity and Planning the Next Steps Utilising the PSS course information on JumpShift to provide on going training to the team to ensure that they are applying PSS in the market and for their own personal development | Use |
| I am most interested in improving my consistency in conversation style with my team. Using the skill steps for constructive feedback and development will help me with this. It's important as I want my relationships with my team to be constructive and meaningful. I realize the importance of my role in their career development. | Use |
| Developing the confidence and skills in my team so they can make decisions without me | Use |

Additional references

Developing adaptability: Future trends in leadership whitepaper [Link](#)

Consciousness works: Summary of mindfulness research [Link](#)

Create your own solutions: Expert financial advice neurobiologically "offloads" financial decision-making under risk, Engelmann JB, Capra CM, Noussair C, Berns GS, 2009. [Link](#) + The IKEA Effect: When Labor Leads to Love, by Michael I. Norton, Daniel Mochon and Dan Ariely [Link](#)

Big networks + colliding perspectives: Primary conditions of Vertical Leadership Development. Vertical Leadership Development whitepaper [Link](#)

The people around us have a huge influence on what we do: Invisible Influence: The Hidden Forces that Shape Behavior, by Jonah Berger

Sustainable eco-systems: Better pond, bigger fish: Five ways to nurture developing leaders in an ecosystem for growth [Link](#)

We rate peer info as highly as experts: Why Do We Trust Our Peers More Than "Experts"? Larry D. Rosen, [Link](#)

Manager support: Data from 100's of programs by our sister company JumpShift; greater manager engagement equals much better outcomes

Wisdom of the crowd: The Wisdom of Crowds, by James Surowiecki

Building habits: The Power of Habit: Why we do what we do and how to change, By Charles Duhigg

Heat: A primary condition in Vertical Development – Vertical Leadership Development whitepaper [Link](#)

The importance of reflection: Reflecting on work improves job performance, research by Prof. Francesca Gino et al [Link](#)

Deliberate practice: Peak: Secrets from the new science of expertise, by Anders Ericsson + Robert Pool

We're better busy: Finding Flow: The Psychology of Engagement with Everyday Life, by Mihaly Csikszentmihalyi

Prototype to build your way forward: From IDEO's Ideas to Action Design Thinking Course

