



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.**

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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



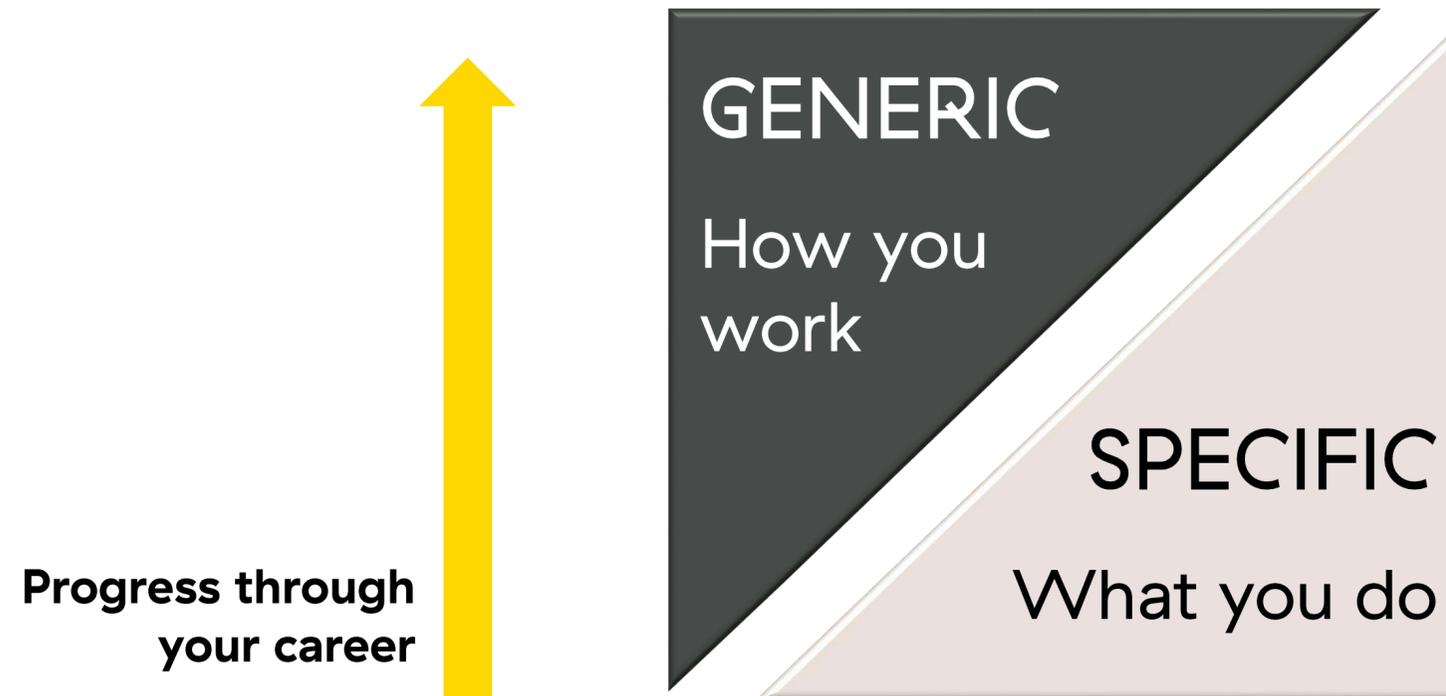
FOUR

## SMALL TWEAKS HELP

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

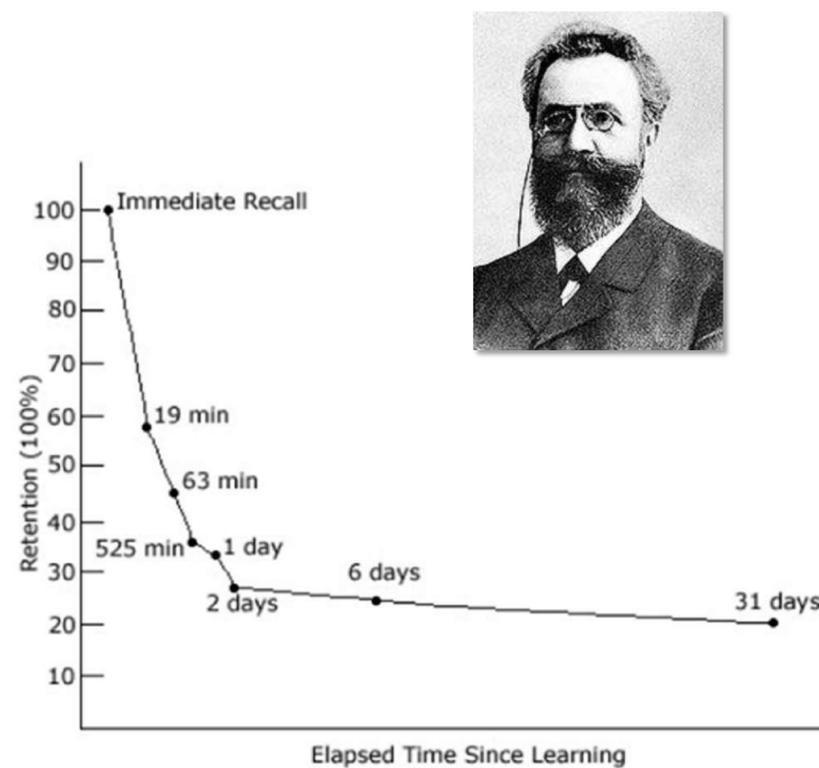
# But what got you here, won't get you there

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**.

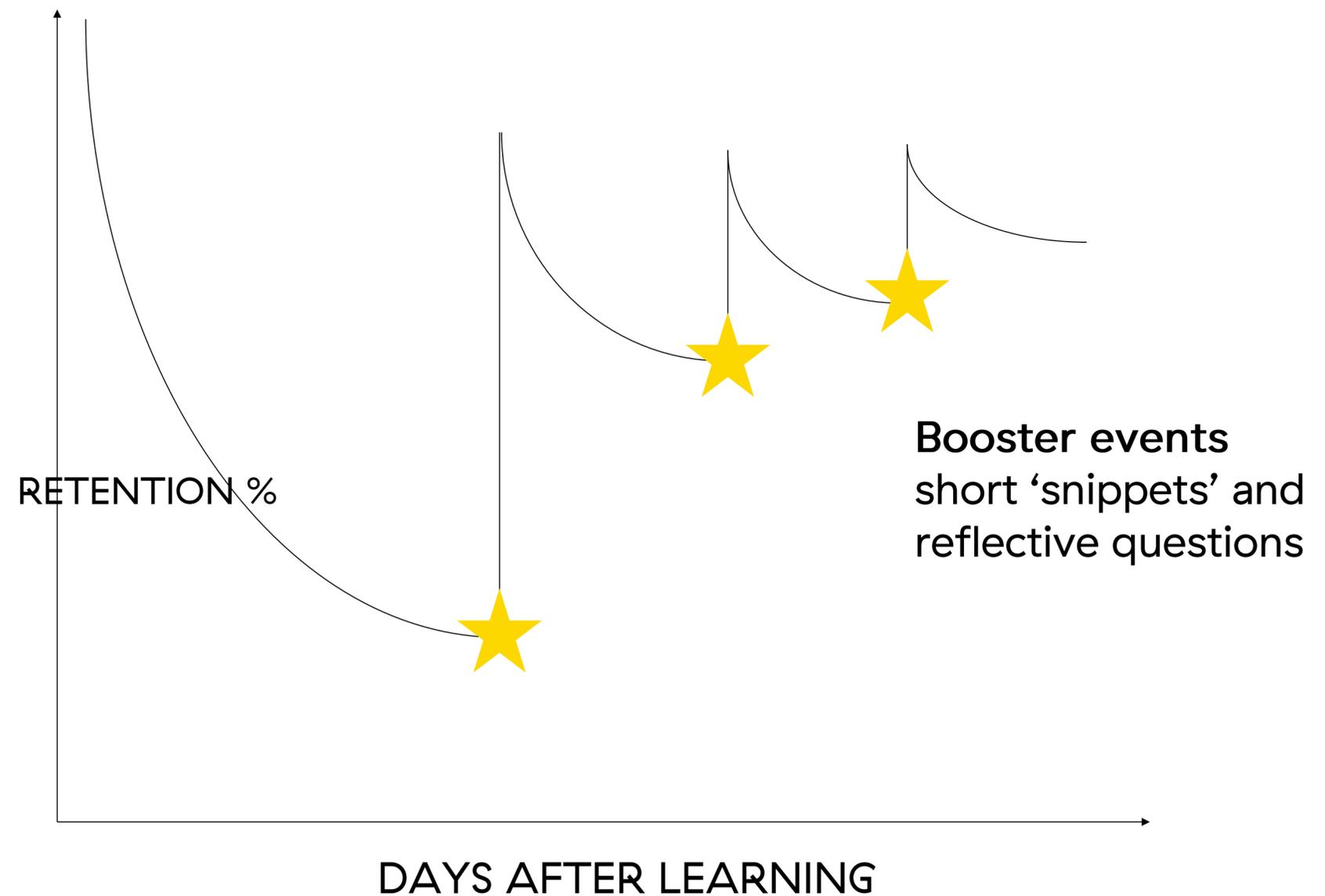


# How can technology support us?

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)



5–15%  
CONSCIOUS  
DELIBERATE  
THINKING  
(System 2)



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

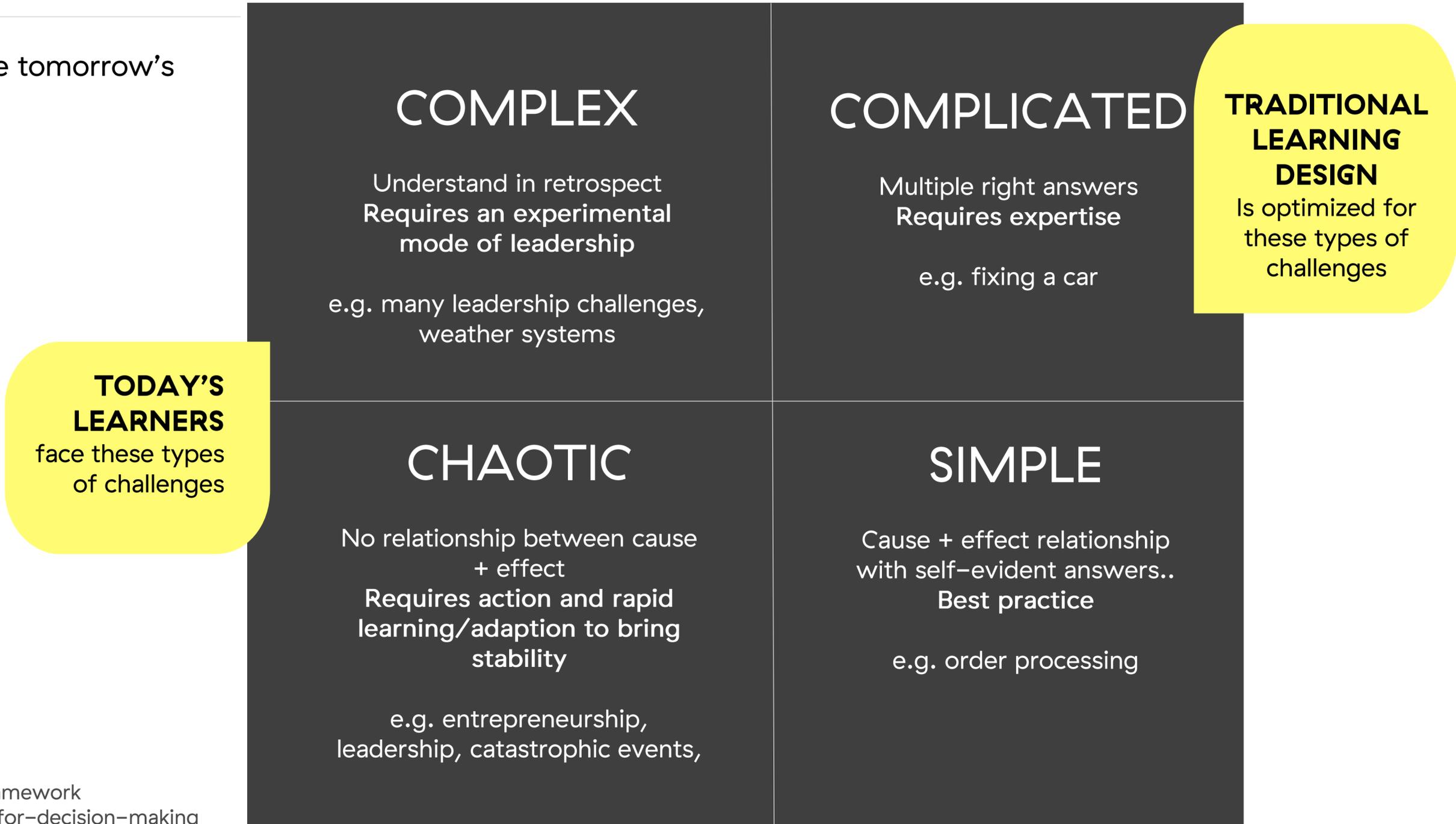
This is the **knowing** part of our brain — it is the bit that we traditionally 'learn' through. But knowing stuff doesn't necessarily translate into action.

+ 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

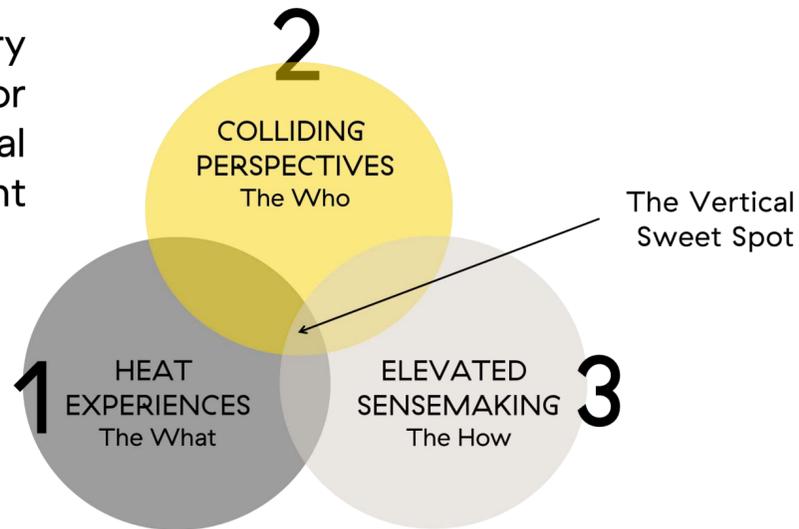
Today's knowledge won't solve tomorrow's problems.



# Today's learners need...

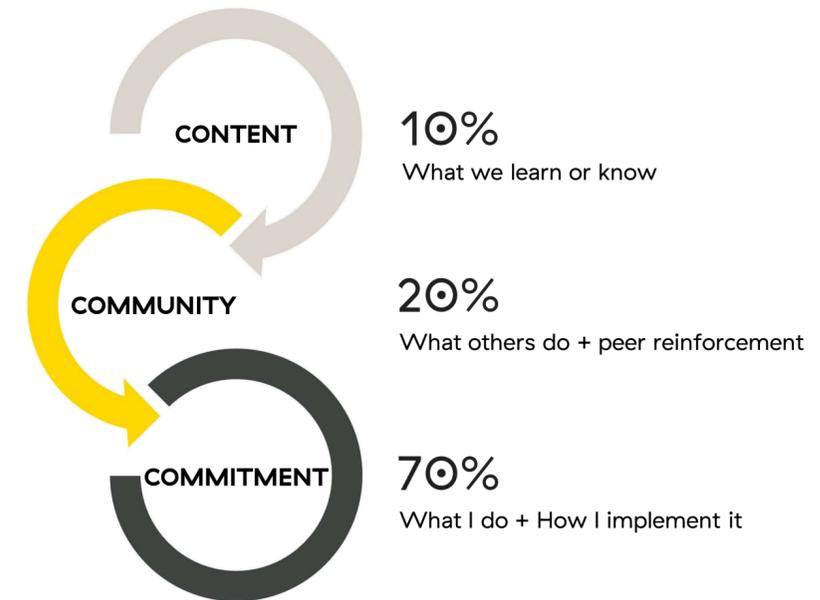
The ability to think differently **and** the ability to act differently

Three primary conditions for Vertical Development



+

Behavior change takes three kinds of reinforcement\*

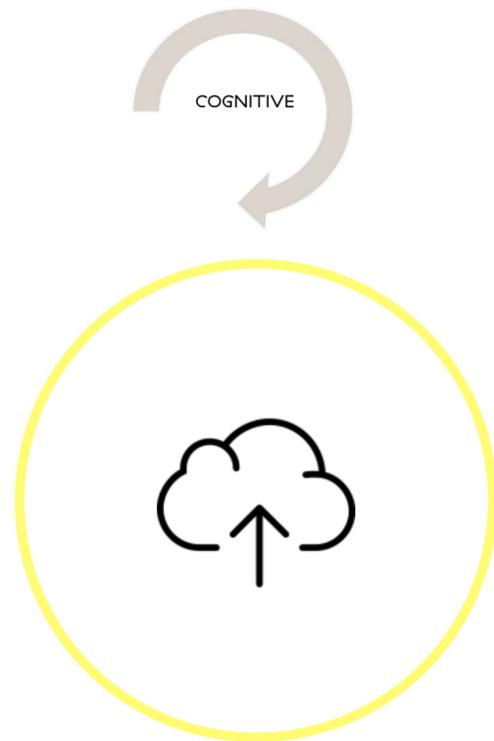


• Ref Nick Petrie's Vertical Development Model. For more see <http://www.ccl.org/wp-content/uploads/2015/04/verticalLeadersPart2.pdf>

• 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

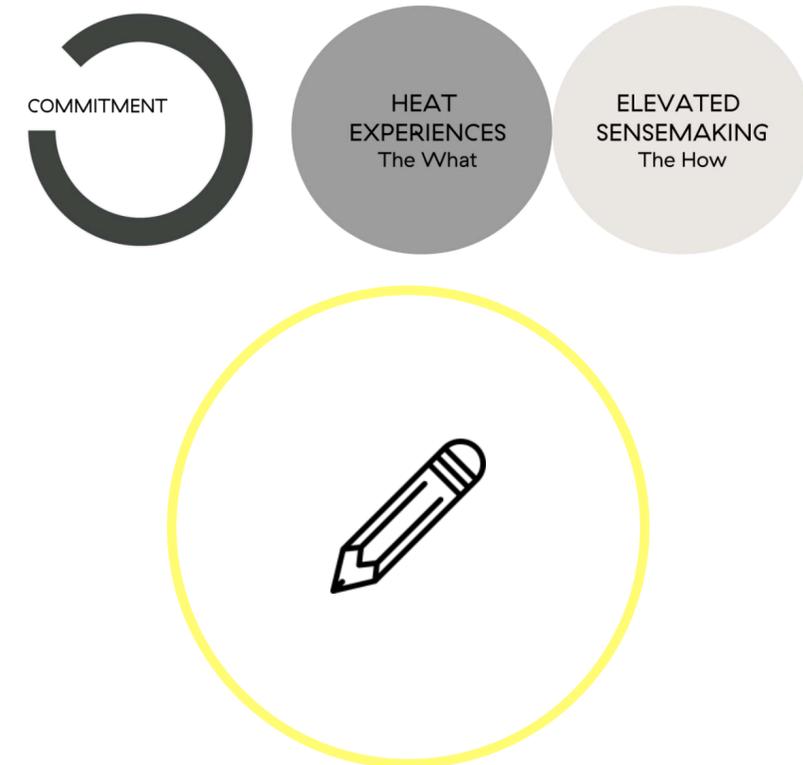
Adeption's three key concepts



**TARGETED CONTENT**



**TEAM UP**



**TAKE ACTION**



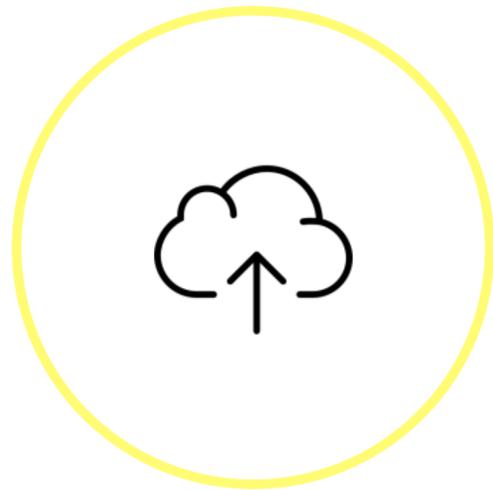
# Our product

Putting inspiration into  
action

BE CONSCIOUS. BE CURIOUS. BE BETTER

# Adeption's three key concepts

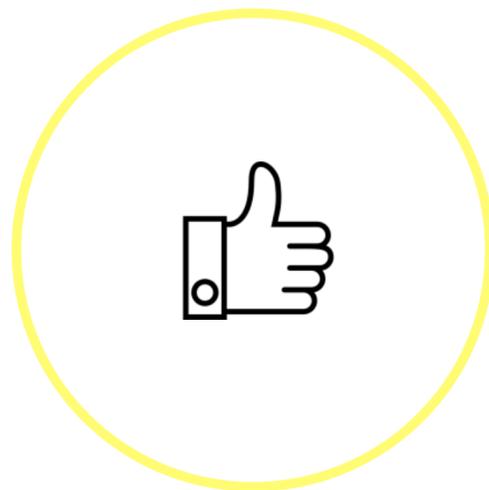
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## TARGETED CONTENT

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

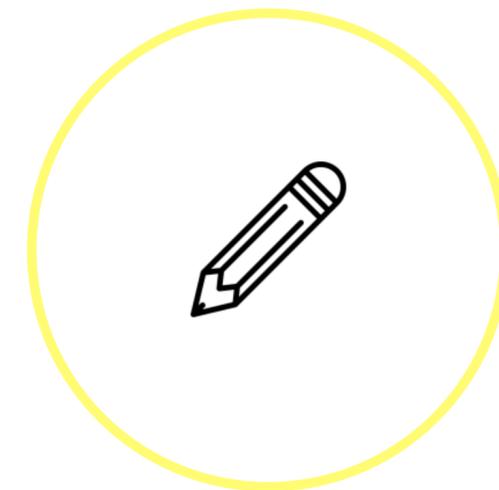
Browse content matched by AI and pick what is relevant to you



## TEAM UP

It's more fun and motivating to work together

Be an influencer on your team and your environment



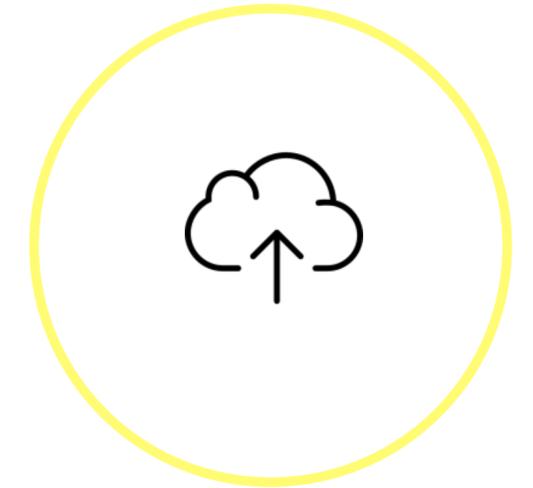
## TAKE ACTION

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

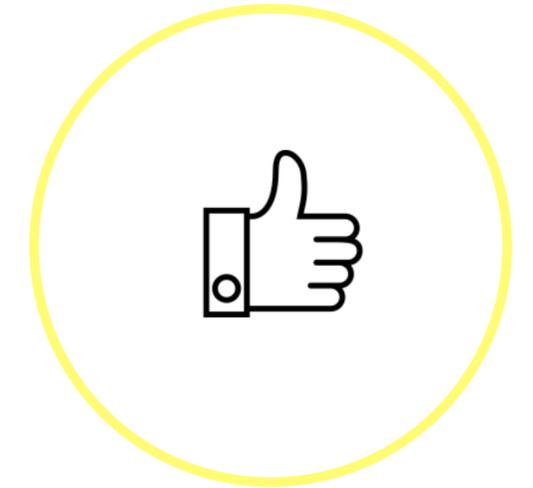
Content delivered simply reduces cognitive overload

## 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

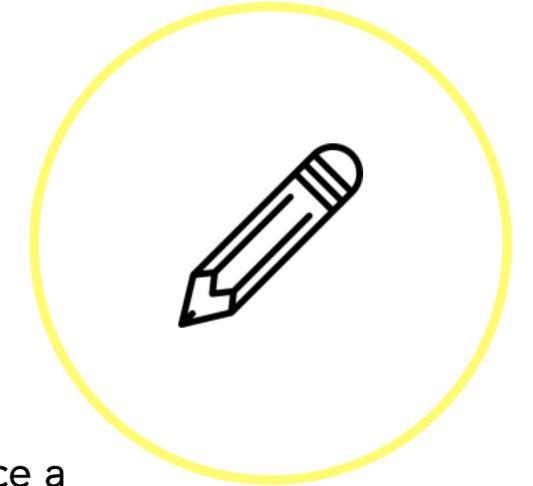
It matters more if our manager cares as well.

## 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

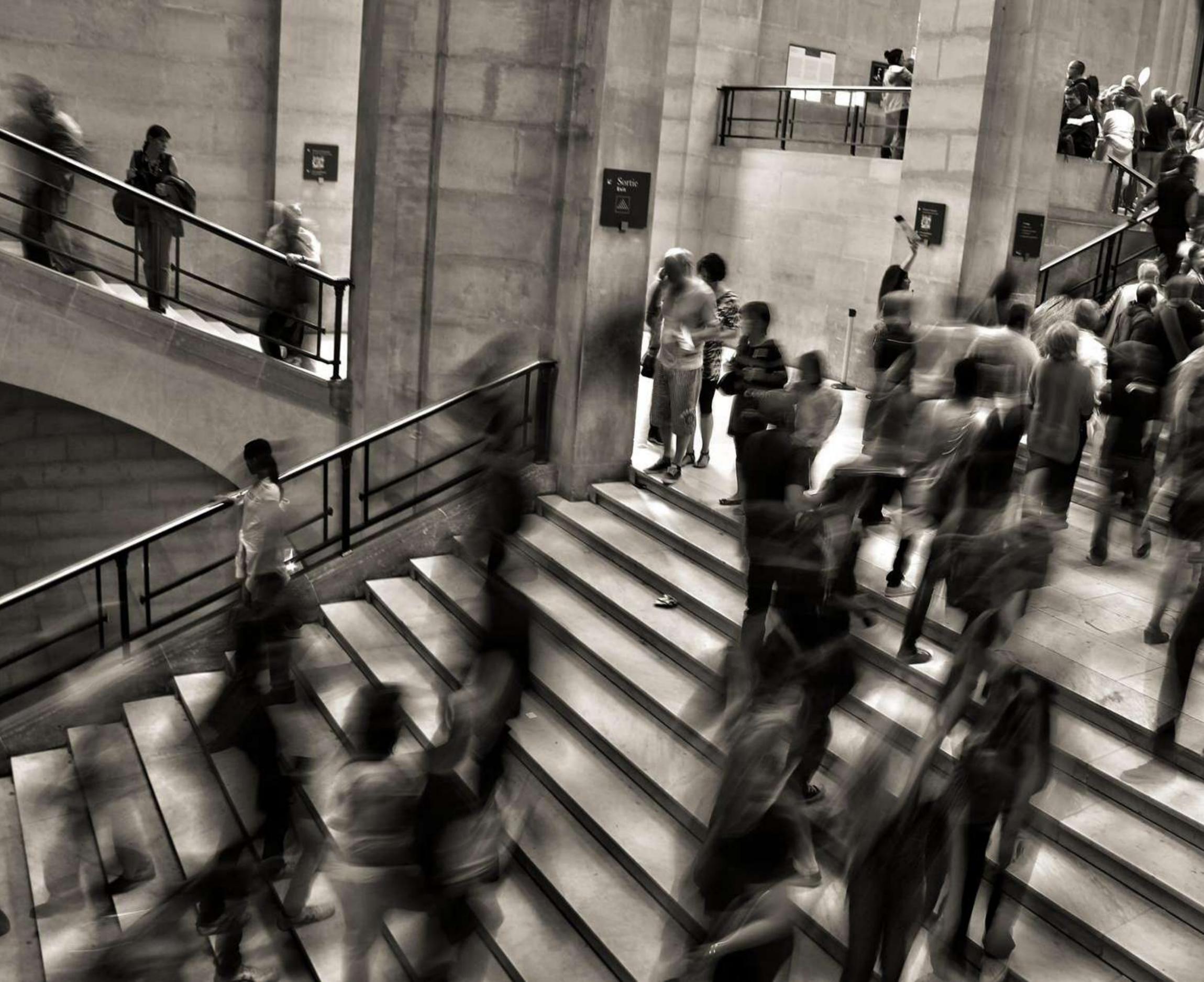
Deliberate practice is how we achieve peak performance. The very best people know this and continue to improve themselves.

## 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!



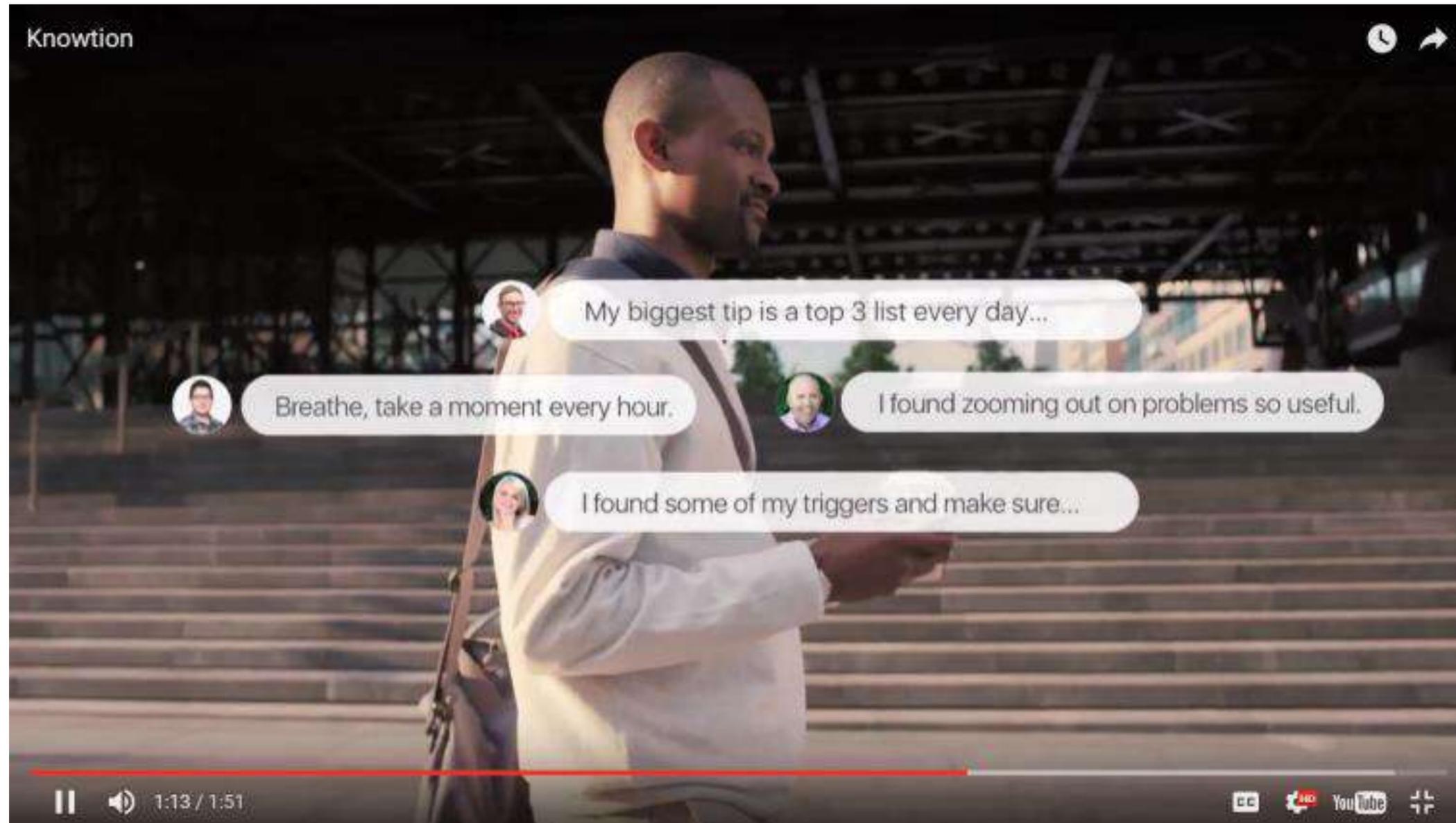
# What does it look like for a participant?

“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

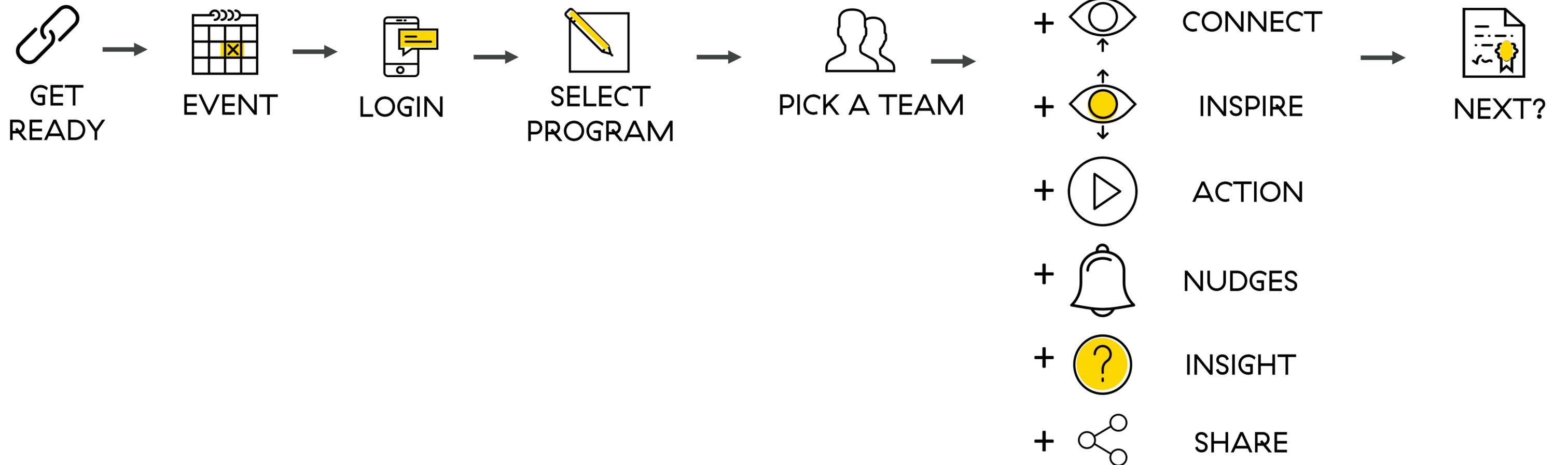
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# Watch Adeption in action



[Click HERE to watch](#)

# The Adeption experience



# The Adeption feature set

Information,  
polls  
+  
assessment



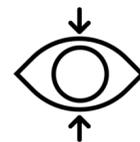
INTRO

Capture  
inspiration



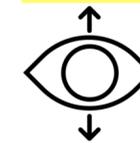
IDEAS

Reflective  
questions



CONNECT

Content  
tools +  
others'  
insights



INSPIRE

Design +  
calendar  
on-the-job  
actions



ACTION

Behavioral  
reminders  
from  
platform +  
peers



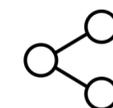
NUDGES

Action  
reflection  
+ learning



INSIGHT

Curated  
social  
connections,  
messaging  
+ shared  
spaces



SHARE

# 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



# Additional references

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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

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

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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

