BE A CONSULTING SUPERSTAR

You are about to become an unsung hero to thousands!

We believe that helping organizations to transform digitally is not only good for business; it is also a social cause.

Yes – we know it sounds strange, but considering that most organizations that do not transform will be gone in ten years (if not sooner), it starts making sense. The social impact of millions of people needlessly losing their jobs will be considerable. And all this when someone could do something to prevent it from happening right now. So you see, you can be a superstar.

We perfected a super-simple transformation method to help existing industrial age organizations get the same results as new-age digital unicorns in the new digital economy.

It may be challenging at first, but it is possible.

Why a super-simple method? Because customers keep asking for one.

Although no organizational change is ever easy, we believe it can be if approached simply and systematically. The method should become part of the organization's fabric, transforming the organization into a digital age citizen and maybe even a digital giant.

Agile ADapT™ (initially called Business Innovation Circles®) as a concept, and later as a method, evolved over nine years of research, design, experimenting, re-design, and trying and trying again. Since the beginning of 2021, we spent countless hours converting nearly 10,0000 pages of work into this course for Digital Transformation Consultants, using Agile ADapT.

Turning more than four million words into twenty thousand was a mammoth task, and in the process, we made ADapT so much simpler and better. Now anyone can easily understand and use Agile ADapT to transform their organization and get great results.

ADapt, and this program is NOT technical; it's a business program. You don't need to be a high-tech or IT fundi to use and get results from ADapT (although as a consultant, it would certainly help).

This program starts with business strategy, use product and business model innovation as a driver for transformational change, and leverage technology as a catalyst for real organizational transformation.

If you choose to enroll in the program, you will learn how to set any industrial age organization on the path to digital stardom by; helping them improve customer interactions and make their products either digitally ready or digital.

We know it sounds like a tall order, but we believe that this twelve-week program will put you on a path to re-invent your career, elevate your consulting offerings and expand your skills beyond what you dreamt possible as an IT consultant.

As an Agile ADapT Coach/Consultant, you will work across the whole business. You will interact with senior business leaders on strategy, work with managers on tactics, and work with cross-functional teams to invent the business's future products and services, test its feasibility, operationalize ideas, and transform business models and operations.

Because Agile ADapT is an iterative approach, it creates new opportunities for ongoing consulting and coaching services. When customers love what you do for them and the tangible value you add, they will ask you to keep on doing it!

WHAT WILL I LEARN?

Agile ADapT is a practical and flexible method developed over nearly a decade to enable organizations to make the difficult switch from an industrial age to a digital age organization.
We say 'practical' because there is little theory and many actions and thought going into the ADapT transformational journey.

In this program, we will show you how to act as a facilitator of change and change agent for organizations. No one can do a transformation for someone else – they must do it themselves! Your job as a consultant is to show the organization the way, guide them, and help and support them on this challenging journey. Although ADapT is one of the easiest ways to transform an organization, don't kid yourself – transformation and change are never easy, it never was, and it never will be!

Transforming self, the organization, and society is at the center of life itself. Transformation is the source of life and progress!

There are *three distinct groups of actions you need to take* to transform your organization successfully. In ADapT, we call these **EXTRACT**, **EXPLORE** and **EXPAND**!

You need to EXTRACT a new strategy for the organization (we begin with a partial digital transformation strategy – but eventually, organizations will need to re-think their entire strategy). Then, you need to make sure that the organization then enables the execution of this strategy; otherwise, it is just a wish!

Next, you explored the options to get it done. In ADapT, we say the best way to do this is to use innovation (leveraging digital technologies) as the driver for exploration. Look at innovation in operations, products, and services, getting into new markets, and even disrupting existing markets.

The last phase is EXPANDING the chosen ideas into fully-fledged products and services that create new value for customers—scaling these new offerings as quickly as possible and accompanying this with transforming and digitizing operations to scale in support of the new value propositions offered.
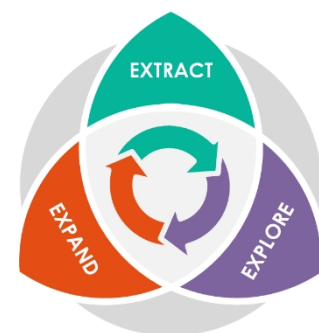
What is essential in all of this is keeping everything in line, connected, and working together towards the new, shared, strategic goal.

The link between EXTRACT, EXPLORE and EXPAND (and back to EXTRACT) is just as important as all the plans made, actions taken, and activities performed in each stage.

The ADapT phases are in perpetual motion and form an improvement cycle. Organizations can quickly realize some benefits and continually unlock more value and benefits with each iteration of the cycle.

One of the reasons ADapT works so well is because we are not trying to change everything overnight. Remember, you eat an elephant one bite at a time! (African proverb).

Let us look at each of the three phases in more detail and how each phase relates to the twelve-week program.
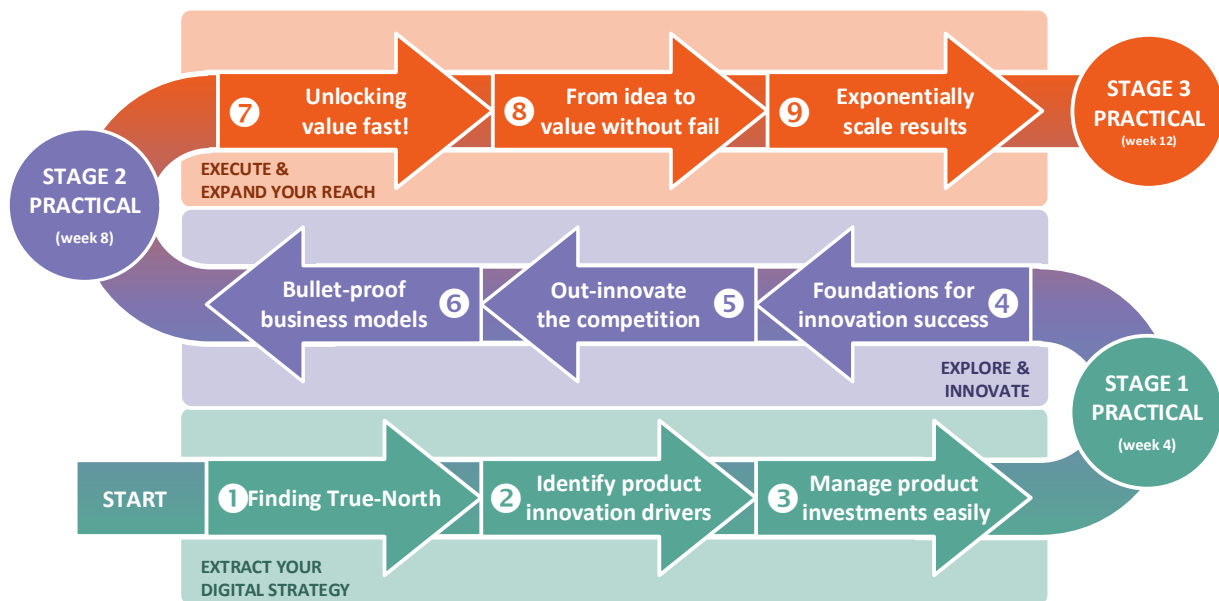
EXTRACT YOUR DIGITAL STRATEGY

The first ADapT phase focus on strategy. The focus is on the emergent Digital Strategy in the first few iterations, but it evolves into the organizational strategy after a few cycles.

So what is involved in this stage?

WEEK 1 - FINDING TRUE NORTH

Any hap-hazard attempt to make changes in an organization that is misaligned to its true purpose will detract rather than add to its success.

One of the reasons why so many digital transformation initiatives fail is because organizations try to copy and paste the success of others. These initiatives are doomed to failure and are why you as a

consultant should never offer a solution to customers without intimate knowledge of the customer's values, principles, and purposes.

We find that many organizations understood their purpose (we call it true north) when they started, but as time goes by, this knowledge faded into oblivion.

Help your customers rediscover and define their true purpose because if you have a compass, it's much easier to find your way to a successfully digitally transformed organization.

WEEK 2 - IDENTIFY INNOVATION DRIVERS

The next step is to critically evaluate the portfolio of products/services offered, where they are in the product lifecycle, and how they relate to the different needs of groups of customers who buy them.

This step will help organizations understand their customers better and identify areas of focus and deemphasis (which is often difficult for customers to do because of some pre-existing bias).

You will learn how to show customers to make decisions based on fact, not feelings and assumptions. Well collected and analyzed data paints a clear picture and helps organizations make better strategic and investment decisions.

WEEK 3 - PRIORITIZE AND MANAGE INNOVATION INVESTMENT

Critical analysis helps organizations discover what tools and techniques would be appropriate once they decide to re-invent or improve their offering. It will also help determine priorities AND ensure a balanced approach to redefining the company's offering in a matter appropriate for the digital age and new digital-smart consumers.

Know where to start for your specific customer's context; there is no need to jump around with cookie-cutter projects hoping that they will succeed; you will know what to do to succeed!

As part of this step, you will also learn new portfolio management techniques of which the value goes beyond making decisions about initiatives. The portfolio will soon become a central tool for making strategic decisions in your customer's organization.

WEEK 4 - PHASE 1 – PROJECT

It is now time to put what you have learned into practice! You can use your own company or a customer to do your project work.

Please make sure to get permission from management to share your project data with us because it is part of your formal assessment for Black-belt certification[1].

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[1] As Agile ADapT is based on Lean principles, your certificate is underwritten by IACB, a peer-review program ensuring that learners is prepared to help organisations apply Lean and Agile techniques as consultants and coaches.

EXPLORE THE OPPORTUNITIES AND OUT-INNOVATE THE REST

The next phase of the program is about building the ideas engine of an organization.

First, ensure that innovation has a chance to succeed, then teach everyone the three primary innovation techniques used in ADapT, and then turn to organizational innovation and renewal.

WEEK 5 - CREATE A SOLID FOUNDATION FOR INNOVATION

Innovation is a fickle thing. It is relatively easy to come up with ideas but to make sure they are workable, worth perusing, and more importantly, would survive the onslaught of the status quo in the organization needs up-front investment and preparation.

Three main things need to be done before attempting to launch an innovation program;
- *Create the right environment in which innovation can flourish,*
- *Teach everyone innovation techniques and the rules of the game, and*
- *Resource the effort and establish innovation processes (yes, innovation is a process).*

Once done, you are ready to innovate.

WEEK 6 - OUT-INNOVATE THE REST

Innovation that works is not done haphazardly; it is planned!

Based on portfolio investment decisions, organizations need to decide on how to get the following done:
- *How to elicit ideas,*
- *How people will work together on ideas, and*
- *What innovation technique is the appropriate choice for the answer you set out to get when you made the portfolio decision.*

The rest of this step is teaching the three techniques to everyone and manage the process of innovating, selecting ideas and conceptually, deciding if ideas need work or if they can be used to create a prototype or run a pilot.

Depending on the type of innovation targeted, success ratios can be as low as 1:10 and as high as 1:3. If you think this sounds dreadful, not using the three techniques in a disciplined fashion yields anything between a 5% and 0% success rate!

Another great thing about using a defined approach is that the more you use it, the better you get at it, and the better you become, your success ratio improves dramatically.

WEEK 7 - BULLET-PROOF YOUR BUSINESS MODEL (ENSURE INNOVATION STICKS)

One of the biggest enemies of innovation is operational systems and controls. Simply put, legacy systems often do not allow for a new idea to take root and succeed.

Revisiting the way business and operational models and systems work is critical to ensure that every bright idea has a chance to survive and will easily double innovation success rates!

We will focus specifically on the business and operating models and associated control regimes here.

This step also results in a better, slicker, simpler, and more effective, and better-controlled business.

Ensure that what must be done gets done well. It is also equally important, stop doing things that are no longer efficient or necessary.

WEEK 8 - PHASE 2 PROJECT
Time again to put what you have learned in the phase to the test and prove that you understand and have mastered the theory and application of theory.

EXPAND YOUR REACH AND EXECUTE FLAWLESSLY

Up until now, nothing is real; it's just ideas.

The problem with ideas is that very few ever get implemented, and therefore they never create value.

EXPAND is about making ideas tangible and unlocking real value for customers and the organization. Of everything we have done so far, EXPAND is the most challenging to get right!

WEEK 9 - UNLOCK VALUE FAST - WORK ITERATIVELY
The word agile in the name is not there by mistake. We propose an iterative working method to building an MVP and gradually expanding the idea until it can be offered as imagined.

Once again, this means training all involved in a new way of doing AND thinking.

If your organization already uses an Agile method, this step will be a breeze for you – if not, we will teach you the simplest of all the agile techniques called Scrum.

WEEK 10 - FROM IDEA TO REAL VALUE FAST AND WITHOUT FAIL
Use the newfound way of work to get the idea to market as quickly as possible. We will teach you how to build and test MVPs[2] and MMPs[3] and once they work, the focus will shift to scaling.

In this context, scaling is about making products more complete AND reaching a broader target audience and do so flawlessly.

(Although marketing is not part of ADapT, as a bonus, we will also share some of the lessons we have learned in using digital media; to market and sell.)

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[2] MVP is a Minimum Viable Product – the least amount of features a product can have before customers would want to buy it.
[3] MMP is a Minimum Marketable Product – often MVPs are not easy to sell because some other non-core functions makes it too difficult to market effectively. The MVP may be good enough for a Pilot project but not good enough to start selling broadly until some additional elements and features are addressed.

REAL DIGITAL TRANSFORMATION
BUILD BUSINESS AGILITY & VALUE AT SCALE

WEEK 11 - EXPONENTIALLY SCALE WITH OPERATIONAL EXCELLENCE

And then we scale again. Although prospective customers must know about and want what you offer, the organization must also deliver and support what is on offer - at scale.

The best sales tool in the world is flawless delivery and excellent support.

In this step, we will focus on creating operational efficiencies that facilitate scale. Here the main topics are:

- *Standardization and simplification of work,*
- *Making sure measurement and reporting works and facilitates better decision-making,*
- *Automating whatever we can, and*
- *Get rid of unnecessary operational and organizational stumbling blocks.*

WEEK 12 - PHASE 3 PROJECT

Like with previous phases, it is time to put what you have learned into practice!

ITERATE

The evaluation of accredited black-belt programs candidates is not purely theoretical—the majority of the assessment emphasizes the application of theory and the ability to adapt as circumstances change.

The assessment regime of this program may be more comprehensive than what you were involved in before.

INITIAL ASSESSMENT

To earn an Agile ADapT Advanced-Program Certificate, you need to complete:

1. Your in-course project work, and
2. Pass a three-hour theoretical scenario-based exam.

However, we encourage you to take the next step and become an ADapT Accredited Consultant & Coach (or Black Belt).

BLACK-BELT ASSESSMENT

We use the assessment and accreditation method of the IACB[4] as the final accreditation assessment (therefore, the black belt bit). To complete the black belt (and become an accredited consultant and coach), you need to complete a solo project, going through the entire ADapT lifecycle, at least once with an organization.

You need to provide evidence of work, including examples (remember to get permission to share this with us) and statements of at least two referees that were part of the project, stating that you are competent and verifying the results submitted.

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[4] https://www.certifiedblackbelt.com

Upon successful completion, you will receive your accreditation credentials stating that you can lead Digital Transformation and Business Agility initiatives.

Once done, we will register you as an Accredited ADapT Consultant and Coach, list you as an ADapT consulting resource on the official website, where you can also advertise your services. You need to maintain accreditation by submitting requisite proof of ongoing practice once every three years and remain involved in the ADapT community.

YOUR COMMITMENT

During the initial 12 week program, you should plan to spend at least 8 to 10 hours on study, practical application, group discussions, and coaching sessions every week.

Preparing for accreditation is quite a bit of work, and you have six months to complete your solo projects and submit evidence to that effect.

COST

The entire program's cost is €6,995.00 (excluding VAT[5]) and includes all assessments, exams, and Accreditation fees for the first year.

Annual accreditation fees for Accredited ADapT Consultant and Coaches amount to €185.00 (excluding VAT) per year.

GROUP COACHING PROGRAM

As this is a group coaching program, you will most probably work with other consultants during the program. We will attempt to group participants based on their location to ensure that shared coaching sessions are suitable for all participants.

If we cannot facilitate a good timeslot for all participants, we will split the group to ensure an equitable timeframe for all involved.

You need to complete assigned work on time (bar emergencies and gaining special approval before due dates).

REMAINING 2021 INTAKES
- ☐ 19 July 2021
- ☐ 16 August 2021
- ☐ 13 September 2021
- ☐ 18 October 2021
- ☐ 22 November 2021

For more information about the program, contact Johann@agile-adapt.com.

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[5] If you reside inside the EU, new European regulations require that programs invoiced from our Netherlands branch must include VAT, charged at the VAT rate of your country of residence. VAT can be claimed back from your local tax authority as per usual.