

Agile-ADapT® At a Glance

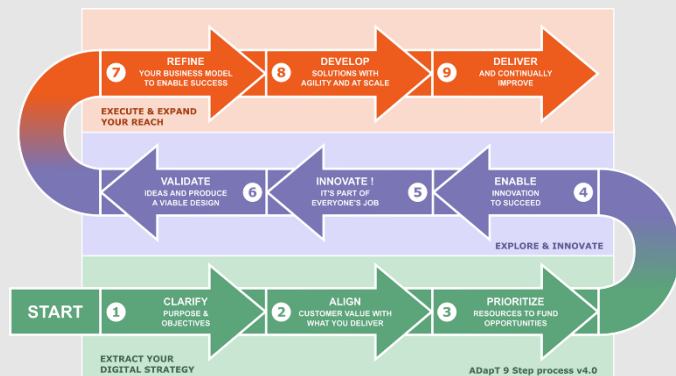
ADapT: A Model for Continuous Transformation

ADapT isn't another buzzword-laden framework. It's a practical model for continuous business transformation, built on the belief that clarity and simplicity win in a world that's constantly shifting. It doesn't promise a magic formula—what it offers is a rhythm, a way to keep adapting and delivering value while staying true to your purpose.

At its core, ADapT is grounded in **First Principles Thinking**—peeling back assumptions until only the essentials remain. From there, it rebuilds strategies and products based on truth rather than tradition. This is why ADapT works in messy, real-world conditions: it creates clarity where others see complexity.

Three Phases, Nine Guiding Principles

ADapT's structure revolves around three overlapping phases—**EXTRACT**, **EXPLORE**, and **EXPAND**—each with three guiding principles. Together, they create a cycle of clarity, innovation, and execution that organizations can repeat endlessly, adjusting as conditions change.



EXTRACT – This is about finding focus. It starts by **clarifying purpose**, aligning it with customer value, and prioritizing the innovation initiatives that truly matter. Instead of sprawling plans, organizations work in 90-day cycles, reassessing where they are and where they should go next.

EXPLORE – Once the direction is set, teams **experiment and innovate**. Using short sprints, they generate ideas, test them with real customers, and validate which solutions are worth pursuing. The goal is not perfection but learning—fast and reliable.

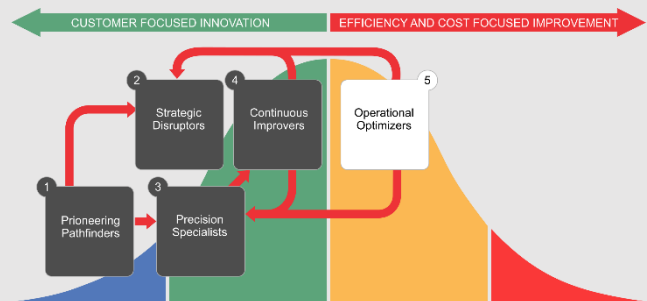
EXPAND – Finally, promising ideas are **refined, developed, and delivered** at scale. Feedback loops ensure that solutions stay relevant, and the organization continuously improves its operations and business model.

Together, these phases form a cycle of focus, exploration, and execution—making transformation a continuous capability, not an event.

The Agile-ADapT® Innovation Types

Getting to grips with innovation means to understand the different types of innovation. Built on the works of Everett Rogers, Geoffrey Moore and Clayton Christensen, these innovation types give clarity to an otherwise fragmented understanding.

ADapT groups innovation into five categories, each serving a different purpose in building both the future and the present. From bold breakthroughs to operational refinements, these types help balance risk, creativity, and business value:



1. **Pioneering Pathfinders** – Breakthroughs creating new products for new customers.
2. **Strategic Disruptors** – Simple, accessible alternatives to existing solutions.
3. **Precision Specialists** – Tailored offerings for niche needs.
4. **Continuous Improvers** – Incremental enhancements to maintain relevance.
5. **Operational Optimizers** – Process and cost improvements behind the scenes.

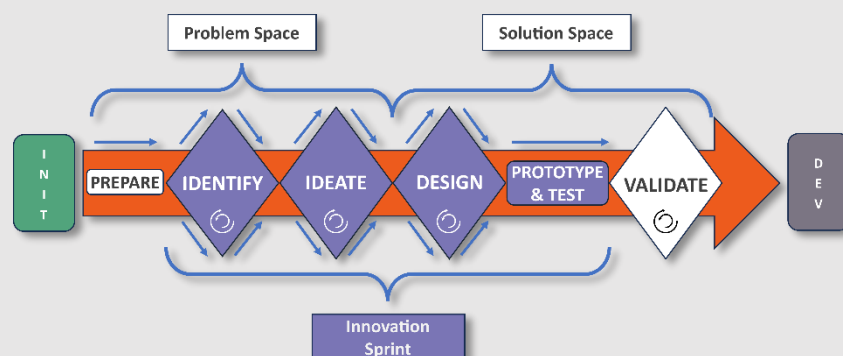
The Agile-ADapT® Innovation Framework

The **Agile-ADapT Innovation Framework** is where these types and principles come together in practice. It's a structured approach that moves ideas from insight to market fit through **innovation sprints**—short, high-intensity bursts where diverse teams co-create solutions.

This isn't about "innovation theatre." Each sprint is laser-focused:

- It starts with a real customer problem (Jobs-To-Be-Done thinking).
- It moves quickly through **Identify, Ideate, Design, Prototype & Test**.
- It ends with evidence—what worked, what didn't, and a product backlog ready for development.

What makes this framework powerful is its ability to align **desirability, feasibility, and viability** from day one. It bridges the gap between creativity and operations by involving people from across the organization—not just a few "innovation specialists."



Why ADapT Works

ADapT isn't about adding complexity or piling on new tools. In fact, it's the opposite. Complexity kills momentum; simplicity fuels progress. The model provides a **rhythm for action**—a living system that organizations can operate on.

The nine guiding principles aren't a checklist but a compass. They force teams to ask the tough questions:

- Are we still aligned with our purpose?
- Are we listening to customers or just our own assumptions?
- Are we learning fast enough to stay relevant?

By weaving the Guiding Principles into daily operations, organizations can respond to change without losing their core direction.

A Different Way to Think About Transformation

ADapT is rooted in a simple but powerful truth: **transformation isn't a one-off event. It's a continuous discipline.** Too many organizations treat change as a project—big launch, big hype, and then back to business as usual. ADapT rejects that mindset. It's about creating a transformation muscle—a way of working that's as natural as breathing.

The model doesn't belong to startups or tech giants alone. It was designed for big, complex organizations—the kind with history, legacy systems, and entrenched habits. These companies have enormous potential for innovation if they're willing to rethink the "how."

ADapT's focus on **purposeful innovation** means you're not chasing every new trend. You're innovating with intent, guided by what your customers need and what your organization truly stands for. That's why the model feels both grounded and liberating—it gives you structure without straitjacketing creativity.

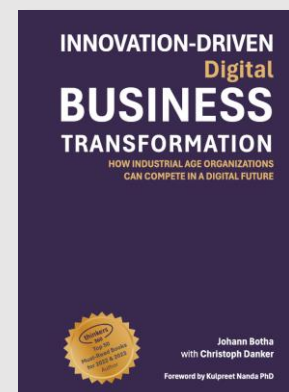
In Short

ADapT is more than a method. It's a mindset made operational.

- **EXTRACT** gives you focus.
- **EXPLORE** drives discovery.
- **EXPAND** delivers lasting impact.

And the cycle never stops. When done right, ADapT becomes part of your organization's DNA—a way to stay curious, stay relevant, and keep building what matters.

www.agile-adapt.com



Suggested reading: Innovation-driven (digital) Business Transformation by J. Botha and C. Danker. eBook available on Amazon, Paperback Available Soon!