



Adapt to Lead

A cohort-based learning offering for IDFA members

April 8, 2021





Resilience and adaptability are critical future skills – and they can be taught

Resilience and adaptability were already no-regrets “future skills”

Adaptability is in the **top 2** capabilities identified as crucial for supporting growth and recovery from COVID-19, the other being inspirational leadership¹

The stress epidemic costs global employers at minimum an annual **\$1 Trillion** ²


By 2030, **more than one-third** of workers in developed nations will shift occupations/change skillsets due to automation³

90% of employers agree adaptability is a top workplace skill³

¹ McKinsey Accelerate ‘Executives see superior capabilities as the key to future growth’ article

² WHO report

³ Barclay’s Lifeskills report



Investing in resilience and adaptability could bring dramatic benefits to employers and employees...

3X more annual revenue growth¹

Improved physical, mental, and emotional health for employees and >50% more experience of purpose at work¹

30% higher productivity and **>20%** more innovation¹

...However, very few invest in this skill in a high-quality way

<10% of companies report having any sort of adaptability capability building²

Most offerings do not focus on all mindsets, behaviors and environmental factors required to “move the needle” on this organizational skill

¹ BetterUp research on resilient com[panies]

² Barclay's Lifeskills report

We have created a set of best in class interventions that address all aspects required to build adaptability and resilience

Capability building: 6 x immersive live virtual learning workshops

2-3 hour sessions facilitated by McKinsey experts

Highly interactive and participatory, with consistent 99-100% “recommend” rates



Impact measurement: Pre and post-program multi-rater feedback

Psychometrically valid assessment of adaptability & resilience (self and colleague assessment) that links learning to business outcomes



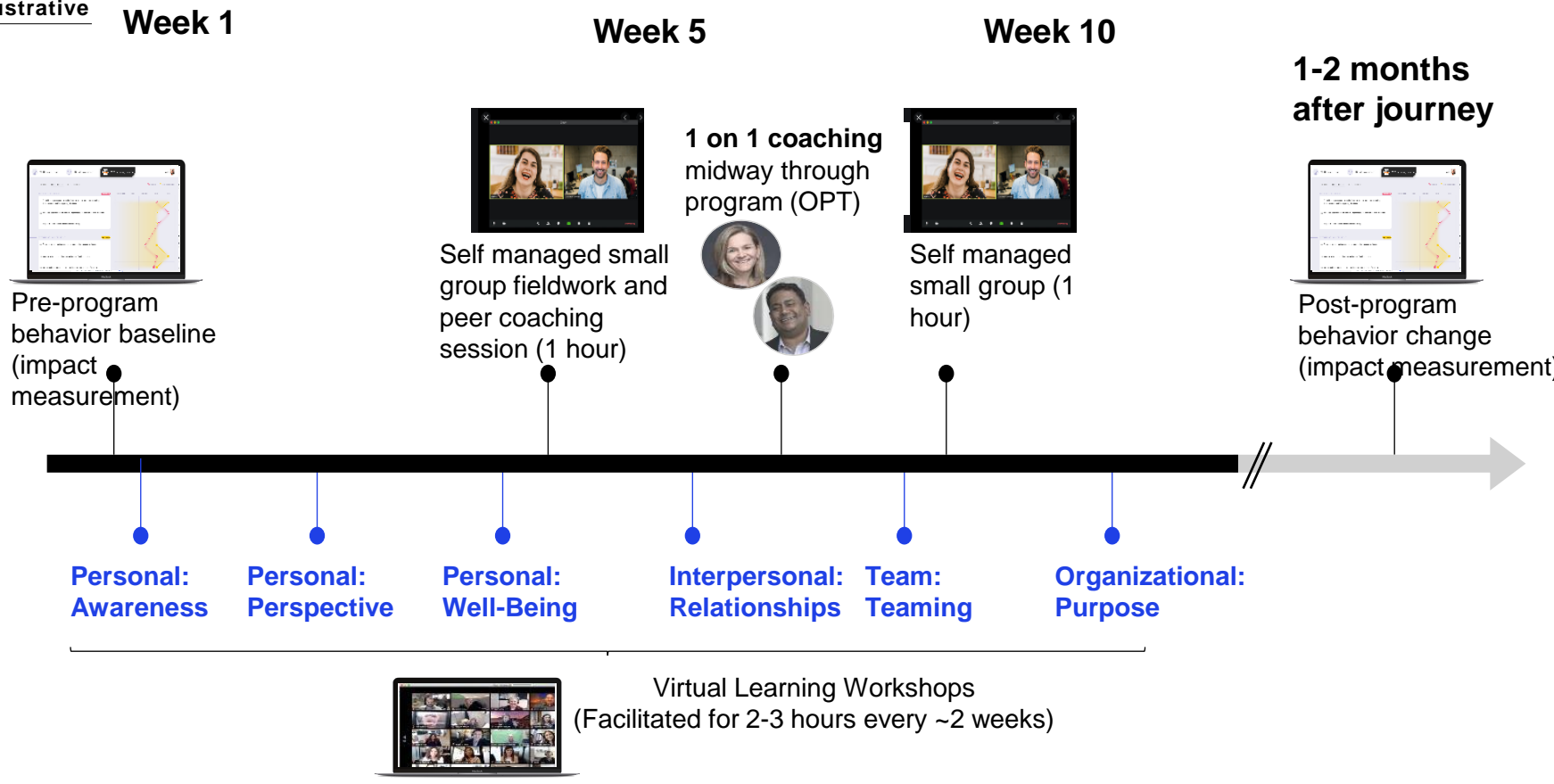
Individual growth: 1 on 1 coaching

Coaching with a McKinsey partner who specializes in leadership and personal growth



Example participant journey

Illustrative



- “ I have been struggling to cover the multiple roles I have. Wife, Mom, business leader, friend, cousin, etc. The sessions helped me to recognize that I need to do more re-framing. I stopped more, practiced open mindset and re-framed.
- “ I feel more confident in my ability to be an effective and empathetic leader
- “ I found myself using this at work and at home – teaching my children about mindsets and reframing
- “ Many insights presented seem obvious in retrospect, but the key value is seeing them presented coherently, in context of situations we face, and most importantly, practicing them in difficult situations. Really enjoyed the sessions, and see it being useful in my work
- “ The pace, examples and tips were very useful – a manageable dose

Feedback from past participants of this configuration:

- 100%** recommend the program
- 100%** Say the content covered is relevant to their roles
- 100%** Say their company will perform better due to this program

1 Feedback from 55 survey respondents on behalf of hundreds of participants

Overview of live workshops

Workshop	Length	Key concepts covered
1. Awareness	1.5 hours	Exploring awareness of own habitual responses Understanding adaptable and resilient mindsets
2. Perspective	1.5-2 hours	Awareness, pausing and reframing to access new mindsets and conscious choice Lifelong learning – life as a laboratory, not a test
3. Well-Being	2 hours	Elevating awareness of own well-being Employing latest well-being practices to be at “peak” stress and performance Creating well-being habits , and avoiding “bypassing” coping
4. Relationships	2 hours	Utilizing attention, empathy, vulnerability, and compassion Embracing difficult conversations as opportunities to build resilience
5. Teaming	2.5 hours	Building psychological safety Fostering learning team environments
6. Purpose	2 hours	Activating purpose for individuals & teams, empowering teams with purpose Bringing purpose and values to life every day in our decisions and prioritization

Adapt to Lead: The details

What



Cohort-based learning program

Opportunity for 8-12 companies to send ~5-10 people. Program will be capped at 12 organizations and/or 100 participants

Program is personally sponsored by CEO; Each participant mentored by an executive

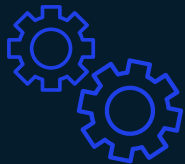
Who



High-potential leaders (Managers, Senior Managers, Directors, VPs)

Individuals can commit to attending full series of workshops and optional coaching session

How



Program will run in Jun-Aug 2021 (TBC) with 6 workshops every ~2 weeks

Cost will be \$35,000 USD per organization, with 5-10 seats held per organization. Please note, this is a heavily discounted offering.

Please reach out to Heather Soubra (hsoubra@idfa.org) to sign up by April 30th

Backup

Research shows that certain mindsets and behaviors matter most

Key mindsets required

Growth

“Challenges and mistakes are opportunities to gain new knowledge and skills”

Curious

“I’m going to ask lots of questions and explore and discover...I can learn so much from this new activity”

Creative

“What is the bigger purpose? What are the possibilities to be discovered and created?”

Agent

“Within reason, I believe in my ability to learn new things and get just about anything done I put my mind to”

Abundance

“Not only do I have plenty (e.g., of opportunities, things to be grateful for), but there is enough for everyone”

Key capabilities required

Effective learning habits

Setting quality learning intentions, making everyday a laboratory
Encouraging learning at the team level

Interpersonal connection

Connecting in relationships with empathy, vulnerability and compassion

Psychological safety

Fostering psychological safety in teams

Connection to purpose

Articulating and connecting to personal, team and organizational purpose
Tying decision making and prioritization to purpose

Re-energizing teams and organizations

Through bounded optimism narrative, acknowledgment of grief, and empowerment