



# ADAPTIVE ACTION

Leveraging Uncertainty in your Organization

## THREE KINDS OF CHANGE :

Dealing with the challenges of complex and rapid change requires a clear vision of the 'type' of change you are facing. The Adaptive Action approach distinguishes three types of change. Understanding the type you are dealing with allows you to take actions that will have the most impact in your situation.

**Examine your situation and identify the type of change that best fits:**



### STATIC CHANGE

External forces are known and predictable

Considers the "before" and "after" states

Carrot and Stick

Choice to make when you need a simple process to see, understand and take action toward change

### DYNAMIC CHANGE

External forces are known and predictable

Considers the arc of change

Goal Driven

Choice to make when you need to ensure fidelity across change processes and need clarity and measures

### DYNAMICAL CHANGE

Internal responses build tension in the system

Considers emergent patterns

Individual and Collective Responses

Choice to make when you deal with multiple forces, high diversity and unpredictable responses

No one type of change is "better" than any other, but clearly identifying the type of change for your situation will help you make better decisions.

...OR



To better understand the entire process, purchase our book...

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