

Keep the brand. Earn the **wow**.

Seven suggestions. All stay inside the existing indigo/navy + warm-paper palette — no new colors introduced, just more confident use of the ones already on the site. Each concept targets a different layer, so they compose: ship #1 + #2 immediately, then layer on #3 and #6 for the front-door wow.

01 Colored H2s + bolder nav

Every H2 in indigo, not ink-black. Nav gets a navy→indigo gradient with an ochre underline under the active tab. Biggest perceived upgrade for the least work.

03 Discipline triad hero

Replace the opening 3-row table with three branded cards (Flywheel / Torque / Guardrails). Same content, reads as a system.

05 Persona ‘doors’

‘Where to Start’ becomes three full-color cards (ink / indigo / paper). Three audiences, three doors.

07 Tighter nav rails

Active sidebar page becomes a white card with an indigo edge; right TOC gets a scroll-spy rail.

02 Editorial typography

Fraunces serif for H1/H2, mono kickers, a pull-quote lede with a brand side-rule. Feels like a book chapter, not docs.

04 Pillar grid

Seven-item numbered list becomes a 2-column card grid with big serif numerals. Scannable in 5 seconds.

06 Framework diagram

A small above-the-fold diagram showing the three disciplines connected as a system. The real ‘wow’.

Palette used across every artboard: #0e1330 ink · #3f51b5 indigo · #b8860b ochre · #f7f4ec paper. Nothing invented — same hues already in the logo & nav, used with more intent.

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What Is Adaptive Adoption?

Three disciplines. Twenty pillars. A framework built for the permanent capability shift that AI represents.

Adaptive Adoption is the first organizational change framework designed from the ground up for enterprise AI adoption. It replaces the assumption that technology adoption has a beginning, middle, and end — with an architecture for continuous adaptation.

The Three Disciplines

Discipline	Metaphor	Function	Pillars
Change Agility	The Flywheel	What the organization does — operational capability	7 pillars
Leadership Delta	The Torque	What leaders do differently — the measurable gap	7 dimensions
Behavioral Governance	The Guardrails	How the organization governs AI use — enacted, not written	6 dimensions

The Seven Pillars of Change Agility

1. **Master the Craft** — Build capability through doing, not curriculum
2. **Embrace Complexity** — You cannot plan your way through emergence, but you can design for it
3. **Consciously Manage Trust** — Trust is the change-resistance antivenom
4. **Put People First™** — Start with augmentation; efficiency follows faster
5. **Design and Prototype** — Every initiative is a prototype until evidence says otherwise
6. **Prioritize Behavior** — Change the environment; the mindset catches up
7. **Manage Ethics Always** — Ethics is *phronesis*, not compliance

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2 The Seven Pillars of Change Agility

- 1. Master the Craft** — Build capability through doing, not curriculum
- 2. Embrace Complexity** — You cannot plan your way through emergence, but

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Change Agility

What the organization *does* — operational capability.

[7 PILLARS →](#)

The Torque 02

Leadership Delta

What leaders do differently — the measurable gap.

[7 DIMENSIONS →](#)

The Guardrails 03

Behavioral Governance

How the organization governs AI use — enacted, not written.

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THE FRAMEWORK AT A GLANCE

Three disciplines, working as one system.



The flywheel generates momentum. The torque applies it where it matters. The guardrails keep it on the road.

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The Seven Pillars of Change Agility

Each pillar is operationalized as a matrix of Tools, Processes, Behaviors, and Change Skills.

01 Master the Craft

Build capability through doing, not curriculum.

02 Embrace Complexity

You cannot plan your way through emergence, but you can design for it.

03 Consciously Manage Trust

Trust is the change-resistance antivenom.

04 Put People First™

Start with augmentation; efficiency follows faster.

05 Design and Prototype

Every initiative is a prototype until evidence says otherwise.

06 Prioritize Behavior

Change the environment; the mindset catches up.

07 Manage Ethics Always

Ethics is phronesis — practical wisdom, not compliance.

+ Explore the matrix

Tools · Processes · Behaviors · Change Skills

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Where to Start

Three entry points, depending on what brought you here.

FOR EXECUTIVES

Start with the operational flywheel

Change Agility is where leadership decisions translate into organizational capability.

→ CHANGE AGILITY

FOR PRACTITIONERS

Stress-test your current approach

The Conditions Audit surfaces the assumptions your change program is silently making.

→ CONDITIONS AUDIT

FOR RESEARCHERS

Read the scholarly lineage

Every claim in the framework is mapped to its intellectual source — trace it back.

→ WHY CHANGE MUST CHANGE

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