

The logo for AGLX, featuring the letters 'AGLX' in a white, sans-serif font. The 'X' is stylized with a small gap between the two strokes. The logo is positioned on a dark red, semi-transparent geometric shape that overlaps the background image.

AGLX

The title 'Adaptive Strategy' is written in a large, white, sans-serif font. It is positioned on a dark red, semi-transparent geometric shape that overlaps the background image.

Adaptive
Strategy

The website address 'aglx.com' is written in a white, sans-serif font. It is positioned on a dark red, semi-transparent geometric shape that overlaps the background image.

aglx.com

Adaptive Strategy

Turning Uncertainty into a Strategic Advantage

A modern strategy method for a fast changing, complex world.

At AGLX, we help leaders thrive in unpredictable and changing situations, embracing uncertainty to build competitive advantage.

Adaptive Strategy equips you and your team with the skills to navigate change, make smarter decisions, and seize new opportunities.

Adaptive Strategy is designed for organisations operating in fast-changing environments, facing an uncertain future, or exploring new opportunities for growth. Through proven techniques, we'll spark your creativity around what's possible and build momentum and clarity.



How We Work With You

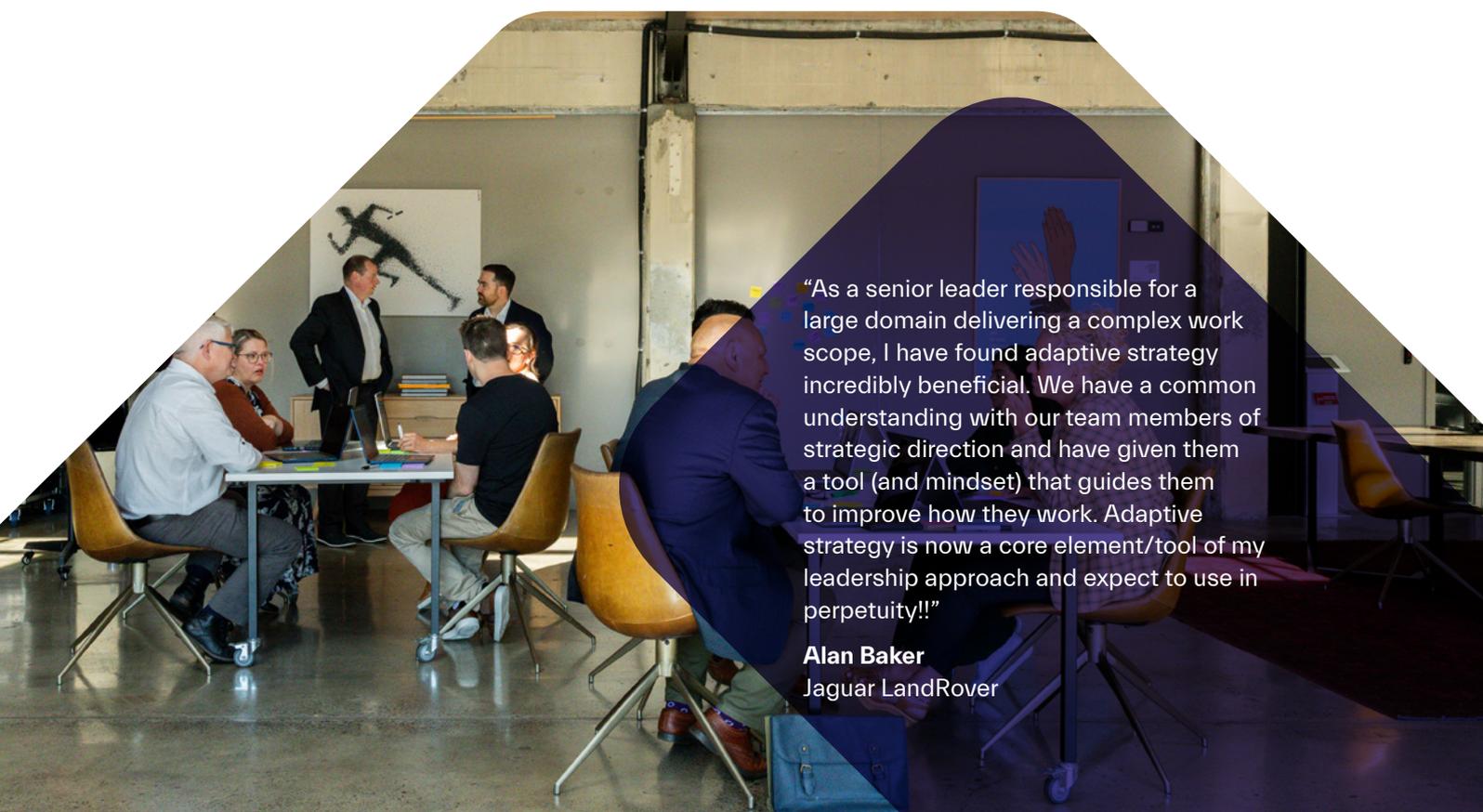
Most of the tools and techniques we use will be new to you and your team. They are developed to support teams operating in complex or uncertain environments. We act as facilitators and guides. This means you and your team will develop new skills and learn the techniques we use. We will build an adaptive strategy process that fits your context, market position and budget.

Key parts of the process include:

- Build a shared model of the strategic environment: We will use mapping techniques, and a process called naturalised sense making to develop a model of the strategic environment.
- Identify your key challenges and opportunities: These are usually held as tensions and constraints. We will surface these using our constraints mapping process
- Identify Adjacent possibles: This process brings creativity and imagination into the strategy. It helps establish the Shared understanding of Success and main effort.
- Shared decision-making process: Your team will build a shared process for decision making and shared principles that guide decisions.
- Make it happen: We partner with you to deliver real results and achieve success

We work side-by-side with your leaders and teams to co-create a shared understanding of success and turn that into practical action. Our Adaptive Strategy process results in:

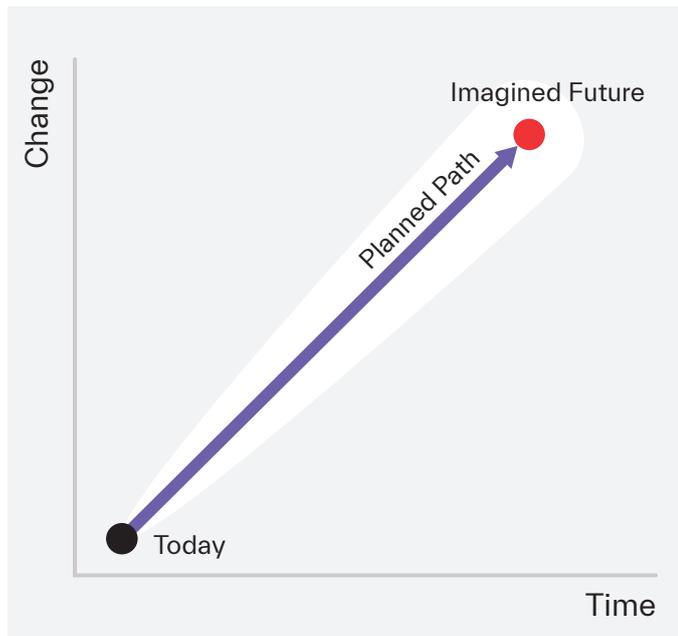
- Clarity of purpose and alignment across leadership and teams
- The ability to control your organisation's tempo in a changing environment
- Increased organisational flow – fewer bottlenecks and faster decision cycles
- More collaborative ways of working, reducing duplication and frustration. A culture where teams take ownership, try new things, and learn from results
- Stronger long-term resilience and the ability to grow sustainably in uncertain conditions



"As a senior leader responsible for a large domain delivering a complex work scope, I have found adaptive strategy incredibly beneficial. We have a common understanding with our team members of strategic direction and have given them a tool (and mindset) that guides them to improve how they work. Adaptive strategy is now a core element/tool of my leadership approach and expect to use in perpetuity!!"

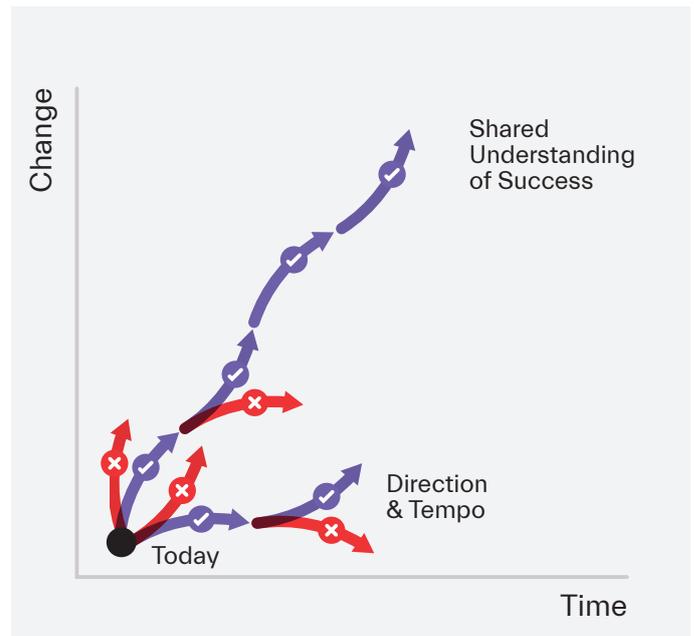
Alan Baker
Jaguar LandRover

Traditional Strategy



How do we reach our objectives?

Adaptive Strategy



How do we maximise the potential of our current state?

	Traditional Strategy	Adaptive Strategy
Definition	Noun – The outcome of a process. A desired future state	Verb – A way of working that results in coherent actions and a clear direction of travel
How to manage change in the environment	Re-plan, revise, re cast the strategy. Use risk management to avoid change	Embrace change for strategic advantage
Energy	Focuses on analysis	Focuses on action
Innovation	An independent process that is added to the strategy	An emergent property of an adaptive strategy
Risk management	A separate process added at the end	Integrated into the process Risk management is inherent in the activation of strategy
Artifacts	Long power-point, big documents	Minimal documentation, visual strategy, shared understanding
Implementation and alignment	Cascading levels of detail, implementation plans, Project management. Buy-in and alignment are additional tasks	Strategy is a verb, activation is inherent. The SuS is fractal; it can be applied to all parts of the organisation without re-interpretation
Consultants	Own the process, control the outcome	Facilitate, guide and mentor your team
Time and energy	High energy – Low impact You already know that!	Low energy – High impact. The shortest distance from intention and action

Who We Are

As a global business with local partners, AGLX works with organisations operating in fast-changing, uncertain environments. Our work is grounded in a new way of thinking about business management— and includes world-leading approaches to strategy, teamwork, innovation, and risk.

As leadership teams develop strategy they are fundamentally shaped by their context. We guide them in making sense of their situation and finding responses that bring success.

We help teams increase flow, maximise their responsiveness and create value—leading to better decisions and effective resource use, delivering benefits like increased profitability, improved efficiency, and long-term resilience.

Our Clients



Team Bios



Steven McCrone
Managing Director
AGLX Asia Pacific

Steve is a globally recognised speaker, facilitator, and thought leader in the field of complexity management.

Before joining AGLX, Steve honed his ability to make high-stakes decisions in uncertain settings through his service in bomb disposal with the New Zealand Army—a formative experience that shaped his approach to teamwork, risk, and resilience under pressure.

Steve is the architect behind ICE Innovation® and the Adaptive Strategy methodology—both central tools in AGLX’s work to help organisations navigate complexity. He is also an accredited Cynefin trainer, integrating complexity theory into his facilitation, consulting, and executive coaching.

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Doug Maarschalk
Director
AGLX Asia Pacific

Doug is a seasoned strategist, facilitator, team and leadership coach. Doug partners with senior teams in both commercial and public sectors, helping them to navigate complexity by developing adaptive strategies, strengthening capability, and fostering innovation.

Doug is a Certified Organizational Coach (IECL), is trained in Agile Team Facilitation (ICP-ATF), and holds a Cynefin accreditation.

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“The strategy is widely discussed among the team; we refer to it for all major decisions. We won’t have to do this again for another ten years.”

Anthony Jones
CEO, HWR Group

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