

The Adaptive Leader

Navigating disruption with confidence and clarity



Session Overview

“ Jim has a distinctive presentation style and great energy. He unpacks a modern toolkit of smart behavioural thinking while advocating some radical new habits

John Dore | Director of Executive Programmes at The London Business School

Jim Steele

The Adaptive Leader



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The Adaptive Leader is a high-energy keynote and full day masterclass, that shows leaders and teams how to navigate disruption with confidence, clarity, and sustained performance. Grounded firmly in the **science of performance** and drawing on the Better, Smarter, Stronger framework from *Unashamedly Superhuman*, the session blends neuroscience, practical tools, and audience interaction to demonstrate how clarity of direction, a performance-shaping mindset, and resilience under pressure combine to drive extraordinary results.

Practical, engaging, and immediately applicable, this session equips leaders to respond intelligently to fast-changing conditions, align their teams around what matters most, and execute effectively when it counts.

This highly practical keynote (and optional masterclass extension) draws on performance science and real-world corporate application to provide simple, memorable strategies that strengthen decision-making, sharpen focus, and sustain high performance in demanding environments.

This is not a passive talk. It is an immersive experience that demonstrates how the right performance systems and behaviours enable leaders and teams to adapt quickly and perform with confidence.

Session overview



Introduction: Adaptive Performance Is a System, not a trait

The session opens with a fast-paced, interactive team experience designed to create an immediate and unexpected shift in performance.

The insight:

Adaptive leadership is built through deliberate systems that regulate focus, behaviour, and response under pressure.

Participants see how small changes in structure, attention, and behaviour create disproportionate gains, establishing the foundation for the **Better, Smarter, Stronger** framework and demonstrating that navigating disruption successfully is a repeatable, learnable process.

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Better Tapping into Potential – From past results to future possibility

Performance accelerates when ambition is anchored to *potential growth*, not historical performance. In this section, participants explore how clarity of direction unlocks energy, focus, and motivation.

Key themes:

- Shifting ambition from “what we’ve done” to “what we’re capable of”
- The role of clear vision and purpose in driving performance
- Activating the brain’s *seeking system* through a compelling direction of travel

Outcome:

Leaders leave with a practical method for creating clarity and purpose that activates intrinsic motivation and drives aligned, self directed performance.

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***Smarter Tapping into Mindset* - Identity drives behaviour**

How we think determines how we lean in, especially when things get uncomfortable. This section focuses on the critical link between mindset, identity, and performance.

Key themes:

- Moving beyond growth mindset to performance identity
- Aligning vision and belief through identity “who we are becoming”
- Designing behaviours that match the future version of ourselves and our teams

Outcome:

Participants learn how to create a performance identity that makes new behaviours feel natural rather than forced, turning intention into consistent action.

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Stronger Tapping into Resilience - Performing at the edge

Sustained performance doesn't come from comfort. It comes from learning how to operate confidently in the *Edge* zone, the space where challenge, pressure, and growth meet.

Key themes:

- Reframing challenge as a performance signal, not a threat
- Building the capacity to lean into hard tasks rather than avoid them
- Developing confidence and resilience under real-world pressure

Outcome:

Leaders gain practical tools to help themselves and their teams stay composed, capable, and effective when it matters most.

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Closing: From Insight to Action

The session finishes with a high-energy group challenge that brings *Better, Smarter, Stronger* together in one powerful demonstration.

Two winning team behaviours are made explicit and memorable:

1. **Step up to the challenge**
2. **Support others who have stepped up**

The activity reinforces a core message.

Extraordinary performance is not about individual heroics, it's about shared behaviours, applied consistently.

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Better. Smarter. Stronger.

Audience Takeaways

- A clear, science-backed framework for sustainable high performance
- Practical strategies that can be applied immediately
- A shared language and set of behaviours that strengthen team performance

The Science of Performance leaves audiences inspired, confident and ready to perform better, think smarter, and grow stronger when it matters most.



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