



ADAPTABILITY ASSESSMENTS · CASE STUDY

INDUSTRY	ORG SIZE	DURATION	SCOPE	CLIENT
Fintech	Growth-stage	2025	14 senior leaders	CredoPay Fintech · Chennai, India

A fintech scale-up turned its growth ambitions into a measurable adaptability agenda for its leadership team.

SITUATION

CredoPay, a fintech company based in Chennai, India, set out ambitious growth targets: regional market leadership in the Middle East within two to five years, a place among the world’s top fintech companies within a decade and a sustained ranking in **Great Place to Work®** in its category. As the company scaled toward those goals, its senior leaders needed inputs that are required under growth-stage pressures around delegation, decision-making and cost discipline.

IMPLICATION

Ambitions on that scale depend on a leadership team that can retain and win clients, accelerate innovation and keep talent engaged through constant change. Without a clear read on the team’s adaptive capacity, CredoPay’s growth targets rested on assumption rather than evidence.

APPROACH

AQai® Certified Partner **Ramesh Srinivasan**, of **LeadFac Solutions**, deployed the AQ® assessment across all 14 members of CredoPay’s senior leadership team in June 2025, securing full participation through a structured briefing and context setting. Working from the AQ® team report, he applied Level 2 functionality – insight mapping, the correlation heatmap and the AQ® Organizational Goal Matrix – to connect four strategic priorities (change and transformation, talent retention, accelerated innovation and team performance) to eight adaptability sub-dimensions across Ability, Character, and Environment. He distilled the team’s 61-page report into a focused visual debrief and co-created the resulting development actions with the participants rather than prescribing them.

RESULTS

- CredoPay’s senior leaders gained a shared, evidence-based view of the team’s adaptive strengths and development areas, mapped to the 3 priorities driving its growth strategy.
- Eight high-leverage sub-dimensions were prioritised into a concrete, co-created development agenda across Ability, Character and Environment – replacing a generic programme with focused action.
- Full participation across all 14 leaders and a highly engaged group and individual debrief carried the work into group and individual participant sessions and co-created action plans.
- CredoPay signalled intent to extend the assessment beyond its leadership team to a wider employee group.

“The combination of data-driven assessment and reflective facilitation made the intervention both impactful and actionable.”

— **Doreswamy P, Director, CredoPay**

WHAT AQ® REVEALS

AQ® measures adaptability – the capacity to navigate change, complexity, and uncertainty – across three dimensions: Ability, Character, and Environment. Unlike engagement surveys or personality tests,

AQ® measures what people can do when the ground shifts, not how they feel or who they are. It is the only validated framework that lets leaders predict, develop, and scale adaptive capacity.

PRACTITIONER SPOTLIGHT

LED BY

LeadFac Solutions

Ramesh Srinivasan · AQai® Certified Partner

CERTIFICATION AQ® Certified Partner · Level 2	SPECIALISM Leadership development · Adaptability facilitation	SECTORS Fintech · Financial services
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LeadFac Solutions is the leadership facilitation and development practice of Ramesh Srinivasan, who helps senior teams translate adaptability data into practical, co-created development.

ABOUT AQai

AQai is the world's leading platform for measuring and developing adaptability. Backed by science and built for modern organisations, our assessments help leaders and teams understand, predict, and grow their capacity to adapt – so they can thrive in any environment.

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