

A commercial team turned adaptability blind spots into a shared plan for scaling

INDUSTRY	ORG SIZE	ENGAGEMENT	SCOPE	WHERE / WHEN
Business events / MICE	Mid-size venue	2-day programme + 1:1s	10 leaders	Malaysia
SITUATION	A convention and business-events centre in Malaysia was preparing for a major capacity expansion. Its ten-person Sales, Business Development and Marketing leadership team faced rising commercial complexity, tougher client negotiations, and pressure to modernise how it won and grew accounts. Leadership wanted to know whether the team had the adaptability, agility and cohesion to carry the business through its next phase of growth.			
IMPLICATION	Without a clear read on the team's adaptability, the organisation risked scaling its ambitions on capabilities built for a smaller, slower market, carrying outdated sales habits, unmanaged stress, and cultural friction into a far more competitive phase of growth.			
APPROACH	AQai® Certified Partner, Jonathan Low, assessed all ten leaders with the AQme™ adaptability assessment. He used AQ® to map how individual profiles combined at a team level. The data surfaced a team stronger at optimising existing workflows than transforming for growth. Additionally, lower scores in AQ Abilities like Mindset, Resilience, Unlearning, coupled with low AQ Environment scores, this team was not ready for the changes ahead. Mr. Low delivered the findings through a two-day programme and one-to-one coaching with every team member, translating the AQ® profile into practical moves: naming high-adaptability change champions, designing learning sprints, and redesigning sales rituals aligned to the expansion strategy.			

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.

RESULTS

- Leaders connected their individual adaptability profiles to team strategy for the first time, with many describing it as the first data that made sense of how they experienced change.
- The team left with a shared language for adaptability and a clear development focus: resilience, unlearning, and a more supportive operating environment.
- High-adaptability individuals were identified as change champions to model new sales behaviours ahead of the expansion.
- The engagement earned a 10/10 NPS and a 7/7 rating for clarity of the AQ® debrief, with a three-to-six-month re-assessment proposed to track progress.

"The first time we saw data that made sense of how we feel during change."

— Participant feedback, client commercial team

PRACTITIONER SPOTLIGHT

Jonathan Low · AQ® Certified Partner, Level 2 **Firm:** Global Success Learning Academy **Sectors:** Leadership & Organisational Development

Global Success Learning Academy is a leadership and organisational development partner that helps organisations build better leaders, high-performing teams, and sustainable business results through keynotes, training, coaching, and learning solutions.

About AQai® The world's leading platform for measuring and developing adaptability. aqai.io · info@aqai.io

CUSTOMER CONFIDENTIAL

Copyright adaptai Ltd. 2018–2026 All rights reserved. No part of this work may be reproduced in any form, or by any means whatsoever, without written permission from adaptai Ltd. AQ® and AQai® are UK registered trademarks of adaptai Ltd. If you would like any further info on AQ, adaptability assessments or other AQai services and products, please email hello@aqai.io