





Strategy & Innovation

- Strategic planning
- Portfolio innovation (incremental to disruptive)
- New business or brand model exploration

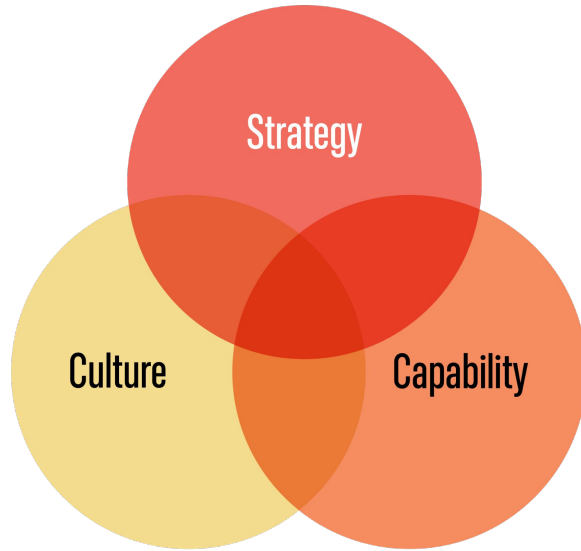


Adaptive Organisations

- Team alignment & culture shaping
- Systems thinking workshops
- Cross-functional collaboration experiences

AI-Enabled Capability Building

- AI adoption workshops for leaders
- Embedding AI into creative and decision-making processes
- Tools and frameworks to build long-term organisational capacity



We work across strategy, culture, and capability — blending systems thinking, design, and facilitation with the latest in AI, behavioural science, and organisational learning.



Adaptive Edge helps organisations and leaders thrive in uncertainty by unlocking collective intelligence, driving purposeful innovation, and building adaptive capacity.

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GENERALEskyFlutter™Jeep®FREUDENB
INNOVATING TOGETHER3MNBCUniversal

We work with ambitious, values-led organisations navigating complexity — whether that's from rapid growth, market shifts, or internal transformation.

We partner with leaders who want their teams not just to adapt, but to lead the change.

Adaptive Edge is led by Nathan Waterhouse, who brings a rich background in design, innovation, and entrepreneurship. He has worked with governments, non-profits, and Fortune 500 companies to help shape transformations and design new futures. Get in touch, he'd love to hear from you.

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