**Script – Roadmap to Action: Adaptation**

**Video Link -** [**https://vimeo.com/936713568/d019fe1e9f**](https://vimeo.com/936713568/d019fe1e9f)

In this course, I want to look at opportunity, explore how you could help bring more stability back to our planet, and how you and your business could adapt and transform for the better. I think we should start by reminding ourselves of what humanity can achieve because I think that will help put us in the mindset that we need to tackle these global challenges. First, two people you probably didn't expect to hear about today, Buster Keaton and Charlie Chaplin.

Even if you haven't seen their films, I bet you've heard of at least one of these two great figures. They were the kings of Hollywood's golden age of silent movies in the 1920s. But the 1930s arrived, and with it, so did the talkies, movies that were no longer silent.

Buster Keaton kept on acting as he always had, continuing to use those exaggerated gestures that silent actors had used to make up for the fact that they couldn't speak their lines. Sadly, that didn't go down well in the talkies though, and his career never returned to its earlier peak. But what about Charlie Chaplin? Well, he totally reinvented himself.

He took diction lessons, and he threw out that tramp persona. In 1940, he featured in The Great Dictator, a film that would become his most successful ever. Okay, now let's talk about a man you likely haven't heard of, Pierre-Georges Latécoère.

He took over his father's successful railroad components company in 1905, just after the Wright brothers had made the world's first plane flight. At the time, trains were by far the dominant form of transport. Planes were just something to amuse crowds.

Latécoère thought that they had much greater potential though, even though he initially knew nothing about aeronautics. He could have continued with his comfortable life, but he took the huge risk of shifting the family company to this new industry, of leading it into uncharted territory without a map. A gamble that paid off a decade later when his vision helped save France when he delivered 800 planes to his nation's military.

What Charlie Chaplin and Pierre-Georges Latécoère have in common is success through adaptation. They were both living in times of great disruption, but what they both did was see the signs that others might have missed and use them to reimagine a possible and better future. And that is exactly the goal of this course.

We are living in times of great disruption and you need to see the signs. Although the situation is grave, there are opportunities to help and to transform your company, yourself, for the better. It's time for action, for adaptation, what I think will be the key word for this century.

So how does your organisation adapt to stop contributing to the world's environmental problems? To reduce your exposure to the risks created by rapid climate change, the collapse of biodiversity, the over-exploitation of natural resources? Companies need to take a step back and thoroughly transform the way they operate in the face of these systemic risks. Simply mitigating the impacts isn't enough. Companies are made up of you, me, people, individuals.

We need to transform ourselves in order to transform our company and transform the world. As we'll see, one way to do this is to awaken the explorer in you, to overcome your fears in order to move forwards. Where to start then? You heard that if the history of the Earth was crammed into 24 hours, humans only show up a few seconds before midnight.

But just think how far we've come in that time. Humans have always been capable of adaptation. In fact, you could say that the history of humankind is a history of adaptation.

I'm not speaking here just about resilience. Resilience is the ability to cope with challenges as they arrive. We may well be resilient after a tsunami or a personal tragedy.

We may overcome that individual challenge, but at the end we may find ourselves in a similar situation to before. In the context of this global crisis, resilience isn't enough. Today's global challenges require a collective answer, adaptation.

Adaptation goes beyond resilience. It goes beyond just dealing with and then likely returning to where we were before. Adaptation is about shaping our future.

It's about anticipating and imagining how we must change. Yes, we need to be resilient, but more so, we need to adapt. Look at the COVID crisis.

We certainly were resilient. We stayed home, we wore masks, we accepted the rules imposed on us. Not just for our health, but also the health of our family, our friends, our communities, the planet.

But how many of us really adapted? That means not returning to something similar to what went before. How many of us reshaped our future, decided to shift away from previous habits, explored and established new ways of working, new ways of consuming? How do we go about doing just that? Well, in the next video, we're first going to look back before we look forward. I'll see you there.