



Charlie White

BA, Hope College
English Literature and
Ancient Civilizations

Consultant • Speaker • Innovator • Problem Solver

✉ charlie@adaptivecap.net

🌐 adaptivecap.net

📍 Grand Rapids, MI

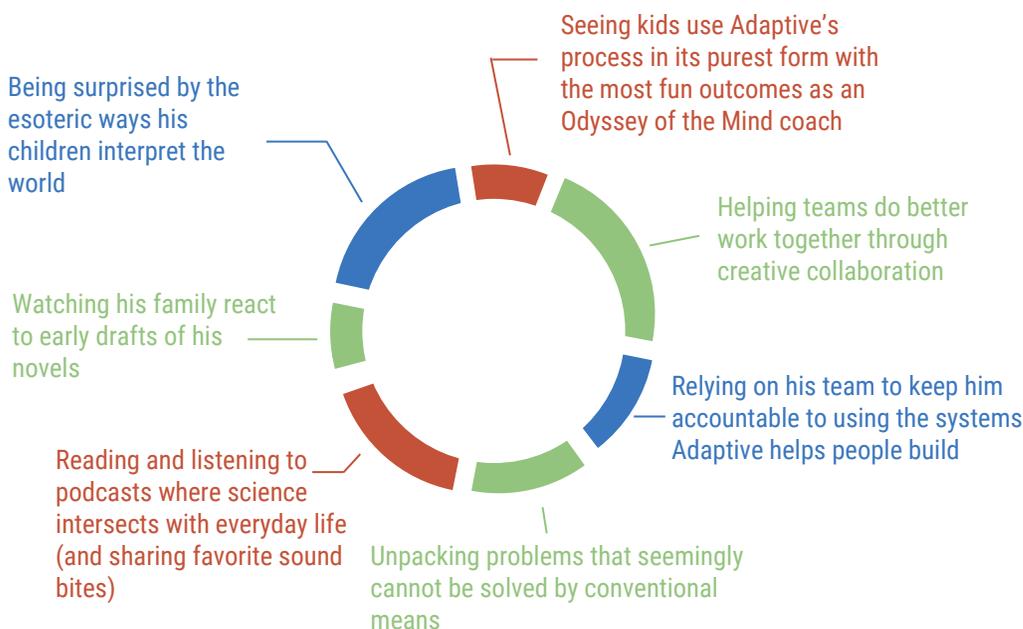
“The leader has no power to force another person to behave a certain way - instead the leader helps employees imagine a future where they say ‘I want to be a part of that’ ”

Co-founder at Adaptive Capacity

Seeing design thinking in action led Charlie to commit all of his professional energy to helping people do better work together. With a shared penchant and passion for improving the status quo, Charlie and his wife and co-founder, Shannon, started their company **Adaptive Capacity** to make a difference in the way people work, with creative collaboration at its core.

He’s most proud of his adaptation of Agile project management for the service sector to maximize project success for his clients.

A Day in Charlie’s Life



Greatest Strengths

- 🔍 Nurturing an endless curiosity and eagerness to learn
- 😄 Using humor to diffuse conflict and bring people together
- ⚖️ Creating a level playing field to find common understanding
- 🗣️ Valuing and practicing radical transparency

Work History

Lanio, Senior Strategist (2014-15)

- Articulated the company’s vision in a way that engaged clients and applied this vision to a multi-year project for a statewide client
- Landed the company’s largest client to date

The Basil Group, Founder/CEO (2012-14)

- Helped nonprofits see technology as part of their strategy instead of a necessary evil to do business
- Redesigned a graduate school’s IT strategy so that the school could embrace the same technology that the students expected
- Helped multiple clients understand their website as a product of the company rather than a product of their communication office

Reformed Church in America (1999-2012)

- Fourteen years moving from a temp in the IT office to an executive in the policy office
- Most proud of applying collaborative design thinking methods to address complex social and political problems
- Redefined our approach to IT to make seizing the benefits to new technology easier and less expensive

Ask me About

- My detailed strategy for board game domination
- Testing out Adaptive exercises with my 8 year old son



Shannon White

MA, Grand Valley State University
Communication and
Media Studies
BA, Calvin College
English Language and Literature

Consultant • Strategist • Innovator • People Person

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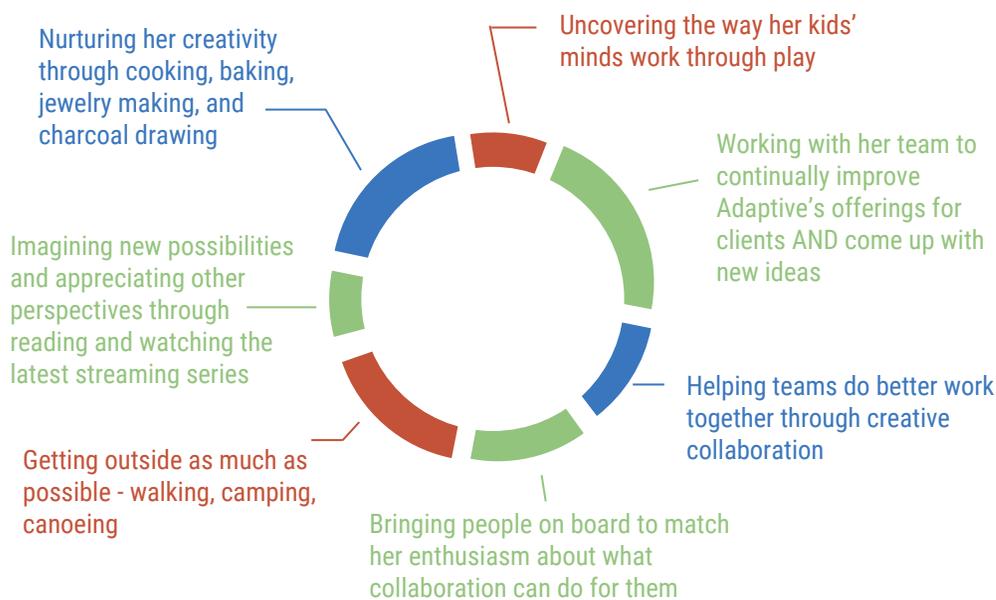
“I could never be one of those people who say they ‘hate change’. Change makes life interesting. Full of opportunities to be seized.”

Co-founder at Adaptive Capacity

Never one to settle for the status quo, Shannon has always been bent on improvement. Her husband and co-founder, Charlie, started their company **Adaptive Capacity** to help teams improve the way they work together using creative collaboration. Her background in publishing, graduate degree in communication, and knack for marketing help her clients better understand themselves and tell their story to their stakeholders.

Shannon is most proud of XX.

A Day in Shannon's Life



Greatest Strengths

- ☑ Energized by new people and new experiences
- 🧠 Enthusiastic and passionate about creative ideas
- 🗣 Strong communicator whether written, verbal, or visual
- 📈 Restless for continued improvement

Work History

Independent Wellness Coordinator (2012-15)

- Building my own brand and more accomplishments

Reformed Church in America (2010-12) Wellness and Communications Coordinator

- Developed and executed communication plan for over 2,000 health insurance and wellness participants
- Implemented wellness registration on web portal and maintained web content

Wm. B. Eerdmans Publishing Company Editorial Director, Children's Dept. (2004-08)

- Most proud of this accomplishment
- Also proud of this accomplishment
- And maybe this one too

Reformed Church in America and Editor, (2000-2004) Writer

- Most proud of this accomplishment
- Also proud of this accomplishment

Ask me About

- The juxtaposition of growing up with three sisters to now living with three boys (who range from techy introvert to wild extrovert)
- The best replacements for bread as I help my family navigate gluten allergies



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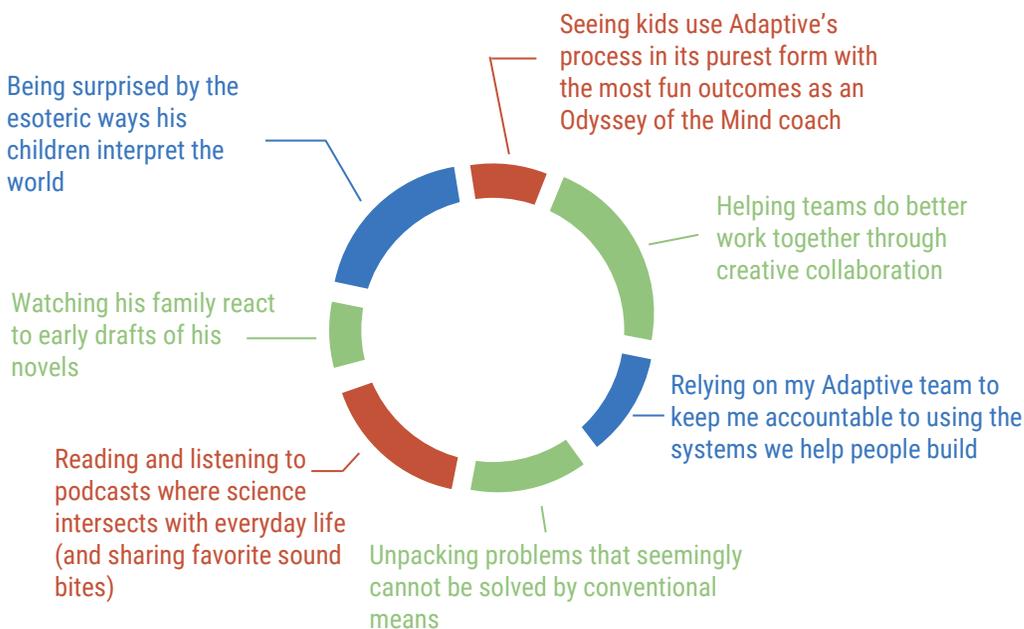
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A Day in Charlie's Life



Greatest Strengths

- 🔍 Nurturing an endless curiosity and eagerness to learn
- 😄 Using humor to diffuse conflict and bring people together
- ⚖️ Creating a level playing field to find common understanding
- 🤔 Untangling the complex and offering a fresh perspective
- U** Staying democratic and diplomatic
- S** Valuing and practicing radical transparency

Experience

Lanio, Senior Strategist

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The Basil Group, Founder and CEO

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Co-Founder • Consultant • Speaker • Aspiring Author

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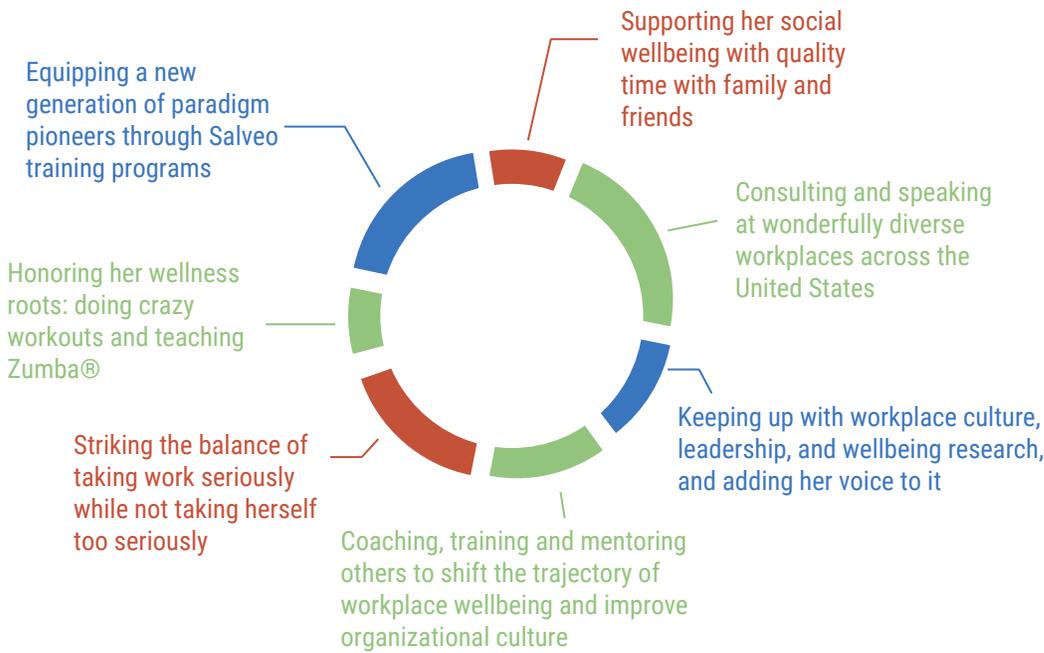
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“Now more than ever, it is critical to rethink the importance of culture and how you are creating the conditions for both organizational and employee wellbeing to thrive.”

Dr. Rosie Ward’s lively presentations have made her a sought-after speaker for HR, leadership, wellness, and benefit conferences. She challenges the status quo and engages people to think differently about culture, leadership, wellbeing, and motivation by leveraging up-to-date science and the realities of working with humans, not machines.

A Day in Dr. Rosie’s Life



Some other section heading

Speaking Topics



Intentionally Creating a Thriving Workplace Culture



Re-Humanizing the Workplace via *The Fusion of Organizational & Employee Wellbeing*



Creating a Workplace Culture Where People Can Bring Their Best Selves to Work - and Home - Each Day



Shifting Thinking to Create the Conditions for Sustainable Change



Effective Leading via Better Thinking



Building Thriving Organizations via a 4-Step Approach to Leadership Framework That Actually Works



Moving Beyond Incentives and the Behavior Change Trap for Lasting Results

Other Cool Shit

- Bullet
- List
- Of
- Other
- Stuff
- To
- Make
- Clients
- Part
- With
- Dollars