

no ordinary Advantage



How can the Association for Diversification and Novelty benefit you?
We don't know yet, but we'll help you to find out...





ADN is an unruly innovative educational concept which focuses on **transformational leader- & followership** & philanthropic improvement.

ADN is a **non-profit port** for docking new ideas, enabling meaning in turbulent times.





igniting people





“Innovation is no longer about money, it's about the climate:
are individuals allowed to flourish and take risks?”

Profit-optimisation is not the holy grail of capitalism any more.
Progress is about securing that personal visions are put into practice.

**MEN AND WOMAN WANTED
FOR HAZARDOUS JOURNEY.
SMALL WAGES, BITTER COLD,
LONG MONTHS OF COMPLETE DARKNESS,
CONSTANT DANGER,
SAFE RETURN DOUBTFUL.
HONOUR AND RECOGNITION
IN CASE OF SUCCESS.**



An individualised First Life Serious Game to create and produce worthwhile change has never been offered before.

Even innovation has to be innovated.

Think = Act = Experiment

Respect and celebrate differences

Harmonise the work-life balance

Encounter | Attentiveness | Adaptation

Courage to accept failure | Courage to accept leisure

Balance between intuitiveness and common sense

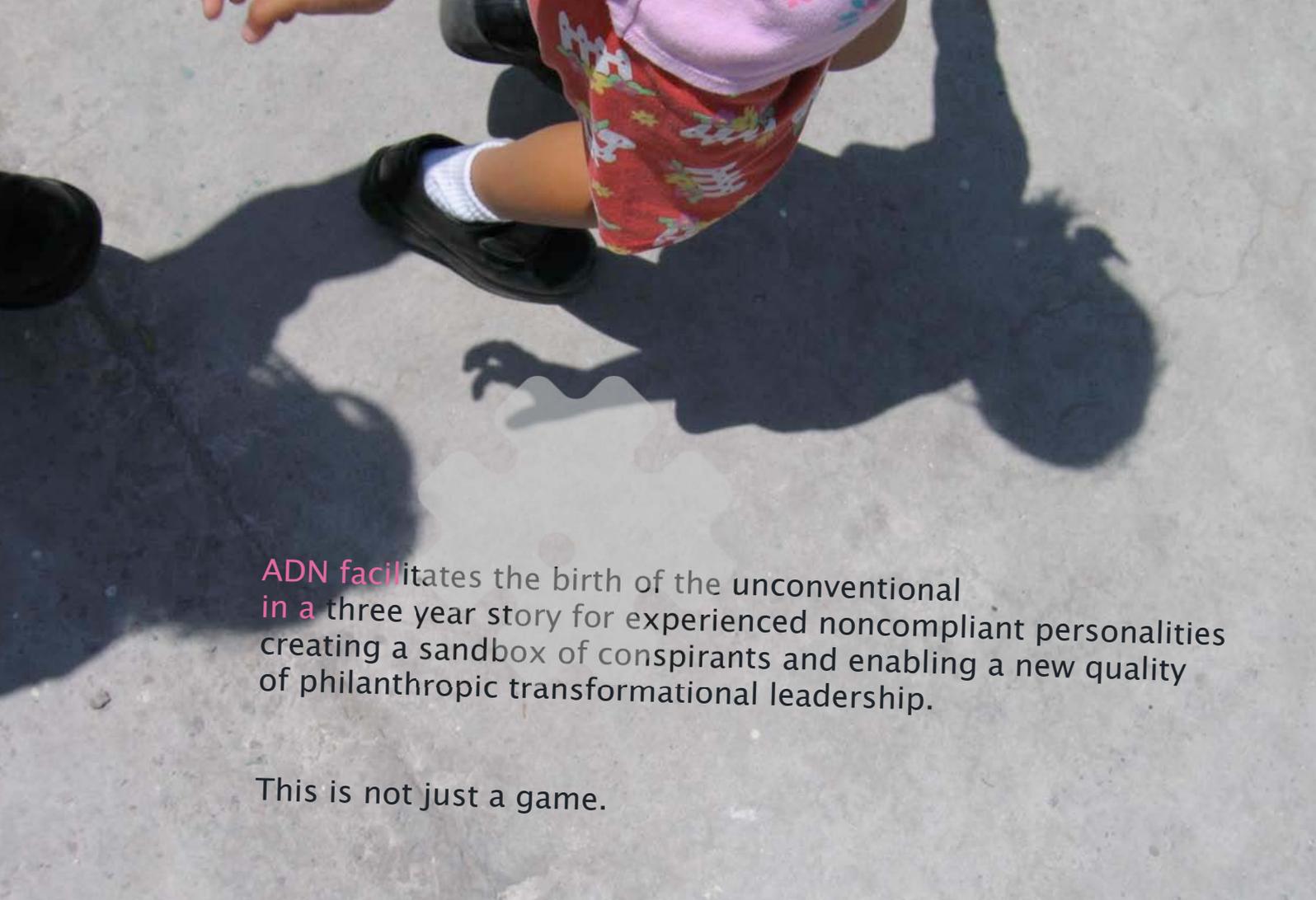
Balance between business and philanthropy

Learn Love Laugh | Brain Heart Stomach



Today's world needs a focus of collective intelligence on the real needs of society.





ADN facilitates the birth of the unconventional
in a three year story for experienced noncompliant personalities
creating a sandbox of conspirants and enabling a new quality
of philanthropic transformational leadership.

This is not just a game.

1st Initial Assessment
Strict Selection

DISCOVERY

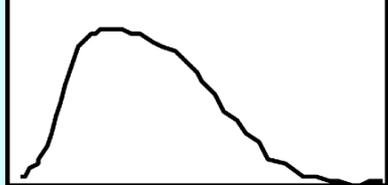
A real-life innovation experience
of 3 months to 3 years



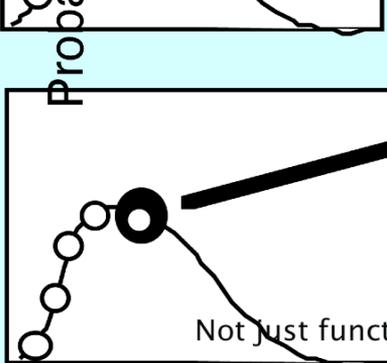
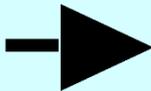
2nd Initial Assessment

Final Assessment
& Process Evaluation

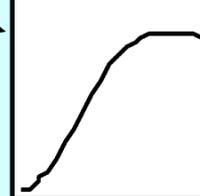
Individually designed Formats
Annual Assessment of Development AAD
Quarterly Process Evaluation QE



RT



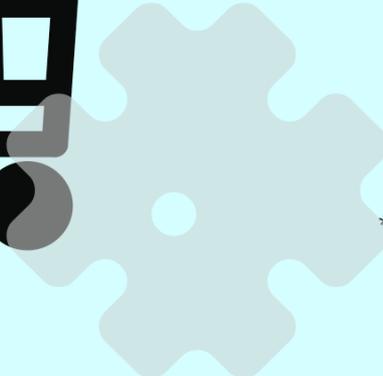
Probability



R



* by Dan Pink



Not just function but also design

● Not just argument but also story

● Not just focus but also symphony

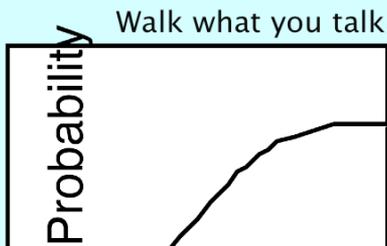
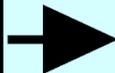
● Not just logic but also empathy

● Not just seriousness but also play

* Not just accumulation but also meaning

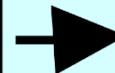
B

Distribution of one-component task responses



Probability

Walk what you talk



Analytic mo
componen



Move your mind.
Be cause.



Association for
Diversification & Novelty

ADN is not for everyone.
We won't try to convince you. **Try to convince us.**

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