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# Evolution Project

The Evolution Project is a virtual program, designed to improve performance, wellbeing, culture and leadership. The program has a modular design, built from cohesive optional components that mix and match to suit the needs of your organization. It has a unique structure and delivery method so it can be used with face to face or de-centralised and remote teams . Online modules are delivered by the 'Alliance Method' to improve areas of performance, wellbeing and culture.

Over the last 4 years Dr Adam Fraser has been running a virtual school for organisations. It was designed to enhance the connection of teams that don't interact in a physical sense. Over 30,000 people globally have completed this virtual program. Companies who are using it are Greene King (UK), Telstra, AIA, Bayer and Westpac. Obviously it has huge relevance for all teams right now.

As more organisations transition to a hybrid working environment, our team members are at risk of:

- Huge levels of detachment from their team and the work they do
- Dramatic declines in physical and mental wellbeing
- A lack of focus and motivation
- A total loss of routine and structure

The Evolution Project addresses these risks.



# THE ALLIANCE METHOD

One of the biggest challenges with virtual programs is that the majority of them sit idle and no one engages with them. This happens when the program is one dimensional, focussing only on improving wellbeing. To increase engagement and maximise program benefits, we need to think more broadly. Dr Adam Fraser and Deakin University studied what made a virtual program successful and found that the number one driver of program success is if the program is tied to the business outcome strategies. Adam and his team developed the 'Alliance Method', which ties program to leadership.

Leaders facilitate their teams through the program (leaders are given all the resources they need to do this - videos, scripts, action plans). This not only builds the capability of the leader but also connection within the group, driving the desired behaviours deep into the team culture. Modules are designed for the teams to experience together, with very little preparation time required from the leader to guide the session.

Here are some of the results it has achieved (independently measured by Deakin University).

- 160% increase in trust of the leaders
- 74% increase in how supported people felt by their team
- 96% program completion rate
- 44% drop in burnout rates
- 24% increase in how enjoyable the job was
- 33% increase in psychological capital  
(made up of resilience, hope, optimism, confidence)
- 67% improvement in sleep
- 87% increase in connection to the meaning and purpose in their role
- 29% increase in job fit

One organisation saw a 71% drop in stress claims at work and absenteeism went from 16.6 days, down to 6.6 days.

## SOME OF THE FEATURES OF THE PROGRAM ARE:



12 mix and match integrating modules to cover your organisational needs.



Pre and post research surveys to determine outcomes.



A research report on the organisation at the end of the program.



A communications kit to assist your team in promoting the program internally.

Additional option to add virtual or face to face keynotes to support.

## WELLBEING MODULES



### THE THIRD SPACE<sup>®</sup>

#### How to transition from work to home.

Work life balance has dramatically changed with the introduction of technology, which means we are always on and constantly working. There is no barrier between work and home anymore, making it harder for us to turn off from work and switch into home mode.

Dr Adam Fraser and Deakin University studied what work life balance looks like in this 24/7 world. A fascinating finding in their research was that families no longer see balance as being about time.

Rather, balance today is the ability to enter the home in a constructive mood and engage fully with the people in your personal life. Put simply balance is not when you show up, but rather how you show up.

In response they developed a three stage process that can be performed in the transition between work and home (called The Third Space), to leave the work day behind and improve peoples capacity to turn off and be present in the home. University studies have shown that the application of this strategy improves the mood of the home by 43% and increases boundary strength (the ability to leave a bad day at work) by 91%.

This model can also be used to help your people transition more effectively between the different parts of their day. For example, transitioning from one meeting to another or if they are client facing how to transition from a difficult interaction with a client to the next client and give them a great customer experience.



### REGULAR RECOVERY

#### How to sustain performance and prevent burnout.

With our incredibly fast and full lives, burn out rates in corporations are increasing. Our research on burnout uncovered two critical findings. First of all, most people believe that recovery is something you only do when you burnout or hit the wall. Secondly, that recovery occurs when you take a holiday or some sort of break from work. These attitudes are blocking peoples ability to sustain a high level of performance.

The key to preventing burnout is too insert short, regular but consistent moments of recovery.

Recovery is something you do each day, each week, each month. In this module Dr Adam Fraser presents a three step model that's been proven to reduce burnout and sustain performance.

Results in organisations that followed the implementation of this strategy have shown to increase time spent on recovery by 83%. This lead to a reduction in burnout rates by 44%, feeling emotionally drained from the job dropped by 26% and enjoyment of the job increased by 24%.

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## WELLBEING MODULES

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### SCIENCE OF SLEEP

#### How to stay mentally sharp.

Studies show that if you have a poor nights sleep your cognitive function is reduced by 30%. Poor sleep rates are climbing in corporate workers. Because we live and work in a knowledge economy, our ability to think and make decisions is paramount. As a result, we need to invest in getting good quality sleep.

This module goes into the 10 keys to good sleep hygiene. This fun and entertaining module will give your team tangible and practical strategies to dramatically improve their sleep and as a result improve cognitive function. After completing this module groups have reported up to a 67% improvement in their quality of sleep.



### MENTAL TOUGHNESS & RESILIENCE

#### How to have a functional relationship with struggle and discomfort.

Dr Adam Fraser's research with Deakin University has shown that one of the biggest limitations to teams transforming and evolving is their inability to handle the struggle and discomfort that comes up during any transformation or change. During discomfort the negative stories we form in our head and the negative emotions we feel often hook us into dysfunctional behaviours.

For example we put off having the challenging conversation with a staff member because we experience anxiety and predict that the conversation won't go well. Or we avoid asking a client for feedback due to the fear we have around hearing something we won't like. Cutting edge psychological research shows that we have been approaching the management of negative thoughts and emotions all wrong.

In this module Dr Adam Fraser will explain the SAFE model of handling struggle and discomfort. Your team will learn how to apply this model to the many contexts they find themselves in.

Following the application of the SAFE model we saw a 68% increase in courageous leadership behaviours (as rated by their direct reports).



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## CULTURE MODULES

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### THE RIPPLE EFFECT

#### Creating a culture of personal accountability.

Over the last 8 years Dr Fraser has been studying what enables cultural transformation. In that time he has made a very interesting discovery. One of the biggest blocks to transformation is that most people out-source responsibility of culture to the most senior leaders. Statements such as “Culture comes from the top down!” and “The fish rots from the head”, have warped our understanding of culture.

When you look at the true psychology of how cultures work, you realise that these statements are inaccurate. Our research shows that culture comes from the bottom up as well. Every person in an organisation affects its culture. Every behaviour, from each individual, sends a ripple through an organisation that shapes its culture.

This module delves deep into the psychology of groups through a series of fascinating case studies and will help you understand what ripples you and your team are sending.



### PSYCHOLOGICAL SAFETY

#### The key to developing great teams.

In 2012, Google embarked on an internal research project code-named ‘Project Aristotle’. The focus of this project was to study teams within Google to understand what factors created an innovative team.

The project uncovered that the key driver of innovation was psychological safety.

Google defined psychological safety as; team members feeling safe to take risks and be vulnerable in front of each other. In other words, the feeling of ‘My team has my back and they are a soft place to land if I make a mistake’.

Since this research was published, the interest in psychological safety has exploded. While everyone is talking about psychological safety, our research with Deakin University has actually decoded what factors enable psychological safety in a team. This module goes into the four drivers of psychological safety and how you can systemise them into your team. Teams that went through this module with their leaders reported a 160% increase in how much they trusted their leader.

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## CULTURE MODULES

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### MEANING & PURPOSE

#### Connecting to what drives you.

Riding on the back of the popularity of Simon Sinek's message of understanding 'What is your why?', meaning and purpose has become a very popular topic in organisations.

This is with good reason as when people connect to the meaning and purpose behind their work, they are more engaged and resilient. However the implementation of meaning and purpose into the corporate world has been a little off.

The message of finding your 'why' has led people to believe that we only have one 'why'. This however is all too limiting, because we don't just find meaning and purpose in one area of our lives. In fact, buying into this ideology can actually make you monomaniacal, as you become obsessed and fanatical about one concept. Meaning and purpose is far too big and complex a concept to be simplified down to a snappy one-line statement.

This module helps you and your team have a more balanced and practical approach to incorporating meaning and purpose into your culture. Previous groups, after completion of this module reported an 87% increase in how connected they were to meaning and purpose in their work.



### THE PSYCHOLOGY OF BUILDING TRUST

#### How to build an aligned and united team.

What has not changed in organisations is the importance of trust to drive performance and unity. What has changed is our understanding of what actually builds trust within a team.

This module unpacks the cutting edge innovative research around the psychological factors that enable the formation of trust. Specifically, you will learn five practical behaviours that leaders and team members can action to drive trust within their team and with their key stakeholders.

This module also uncovers the biggest killers of trust and how to avoid them, as well as:

- Why it is so tempting to get caught up in gossip.
- How to develop empathy for the people we work with rather than judgement.
- Why we are losing trust in our politicians and large organisations.

In addition within this module you will be able to measure the current levels of trust within your team.

Teams that went through this module together reported an 89% increase in how much they trusted their fellow team members.

## PERFORMANCE MODULES



### STRIVE

#### How to fall in love with the work.

Dr Adam Fraser in his research discovered a fascinating finding about goals. The majority of people think the achievement of the goal is the most fulfilling part.

However once people achieve a goal they feel a short period of elation followed very closely by a deep sadness and a feeling of being lost. Something he calls 'The Completion Myth'.

What his research showed is that the part of the goal that people find most fulfilling and satisfying is striving towards the goal. The reason why striving is so important to people is it allows them the opportunity to display courage and to evolve. Humans crave courage and evolution as much as love and connection.

In this module Dr Adam Fraser will show your team how to rethink the way they approach goals to not only increase their chance of success but more importantly to maximise their skill development and enjoyment. Teams who implemented the strategies in the Strive module saw a 33% increase in psychological capital (made up of resilience, hope, optimism and confidence).



### ATTENTION MANAGEMENT

#### Improving your focus.

Global research is showing that peoples attention spans are dropping dramatically. This obviously has a colossal impact on your workforces ability to be productive, to absorb information, to make the right decisions and also to stay safe.

This module will teach people how the brain processes and stores information. As well as how we can use our brains to maximise its potential.

Most importantly it will clear up the great debate around can women multi-task better than men. All jokes aside in this practical module your team will do an activity to prove how it is impossible for the human brain to do more than one task at the one time.

In this module, Dr Adam Fraser presents a series of simple strategies that have been proven by neuroscientists to increase productivity and dramatically improve peoples attention spans. After doing this module participants reported a 91% increase in how present they thought they were with people and tasks at work.

## PERFORMANCE MODULES



### CELEBRATE VICTORY

**Build on what is working.**

All teams and organisations today are searching for better performance and more innovation. The key question is what enables and drives these factors in a team? Our experience shows they are driven by a certain type of communication known as Active Constructive Conversations. These are conversations that focus on analysing and understanding what is working well in the team. When people have active constructive discussions about what is working they start to extract the innovation that drove that high performance.

This learning is then embedded into the team so they can evolve and get better. The added benefit of Active Constructive Conversations is that they develop connection in a team and engage the team members.

In this module Dr Adam Fraser will give leaders and team members a clear framework to regularly have these conversations to drive performance and innovation.

Teams following the completion of this module recorded an 86% increase in how much time was spent reflecting on and learning from achievements.



### CONTROLLING YOUR ENVIRONMENT

**Maximising productivity and focus.**

Our research in organisations shows that the average an employee is interrupted almost 70 times a day. That is like setting an alarm clock every 7 minutes and when it goes off you stop what you are working on and move onto something new.

But why are interruptions so bad? They not only destroy your concentration, they also dramatically reduce your accuracy and efficiency.

It also means that complex tasks requiring cognition and focus, such as planning and writing, often have to be performed at home after your working day has finished.

Also, the cognitive load from moving between different tasks and being interrupted so often is incredibly draining, killing your innovation and performance. The single biggest driver of productivity is the ability to manage and control your external world. This module will show participants how to do this without upsetting their co-workers or customers.

By implementing the strategies taught in this module leaders decreased overall interruptions by 65% (email interruptions went down by 139%), time on leadership increased by 42%, time on people development went up by 19%, strategy by 108% and research by 59%. Due to this increase in proactivity, time spent in crisis management went down by 58% and time to complete tasks reduced by 14%.



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