



About Adversity Quotient® (AQ®)

AQ® is about what it takes to get things done in highly demanding times. Adversity Quotient®, or AQ®, is a scientifically grounded theory that describes, measures, and strengthens how people respond to the full range of adversities that now comprise a typical day.

Like computers, the demands placed upon people and their enterprises are growing exponentially. Based on a PEAK Learning® poll of 100,000 business professionals the number of adversities one faces in a given day has more than tripled over the past ten years—placing unprecedented demands upon the *human operating system*.

We believe that many people possess the knowledge and skills required to perform dramatically beyond their current level, but are increasingly unable to fully access them in moments of truth—when adversity strikes or challenges arise. Requiring that people add yet more knowledge and skills can be like piling software onto an already overtaxed hard drive.

The assumption of AQ®, or Adversity Quotient®, is that to expand human capacity as well as our ability to assimilate and *implement* new knowledge, we must, therefore, *first* strengthen the human operating system, so all software (knowledge, skills, talents, experiences) are accessed and optimized more effectively. Only in this way can we fully leverage our human capital.

Improving how we respond to the challenges of the New Economy is of paramount importance to the success of any endeavor. This is the essence of AQ®.

AQ® provides measurement tools and a suite of applications to strengthen the human operating system and the capacity to take on and do more, more effectively.

What differentiates AQ® from other technologies?

- AQ can be validly and reliably measured as well as tracked against performance or other business-critical variables
- AQ can be permanently rewired and strengthened
- AQ is a natural enhancer, not an add-on, for current learning, performance and change efforts
- AQ is an adaptable technology, not a program, lending it to a wide array of applications
- AQ is deeply grounded in 37 years of research and 10 years of organizational application across cultures and industries

AQ® is an extremely robust predictor of performance, effectiveness, learning, innovation, resilience, promotability, wealth and health.

The research base supporting AQ® is comprised of more than 1500 studies from more than 100 universities and organizations globally, including a global partnership with Stanford University.

The PEAK team, in collaboration with global research teams, clients and business leaders, continues to evolve a multitude of AQ® applications. AQ's greatest impact is realized when integrated into and contextualized within a client's culture and strategic imperatives.