

Guest Lecture

Adaptability Quotient as the Engine of Innovation in a Changing World

Dr. Sergey Tantushyan

American University of Armenia

15 October 2026 | 11:00–11:45

TalTech IT College

Raja 4C 12616 Tallinn, Estonia

Room ICO-217



Online option: [Microsoft Teams meeting](#)

About the Lecture

In an era defined by artificial intelligence, technological disruption, and constant uncertainty, adaptability has become a critical capability for individuals and organizations alike. While intelligence and technical expertise remain important, long-term success increasingly depends on the ability to continuously learn, unlearn, and respond effectively to change.

This interactive lecture explores Adaptability Quotient (AQ) as the foundation of an innovative mindset and examines practical ways to strengthen adaptability as a skill that can be developed over time.

Building on this framework, participants will discover how adaptive thinking fuels innovation through the ERIC (Eliminate-Reduce-Increase-Creat) model, illustrated by compelling business examples from a variety of industries.

The session concludes with a hands-on innovation workshop, where participants will apply the ERIC framework to redesign an existing product, service, or process, leaving with practical tools for fostering innovation, navigating uncertainty, and creating sustainable competitive advantage.