

# Re:markable



 Intent-Based  
Leadership™

Revolutionise the way your people work by creating  
ownership and developing leaders at all levels



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This is Remarkable Limited. Registered in Scotland (133906).  
Registered office: Ocean Point 1, 94 Ocean Drive, Edinburgh, EH6 6JH

*Imagine a workplace where everyone engages and contributes their full intellectual capacity; a place where people are healthier and happier because they have more control over their work – a place where everyone is a leader...*

David Marquet, Intent-Based Leadership Pioneer and author of *Turn the Ship Around!*

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# Introducing Intent-Based Leadership...

Intent-Based Leadership (IBL) is born from the leadership techniques of US naval Commander David Marquet (pictured right) developed, when in charge of the worst performing submarine in the US naval fleet, he turned the ship around to achieve the highest people retention and operational standings in the US Navy.

**Now through an exclusive partnership between David Marquet and Remarkable, the Intent-Based Leadership model is brought to life across the UK and Ireland.**

Together we have developed a unique and innovative approach that provides practical, user-led, real-time ways that work for you to develop everyone in your organisation – not just your senior people – and transform your workplace.

IBL develops **leaders at all levels.**





What is the Intent-Based  
Leadership approach?



## The Intent-Based Leadership approach...

- is **inclusive and authentic**, involving people at all levels in your organisation
- empowers and emancipate everyone to think, talk and act like a leader, developing **leaders at all levels** and leaders of the future
- encourages everyone to develop their skills and experience to **continually perform better** in their jobs
- shows how simple changes in our **language has a profound impact on the way people work**
- **tunes the level of control within everyone's jobs to their own competencies and clarifies their purpose**
- creates a **safe working environment**, free from stress, allowing everyone to contribute their perspective without the fear or blame
- puts **service-users at the heart of your organisation** by moving authority and decision making as close to them as possible, to help you deliver a **great user experience**

# Principles of Intent-Based Leadership



“Don’t be good,  
get better”



“Leaders make it safe,  
not add stress”



“Push authority to  
information”

*Not information to authority*



“Tune control based on  
the level of competency  
and clarity”



“Leaders fix the  
environment not  
the people”



“Act your way to new  
thinking, not think your  
way to new action”



# Intent-Based Leadership in practice

Remarkable has matched the innovation of David Marquet's IBL approach to develop **a truly innovative delivery method** – most activity takes place **live and on-the-job** rather than in a traditional workshop setting.

So, through **interviews, observations and live feedback conversations** to **process analysis, real-life scenarios and on-the-job problem solving** IBL innovatively transforms traditional interventions by **involving people at all levels** and by focusing on the **actual challenges faced in the workplace**.

It gives people **practical tools and techniques to practice everyday**: from repetition and small step-changes to language and behaviours.

There are **four approaches to IBL** which we tailor to ensure we deliver the right solution for you.



### 1. IBL Sonar

A great way to kick off your IBL journey. Using our **online survey**, observations and conversations, scan under the surface of your organisation to **understand how far your culture reflects the principles of IBL** and how much clarity, competence and control people have in your organisation.

**Test your assumptions** and review what's working well.

Identify what may be getting in the way and how you can **make the biggest difference**.

### 2. IBL Live!

Learn and live the IBL approach. Working with you **real-time and on-the job, in real situations, we shadow, observe and provide 1:1 feedback and coaching** to help your leaders at all levels effectively learn, embrace and put IBL into practice.

### 3. Acting the IBL Way

**Tools and techniques** to allow your leaders to enable colleagues to think, talk and act their way to Intent-Based Leadership.

We do this through development 121s, development modules, self-learning and facilitated sessions **tailored to your organisation's context and language**.

### 4. IBL Leader-Leader Chain

A unique, practical and **strategic activity** to develop and create **leaders at every level** and empower and emancipate people to push control closer to the service user.

It helps you **increase the value of your user experience**, using IBL to align customer and employee needs with how leaders create the environment for people to think for themselves.



## What difference will IBL make to your organisation?

Imagine a workplace where you have...

- leaders at all levels
- faster, better informed decision making
- greater adaptability and responsiveness to change
- a focus on excellence not just error reduction
- increased innovation and ideas generation
- more time for leaders to work *on* the business not *in* the business
- higher levels of engagement and commitment
- better communication and understanding
- healthier, less stressed people and leaders

All of which **results in improved organisational performance.**  
**This is what Intent-Based Leadership and our innovative delivery approach can do for you**

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Speak to us about how Intent-Based Leadership can revolutionise your people and your organisation

Call us: **0131 625 0155**

Email us: **[enquiries@thisisremarkable.com](mailto:enquiries@thisisremarkable.com)**

Check out our website: **[www.thisisremarkable.com](http://www.thisisremarkable.com)**

Follow us: **@be\_remarkable** and join in the conversation:

**#MakeItRemarkable #LeadersAtAllLevels**