



## Intent Based Leadership International

IBLI's mission is to transform how organizations are led. It emphasizes moving away from traditional top-down, command-and-control leadership toward a model where leadership is distributed: everyone is empowered to think, decide, and lead within the scope of their roles.

Key theoretical underpinnings include:

- **Intent-Based Leadership:** Developed by David Marquet based on his experience commanding USS *Santa Fe* in the U.S. Navy, where he discovered that giving control, not just taking it, dramatically improved performance, retention, and effectiveness.
- Core values or conditions such as **Clarity, Competence, Control** — these form the foundation for giving people decision-making authority.
- Emphasis on **psychological safety**, language of leadership (how leaders talk, ask questions, share intent rather than commands), and changing systems and environment (not just individual leaders) to support distributed decision-making.

IBLI delivers a variety of leadership growth, culture change, and organizational development services, including:

- Consulting and culture diagnostics: assessing existing leadership practices, decision flows, clarity of roles, etc.
- Workshops and trainings (live, virtual, team-based) to introduce IBL concepts and frameworks (e.g. Ladder of Leadership, Red Work / Blue Work, etc.).
- Coaching: includes IBLI Live, which involves real-time observation of meetings etc., feedback, practice.
- Licensed products and tools: online courses, survey instruments (like a culture barometer), internal capability-building programs.
- Keynote speaking and thought leadership by David Marquet and other senior leaders

## Typical Clients & Impact

- Industries served include financial services, healthcare, technology, energy, manufacturing, government/university sectors.
- Clients adopt IBLI when they want to reduce decision bottlenecks, improve speed and quality of decisions, increase employee engagement, accountability, ownership.
- The model has measurable impacts: e.g. improved decision-making speed, more engaged teams, clarity in roles, reduced turnover in some cases.