

# Manage to Lead

## A System for Breakthrough Business Performance



Game-changing tools  
with amazing results



Practical guidance to  
maximize growth



Leadership methods proven  
in successful organizations

### The Only Business Operating System That Shows You 'How'

The **IntelliVen Manage to Lead (MtL) System** is the first leadership and management system to give you detailed, practical tools and methods to *architect, build, govern, and change* your business.

If you are starting a new venture or considering how to revamp an existing one, there are plenty of leadership and management development programs that tell you which processes you need in your business. But MtL is the only one that gives you proven guidance to implement those processes at scale.

MtL is like an operating manual and toolbox for business leaders.

It enables your leadership team members to be:

- **Clear** about what they are doing together and as individuals.
- **Aligned** on their purpose, processes, performance metrics, roles, and initiatives.
- **On Track** to reach their potential to perform and grow.

MtL is especially suited for technology-enabled companies, professional services ventures, and "asset-light" firms that use new infrastructure and supply chain models for delivering solutions to market.

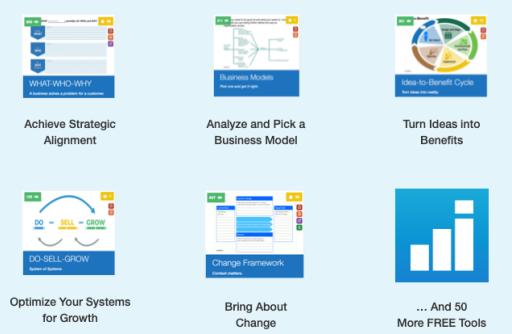
### What is MtL?

**MtL is an integrated system of tools and templates with step-by-step guidance to architect, build, govern and change your business.**

The system was developed and tested by a team of successful executives who built and ran top-performing organizations in technology, services and many other ventures. It has been used by hundreds of leaders of organizations, units, functions, and initiatives to discover and solve the problems hindering performance and growth.

MtL components have been taught at MIT, Stanford, University of Maryland, University of San Francisco, American University, George Mason University, Golden Gate University, and the University of Massachusetts at Amherst.

Manage to Lead System Tool Examples



COMPUSearch FI-CONSULTING

softonic

VENTERA

KIVA

GEMCOM



Touchstone

AQUILENT

HAWAIIAN AIRLINES

ARTICLE ONE PARTNERS

Reico

THE CARLYLE GROUP

spark

"IntelliVen is for anyone who aspires to be good at managing and leading a small or large organization."

— Charles O. Rossotti, Senior Adviser, The Carlyle Group

"The IntelliVen site is a mini-university on how to be a better leader."

— Katherine Farquhar, Ph.D., Former Director MOSD, American University

# Architect

Knowing which processes your business needs is only the first step. MtL enables you to design processes that support your business model, market opportunity, and growth strategy. MtL guides you through HOW to set up your company to DO, SELL and GROW in line with your objectives.

# Build

Once your processes are defined, MtL tools and templates guide you through implementing them, including aligning resources and clarifying responsibilities, establishing governance and metrics, and integrating new processes into your existing operations.

# Govern

MtL provides best practices for operating and evolving processes, and measuring performance to ensure you know not only HOW to achieve your goals, but also HOW WELL your processes are performing.

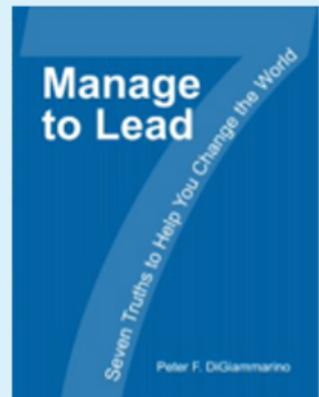
# Change

With growth in scale and complexity and as market conditions evolve, you need to plan and bring about change to keep your company on track. MtL provides practical, effective templates and methods for conceiving and implementing planned change in any company.

MtL tools are featured in the groundbreaking book by IntelliVen founder PeterD:

## *Manage to Lead: Seven Truths to Help You Change the World*

- Seven truths and the actions they drive are common across all organizations.
- The Truths provide a recipe for architecting, building, governing, changing, and aligning.
- The truths are simple. The actions the truths drive are anything but simple to implement. MtL tools, methods, and principles make them possible.
- The MtL System equips leaders with tools to act in accord with the truths and bring about the change they want.



# Get Started

## Free Access to All MtL Tools

Visit [IntelliVen.com](http://IntelliVen.com) to access all 50+ MtL tools and templates at no cost or obligation

## MtL Immersion Academy

Your Case IS the Course: Apply MtL tools to find real solutions to real problems as you learn

## MtL Accelerator

Custom training and application of MtL to your organization and your specific objectives and challenges