

## Unlock your Business Agility

INCEPTI is a partnership of senior practitioners who have run technology and delivery organisations through growth, scale and change. We work alongside leadership teams **when existing ways of working start to strain under new demands**. Using four lenses, Value, Flow, Quality and Experience, we look with you at how your organisation works and where the tensions sit. Together, we surface the structural drivers behind these tensions and shape the changes needed to keep strategy, leadership and operations coherent.

### Four lenses on your system of work

Together, we help teams focus on the structural challenges that hinder progress across the four lenses.



#### Value

Clarifying which outcomes matter most and aligning work to priorities.



#### Flow

How work moves across teams and decision points, from idea to client delivery.



#### Quality

Ensuring outcomes are delivered reliably whilst minimising risks, waste and rework.



#### Experience

Creating coherent and sustainable experiences for customers and teams.

### One journey, three services

You set the context, seed the intent and steer the journey using the approach and insights we bring. Our catalogue is the starting point: every engagement is practitioner-led, scoped through an initial conversation and delivered at a fixed price.



#### Discovery

##### We make the current system visible.

Structured diagnosis, stakeholder input and the four lenses help your leadership team understand what is structurally true about how work happens today.

*3 to 5 weeks*



#### Leadership Bootcamp

##### The leadership team builds its Change Playbook.

In focused modules and working sessions, leaders clarify direction, decision flow, operating principles and the practical changes that improve how the organisation works.

*6 to 8 weeks*



#### Change Delivery

##### Take the change to operating reality.

We work alongside leaders and teams to sustain rhythm, support implementation and strengthen the capabilities needed to make change stick.

*quarterly iterations*

**AI in your ways of working.** When adapting to AI is part of your ambition, each service adds an AI module: Discovery maps where AI already sits in how you work, the Bootcamp turns that into an adoption plan inside the Change Playbook, and Change Delivery carries it into practice.

### Three founders, one partnership of practitioners

Founded in 2026, we are a team of senior leaders, practitioners and coaches with experience in helping organisations improve their ways of working to deliver better outcomes.



**Stefaan Van Royen**

Strategist for modernising technology and product delivery organisations. Led large-scale, distributed engineering organisations; turns ambition into structured execution.



**Paulina Kotowska**

Leader integrating strategy, technology and people into coherent systems of work. Combines transformation design with coaching to make change stick.



**Bertrand Potier**

Leader and facilitator of large-scale delivery and change initiatives across financial services, telecoms and utilities. Translates strategy into measurable outcomes.