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# **UNITING SNAPLOGIC'S SALES LEADERSHIP TEAM - CASE STUDY**

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## Case Study: Uniting The Sales Leadership Team At SnapLogic

### The Challenge:

Navigating leadership transition and internal team silos, SnapLogic sought to transform this new group of leaders into a united leadership team via a “One Team Mentality” culture. The challenge was two-fold: how to foster a culture of collaboration and trust while driving rapid growth to meet steep targets. How to ensure people systems kept pace with growth ambitions.

### The Solution

Sharon Parmar, Chief Heart Officer at Humanity Works Consultancy, co-designed a tailored transformation with SnapLogic’s leadership team. The goal of the “Leadership Team Accelerator” coaching programme was to transform a group of leaders into a connected and united leadership team. Focusing on team resilience and collaboration, I used actionable strategies to build a high-performing people-first culture.

**I worked across 3 key areas to shift performance:**

- **Mindset**- building a mindset of agency, accountability and gritty optimism
- **Skillset** - building a human skillset of adaptability, agility, EQ, healthy disagreement and critical thinking
- **Toolset** - building a connected team culture of learning, trust and belonging

### The Programme Format

- **Leadership Offsites (2 days in London & 2 days in San Mateo):** Engaging and interactive offsites that aligned leaders on shared purpose, belonging and identity through value systems. Building team unity by having hard conversations and using strategic tools to improve agile decision making.
- **4 x 1-2-1 Coaching Sessions Per Leader:** Deepened accountability and confidence
- **Practical Training:** Fostered honest communication and resilience
- **Culture Tools:** Practical takeaway documents that helped to scale the impact of the culture transformation beyond the coaching offsites

## **Key Deliverables**

- **Culture and Coaching Tools:** Guides for collaboration, courageous conversations, personality assessments, mindset framing methodologies (Above the line, Below the line), tools from the US army to make fast strategic decisions under pressure
- **Leadership Competency Brand:** A framework to measure and enhance leadership performance to support the next phase of company growth
- **Team Manifesto & Culture KPI's:** Unified vision for trust and connection to unlock team performance

## **The Impact**

SnapLogic's sales leadership culture transformed, uniting the team in a One Team Mentality. These shifts improved:

- **Resilience:** Leaders reported improved stress resilience levels
- **Team Engagement:** Increase in engagement with the team citing renewed energy and confidence
- **Collaboration:** Trust is underpinning important conversations and building growth
- **Accountability & Ownership:** Leaders and their teams are driving progress together
- **Improved talent pipeline:** Mature people processes support leadership growth and recruitment

## **What SnapLogic Says**

*"The work you did with my team and I has been instrumental in the success we are achieving as a company. If you're a leader looking to increase your team's resilience, culture and output, do yourself a favour and reach out to Sharon. She's brilliant and compassionate."– David Lee, CSO SnapLogic*

## My Approach

The leadership team accelerator programme blends Positive Psychology, organisational science, and my 20 years experience leading high performing teams in FTSE 100 and Fortune 500 companies. My clients often call me their Chief Heart Officer because I blend commercial impact with human connection enabling me to easily win over hearts and minds and create deeper transformation with teams.

## Why This Matters Now

In high-growth companies, fragmented leadership stalls business growth. SnapLogic's investment in a One Team Mentality built a culture to outpace competitors, reduce churn and deliver consistent growth.

**Are you ready to build a high performing leadership team culture that turns your growth ambitions into a reality?**

Then book a 30-minute consultation so together we can chart your path to measurable transformation and improved performance:

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**Some of my happy clients:**

