



Case Study: Uniting Leadership At SnapLogic

“Before I stepped into the CSO role, our sales teams operated in silos ... EMEA and AMER often saw each other more as competitors than collaborators. There was little shared learning, and we missed opportunities to win together. Humanity Works has been a game-changer, helping us build a true ‘one team’ mindset. The transformation has been powerful; dare I say, EPIC” – David Lee, CSO SnapLogic

The Challenge

Navigating a leadership transition, SnapLogic sought to unite its sales leaders in a “One Team Mentality” to drive collaboration and sustainable growth. Humanity Works Consultancy partnered with Chief Sales Officer David Lee to elevate leadership and embed this vision.

The Solution

Sharon Aneja, Chief Heart Officer at Humanity Works, co-designed a tailored transformation with SnapLogic’s leaders. As part of our Resilience 2.0 philosophy, empowering leaders to bounce forward in challenges, not bounce back, we used our **Mindset, Skillset, Toolset** framework to empower them to:

- **Mindset:** Shift to collective ownership, sparking optimism
- **Skillset:** Build trust-based, adaptive leadership
- **Toolset:** Create collaborative systems for lasting unity

How We Delivered

- **Leadership Offsites** (London, San Mateo): Aligned leaders on shared purpose and team unity
- **Individual Coaching:** Deepened accountability and confidence
- **Team Manifesto & Tools:** Embedded the One Team Mentality
- **Practical Training:** Fostered honest communication and resilience

Key Deliverables

- **Team Manifesto:** Unified vision for trust and connection
- **Cultural Tools:** Guides for collaboration, personality assessments, mindset framing methodologies (Above the line, Below the line)

- Leadership Competency Framework: Roadmap to measure and enhance leadership performance

***Insight from Sharon Aneja:** “Leadership transformation starts with heart, trust and accountability to unlock collective potential.”*

The Impact

SnapLogic’s sales leadership culture transformed, uniting the team in a One Team Mentality. For example, leaders embraced the **Above the Line/Below the Line** mindset tool to elevate ownership, with its use spreading widely, and applied the **Urgent-Important Matrix** to prioritize strategically. They used the **manifesto** and revised **values** to align on their shared goals and purpose.

These shifts drove:

- **Collaboration:** The leadership team has become more aligned
- **Optimism:** Renewed energy and confidence
- **Honest Conversations:** Trust is underpinning important conversations
- **Innovation:** Ownership is fuelling creative solutions
- **Accountability:** Leaders are driving progress together

What SnapLogic Says

“The conversations changed. The energy changed. Teams are more connected and accountable. The impact is real.”

– Cassie Capano, Head of People

“Sharon helped us shift from ambition to execution - sharpening our mindset, boosting adaptability, and building a culture of ownership. She leads with heart and delivers real results.”

– Danielle Carty, Global VP Channels

Why This Matters Now

In high-growth SaaS markets, fragmented leadership stalls progress. SnapLogic’s investment in a One Team Mentality built a culture to outpace competitors, reduce churn and deliver consistent growth. Will you make the same bold move?

Ready to Build A High Performing One Team Culture?

Humanity Works Consultancy empowers FTSE 100 and Fortune 500 leaders to transform and drive growth in times of uncertainty. Book a 30-minute consultation:

 **Contact Sharon Aneja**

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