

Model Case Study:

Lead with Intent — Enabling New and Emerging Leaders to Bridge Intent and Impact

Executive Summary

A Global Capability Center (GCC) needs help transitioning many team members into management roles. ansrsource's Lead with Intent program provides support in the form of simulations, reflection, coaching, and reinforcement to drive behavior change and create a sustained culture of purpose driven leadership. This program targets behavioral shifts from individual contributions to leading and supporting teams. The results include measurable improvements in the areas of confidence, communication, and initiative. Reflection, reinforcement, and mentorship are key in catalyzing culture change and enhancing leadership behaviors. Without strong first-line leadership, global teams experience inconsistent execution, delayed stakeholder communication, and frequent escalations that create operational risk during a period of rapid scale.

Context

Imagine a fast-growing Global Capability Center (GCC) of a Fortune 500 enterprise is scaling rapidly, promoting several high-performing individual contributors into people management roles for the first time. While technically strong, many first-time managers struggle to shift from doing to leading, which results in over-reliance on senior direction and misalignment in communication and stakeholder engagement.

To strengthen their leadership pipeline, the organization seeks to build a mindset of clarity, accountability, and purpose among emerging leaders.

Our Intervention: Lead with Intent

As the GCC evolves from a delivery center to a strategic innovation hub, Lead with Intent accelerates this leadership shift. This two-day experiential program helps new managers translate intent into impact through structured reflection, real-world simulations, and peer coaching. Reinforcement nudges and leadership sponsors sustain behavior change, building a culture of confident, purpose-driven leadership across geographies.

Core Leadership Shifts Targeted

1. From **Individual Contributor** → to **People Enabler**
2. From **Task Orientation** → to **Outcome Orientation**
3. From **Managing for Compliance** → to **Leading for Commitment**
4. From **Following Direction** → to **Owning Direction**

Impact Created

Within 90 days of completing the program, leaders and their managers report visible shifts in behavior, confidence, and team engagement.

Impact Area	Baseline	90 days post	180 days post
Leadership Confidence: Ability to make independent, people-related decisions	68% of new leaders hesitate to make independent decisions.	86% report greater confidence in managing team issues and communicating with stakeholders.	60% take on expanded responsibilities or lead cross-functional projects with minimal oversight.
Communication & Clarity: Quality of direction-setting and feedback conversations	90% of manager / team member conversations focus on tasks and reporting.	80% provide clearer goals and actionable feedback quality.	85% of performance discussions are completed on time. Leaders demonstrate stronger communication, alignment, and ownership in their roles.
Team Engagement: Level of trust, collaboration, and accountability	75% of teams view managers as “senior peers” rather than leaders.	50% of teams view managers as senior peers. Noticeable increase in accountability and collaboration.	88% of teams report strong engagement, higher psychological safety and better cross-team collaboration.
Self-Leadership: Ability to prioritize, manage energy, and influence outcomes	72% of leaders report being unsure of how to prioritize and influence.	70% demonstrate ownership and initiative in business-critical projects.	81% achieve targets with improved team morale and sustained energy.

Measuring the results after 6 months, the organization institutionalizes *Lead with Intent* as part of its **manager readiness journey** for all new people leaders.

Why It Works

Lead with Intent succeeds because it moves beyond skills training. It builds intentional leadership by equipping GCC managers to pause, reflect, and act with clarity across complex, matrixed environments. By combining inner awareness, structured reinforcement, and visible executive sponsorship, it embeds a mindset of ownership and trust that scales across geographies.

In Summary

Lead with Intent is more than a leadership program — it's a **culture catalyst**. It helps new and emerging leaders connect **intent to impact**, build trust and clarity, and grow into leaders who don't just deliver results but enable others to perform to their highest potential. Leaders that provide constructive feedback, support, and psychological safety impact team members by making them feel valued and connected to the organization, safe to share mistakes with others, take risks, and share ideas they are not sure others will like. These behaviors lead to greater innovation and allow the team to address small mistakes before they become complex failures. Feeling supported and heard at work is essential especially for the newer generations coming into the workforce. They are much more likely to walk away from a negative work situation than previous generations and they are quite likely to share their experiences on social media and encourage or discourage others from joining their organization.