



Our client.

Salesforce is the global leader in customer relationship management software services. Over 150,000 companies use its cloud-based applications for sales, service, marketing, and more. In 2024, Salesforce announced the introduction of Agentforce—its platform for building autonomous AI agents. This signified a fundamental shift for Salesforce and the global SaaS market.



2025 Brandon Hall Group HCM Excellence Awards: Silver for Best Executive Development Program

The ask.

As Salesforce deepened its investment in an AI-powered future, it became clear that technical innovation alone wouldn't be enough to achieve its vision – **leadership was vital.**

Executive-level leaders across the business would need to shift their mindset from functional leadership to enterprise impact and lead in ways to accelerate the business transformation.

To support this, Salesforce needed a new kind of leadership development experience that would:

- Expand executive leaders' capacity to navigate complexity and adapt to rapid change
- Stretch leaders' thinking to anticipate future challenges
- Cultivate a culture of continuous learning and boundary-spanning collaboration
- Empower executives to lead, inspire, and enroll others in a shared future vision.

To bring this to life, Salesforce partnered with Adeption on the design and delivery of an innovative and transformative program.

“LFI was one of the most profound development initiatives I've ever participated in. It was the perfect balance between the past, present and future.... Each and every day stretched me in ways I couldn't have anticipated. The personal development obtained and the connection I was able to make with so many of my colleagues was an unbelievable bonus” – **Participant**

Program overview.

Leading for Impact+ (LFI+) was launched as a 12-month immersive development experience for Senior Vice President+ and Executive Vice President+ leaders across Salesforce. It aimed to ensure these executive leaders were prepared not just to adapt to AI, but actively shape its future, while preparing for future succession opportunities.

LFI+ featured two in-person Summits with expert keynotes, assessments in leader mindset and style, connection events, social impact experiences, executive coaching, and integration of Adepton's AI-powered platform for scaled wisdom sharing across the cohort.

A defining element was the introduction of strategic enterprise challenges. in partnership with Salesforce's Futures team, these challenges represented business-critical problems requiring cross-functional collaboration and enterprise-wide thinking.

Participants tackled these challenges in teams, working across boundaries to craft innovative solutions aligned with Salesforce's vision.

"I've participated in a lot of leadership trainings over the years, and this was absolutely top of category. The cohort design, the speakers, the interactions—it was excellent!" – Participant

LFI+ Program Experience



FEB - MARCH

APRIL - MAY

JUNE - JULY

AUG - OCT

NOV - FEB

PROGRAM LAUNCH

1:1 CUSTOMIZED JOURNEYS
CCL Exec coaching
kickst

IMPACT SUMMIT 1

Dublin: Jun 18-20 (Option 1)
Chicago: July 9-11 (Option 2)

IMPACT SUMMIT 2

Hyderabad: Oct 15-17 (Option 1)
San Fran: Dec 3-5 (Option 2)

Ongoing 1:1 development plans
continuation & implementation

LFI+ Connects -
CKO

LFI+ Connects -
Laulima

LFI+ Connects -
Dreamforce

A development approach with interconnected layers.

Recognizing the future demanded a culture with greater capacity to navigate complexity, Salesforce, in close partnership with Adeption, designed LFI+ to integrate a multifaceted development strategy that would support cultural transformation. Three distinct yet interconnected approaches formed the backbone of this strategy:

“This was more than a training – it was a movement. It created alignment, energy, and a deep sense of responsibility to lead the future of Salesforce.” – **LFI+ Program Team**

1. Vertical Development

Participants completed Adeption’s Vertical Mindset Indicator (VMI)—an AI-scored assessment that helps leaders understand how they make sense of complexity. This enabled them to reflect on their mindset stage, stretch into greater levels of meaning-making, and evolve their leadership maturity.

The three conditions of vertical development were embedded throughout the program design:

- Heat experiences pushed leaders out of comfort zones through real strategic challenges.
- Colliding perspectives emerged through provocative keynotes, cross-functional teams, external visits, and peer coaching.
- Elevated sensemaking supported by Adeption’s reflection tools and personalized ‘Impact Blueprint’ encouraged moments of discussion and reflection that deepened insights across the group.

2. Adaptive Leadership

Through powerful keynotes and hands-on experimentation, Adeption helped Salesforce introduce Adaptive Leadership as a problem-solving framework. Leaders learned how to distinguish between technical and adaptive challenges, and practiced shifting from solutioning to inquiry, collaboration, systems thinking, and experimentation.

3. The B3 Learning Methodology

The program was grounded in Adeption’s structured approach to bringing experimentation and learning into the flow of work, ensuring new behaviors were tested and refined in real-world scenarios.

Together, these approaches equipped SVP+ leaders to expand their cognitive and emotional capacity, embrace and navigate uncertainty, collaborate across boundaries, seek diverse perspectives, and take bold action in the face of complexity.

Results and impact.

- **92%** of LFI+ participants said the program helped them lead the future of Salesforce.
- **87%** reported increased engagement and connection to their career.
- **82%** felt the program accelerated their learning and impact as senior leaders.
- Participants have had a **10% higher performance rate, 4% higher engagement, and 3% higher retention** than peers
- Participants **directly contributed to Salesforce’s long-term enterprise strategy**, shaping key initiatives to drive the company’s growth.
- The success of LFI+ sparked a **company-wide rollout** of adaptive leadership training—Salesforce is now making these concepts available to all employees.