INTENT

Intentional Leadership:

From Operational Focus to Strategic Impact

GREATER ROCHESTER CHAMBER



Program Description

This 7-part leadership series is designed for leaders preparing for their next level of growth and impact. Through self-reflection, interactive experiences, strategic insights, and peer learning, participants will strengthen their ability to lead through change, influence across the organization, and drive results through others. Join a community of leaders committed to accelerating their development and enhancing their leadership effectiveness.

Session 1: Leading at a Higher Level

Session 2: Building Culture

Session 3: Leading Others

Session 4: Strategic Thinking

Session 5: Leading Organizational Change

Session 6 & 7: Virtual session/ Final Presentation & Celebration

Expected Outcomes

To help leaders navigate complexity, influence outcomes, and drive organizational success, participants will develop:

- Increased self-awareness of one's own behavior and how it affects interactions with others
- An enhanced ability to lead up, down and around the organization effectively
- Skills to build alignment through purpose and values resulting in higher levels of teamwork, engagement and performance
- Tools and perspectives to build a high-performance culture through accountability and feedback
- Greater confidence driving change, creating clarity, and helping teams adapt to evolving technologies and business demands
- An expanded network of peers to share future best practices and solve business challenges
- Practical tools to develop others and lead with confidence

Session Overview

Session 1: Leading at a Higher Level

Prework: 1:1 Expectation meetings; DiSC assessment

- Welcome & kick off
- Leadership mindset – growth vs. fixed
- Challenges and strengths - DiSC debrief
- Leadership and ethics at the next level
- Importance of grounding time as leaders
- Introduction of capstone project
- Personal goals & development planning

Session 2: Culture

- Building a high-performance culture
- Values and purpose as the foundation
- Creating a culture of accountability & feedback
- Assessing your team culture
    - Elevating engagement
    - Building an action plan
- Peer coaching

Session 3: Leading Others

- Elevating executive presence
    - Three dimensions of Intentional Presence
- Eisenhower matrix
    - Prioritizing your time
- Delegating for development
    - Self-check – identifying growth opportunities
    - Leveraging DiSC styles to delegate effectively
    - Creating a personal delegation action plan

Mid program 1:1 coaching session with Intent

Session Overview

Session 4: Strategic Thinking

- Connecting strategic thinking to DiSC
- Goal planning
- Lifting up and looking out – expanding perspective
- Leveling up leadership
    - Evolving your mindset, behaviors & impact
- Managing Relationships – up, down, and around
    - Recognizing styles and strengths
    - Create a stakeholder map
    - Applying influence strategies

Session 5: Leading Organizational Change

- Navigating change with intention
    - RISE model
    - Responding to resistance
- Assessing organizational readiness
    - Create an action plan
- DiSC & motivational styles
- Building resilient, adaptive teams
- Program takeaways and presentation planning

Session 6 & 7: Virtual Capstone Preparation + Final Presentations & Celebration

- Participants will prepare for their capstone presentations reflecting on key learnings, outcomes and leadership growth while receiving peer and facilitator feedback
- Participants will share experiences, goals and outcomes with the cohort through final presentations
- Leaders from each participant company will be invited to attend and celebrate participants' achievements and program completion

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About Intent

Our Approach

Intent ensures each session is impactful by providing leaders with practical tools and actionable strategies they can immediately apply in the workplace. Sessions will conclude with clear action items and assignments, reinforcing accountability and allowing leaders to reflect on key takeaways. Each session will begin with a recap, fostering continuity, addressing questions, and reinforcing previous learning.

To support ongoing development, leaders will have a variety of practices and resources:

- Pre-work
- An online portal and resource hub
- One-on-one coaching
- Leadership reflections
- Development goal setting
- Practical tips and worksheets
- Practice in between (assignments)
- Final presentations

Our Facilitators



Allison Whiting

Allison founded Intent over 20 years ago and has been making a big impact within organizations ever since.

Her passion for people led her to be trained in conventional practices like “the Five Lean Principles”, and is a certified partner for Wiley Technologies’ Authorized 5 Behaviors® and DISC®.



Jackie Sax

With over 15 years of experience, Jackie has helped organizations attract, develop, and retain top talent while aligning people strategies with business goals.

She spent 13 years at a Fortune 500 tech company valued at $48 billion, where she led high-impact HR initiatives, optimized talent acquisition, and partnered with executives to build high-performing, future-ready teams. She excels at turning complex challenges into people-centered solutions that fuel business growth.