

Gaining a 40% increase in confidence to lead, amongst young managers



*A case-study
with a pharmaceutical distribution company*

BACKGROUND

A growing pharmaceutical distribution company faced a challenge in transitioning its top individual contributors into leadership roles. While these team members excelled in their technical positions, they found the shift to management difficult.

"We were basically asking people to learn to swim by throwing them in the deep end," admits the Director. These new managers were great at their previous jobs, but leading teams? That's a whole different ballgame."

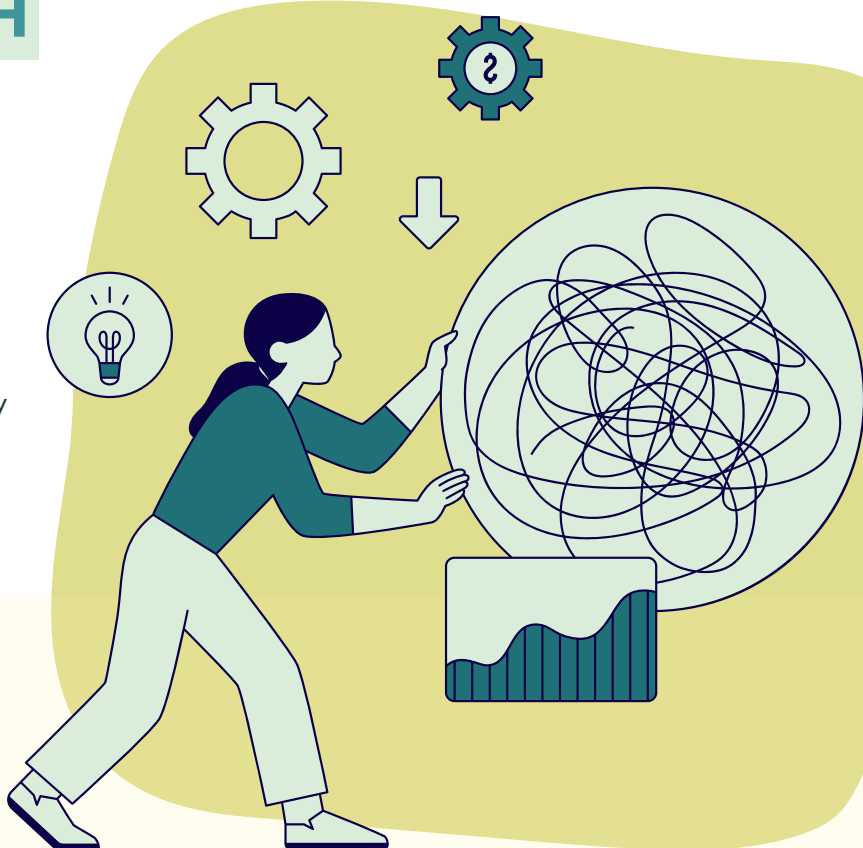
OBJECTIVES

- Technical experts excelled in their roles but struggled to transition from "doing" to "leading."
- Irregular management practices led to team confusion and frustration.
- New managers spent too much time on their old tasks instead of leading their teams.
- Team dynamics suffered as new leaders struggled with tough conversations and resolving conflicts.



OUR APPROACH

Our team started by meeting with the HR team and new managers to understand their needs and challenges. Through these discussions and careful assessments, we identified the key skills these new leaders required. Based on this analysis, we developed a program that addressed their workplace challenges directly.



The program combined three key elements:



One-on-One Coaching

1. Regular coaching sessions focused on real-time challenges
2. Safe space to practice difficult conversations
3. Guidance on transitioning from peer to leader



Essential Leadership Skills Training

1. Practical workshops on fundamental management skills
2. Peer learning groups for shared experiences
3. Tools and frameworks for common management scenarios



Ongoing Development Support

1. Regular check-ins and progress tracking
2. Just-in-time resources for urgent challenges
3. Network of peer support

THE IMPLEMENTATION

1

GETTING OUR BEARINGS

- Understanding each new manager's starting point
- Identifying specific challenges and growth areas
- Setting clear development goals

2

BUILDING THE FOUNDATION

- Regular coaching sessions tackling real-world situations
- Practical skill-building Webinar/workshops/Masterclass
- Creating support networks among new managers

3

REINFORCING SUCCESS

- Practicing new skills in daily work
- Measuring progress and adjusting approach
- Celebrating wins and learning from challenges

4

PROGRESS REVIEWS (EVERY 3 MONTHS)

- Met with the HR team to review the program's impact
- Gathered feedback from managers and their teams
- Adjusted training approach based on needs
- Identified emerging challenges and opportunities



THE RESULTS

After 12 months, the transformation was clear:

BY THE NUMBERS

- **80%** of new managers reported feeling **confident** in their leadership role (up from 40%)
- Employee **engagement** scores improved by **30%** in teams led by program participants
- **85% reduction** in escalated team **conflicts**
- **25%** improvement in team **productivity** metrics



THE HUMAN SIDE

- New managers shifted from "**uncomfortable**" to "**confident**" in team discussions
- Teams reported clearer direction and **better communication**
- Senior leaders noticed more **proactive problem-solving**
- A supportive **leadership community** emerged naturally

WHAT NEW MANAGERS SAID



"I used to lose sleep over team conversations. Now, I actually look forward to one-on-ones with my team members. The coaching helped me see these aren't confrontations - they're opportunities to support my team's growth."

- Regional Team Lead



"The biggest change? I've learned to put down the 'superhero cape' and focus on developing my team instead of trying to do everything myself."

- Operations Team Manager



WHY IT WORKED



Meeting New Managers Where They Are

The program recognised that becoming a leader is a journey, not a destination.



Real-World Focus

Everything was tied to actual challenges these managers faced daily.



Building Confidence Through Practice

Regular coaching provided a safe space to try new approaches and learn from results.



Creating A Community

New managers supported each other, sharing challenges and solutions.

MOVING FORWARD

The company now has a robust approach to developing new leaders with:

- Clear support system for newly promoted managers
- Consistent leadership practices across teams
- Strong peer network for ongoing support
- Measurable improvement in team performance

As their Director reflects, "***We have moved from hoping new managers would figure it out on their own to giving them the support they truly need to succeed. The impact on our teams has been remarkable.***"

ABOUT BETTER MANAGER

At Better Manager, we believe great leaders aren't born - they're developed through intentional support and practice. We partner with organisations to help new managers build the confidence and skills they need to lead effectively, creating positive ripple effects throughout the organisation. Our approach combines practical coaching with real-world application, helping turn the challenge of new leadership into an opportunity for growth and success.



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