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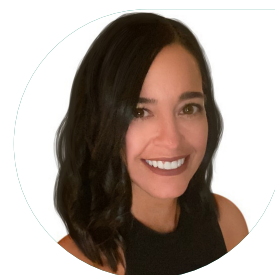
Client Story

Leadership Learning Journeys at Aya Healthcare

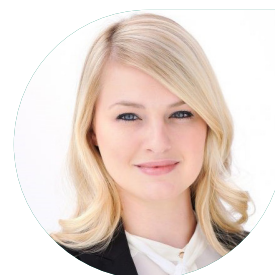
Aya Healthcare is the largest healthcare staffing and talent software company in the United States. Their mission is to ensure hospitals get the staff they need to serve and care for their communities, and they strive to make every staffing, clinical, travel, hiring, and working experience exceptional.

They believe that exceptional service starts from within through their leadership and employee development. During a period of hypergrowth, Aya's employee headcount went from 900 to 5,500 in just three years' time. “Our organization experienced extraordinary growth within a short period of time. As our leadership teams expanded to better support our clients and clinicians, it became essential to equip them with the skills needed to lead effectively and empower their teams. Blanchard's solutions provided the consistent framework we needed during this critical growth period,” says Aya's chief people officer, Amber Zeeb

Many of Aya's departments had their own technical skills training, but Zeeb wanted to implement a leadership development strategy that would provide a consistent learning experience across the company. Already familiar with SLII® from Blanchard, she knew the program offered the fundamental skills they wanted their leaders to embody and leveraged the expertise of Blanchard facilitators to help scale the program's rollout as they created their own internal Learning and Development team.



Amber Zeeb



Ash Black

Ash Black, Aya's senior manager of learning and development, shares, "We had so much success with SLII®, we decided to look at additional content from Blanchard." This resulted in what's now called "Aya's Leadership Development Journey," which includes Blanchard Management Essentials®, Building Trust, Conversational Capacity®, and several internal trainings on compliance and performance management. Black also offers an SLII® refresher course to keep it top of mind for those who went through the training a while ago.

Aya's Leadership Development Journey was designed to be agile and flexible in order to accommodate each learner's individual needs and where they are in their leadership development journey. Because Aya's employee base is geographically dispersed, participants first learn the content of each of the programs through online activities and videos. Then they come together for two-hour virtual practice sessions over three days. "Spreading the sessions out over three days gives leaders time to practice the new skills, then get back together to share how they have applied the learning," says Black.

Surprises Along the Way

"I knew our people wanted to be better leaders so they could drive the performance of their teams, but I was surprised to see just how eager and excited they were about the training," says Black. "They were hungry for the learning and it's now commonplace to hear people use the SLII® language in their day-to-day conversations."

Aya's HR team has successfully embedded the language into company culture by using it to help leaders navigate the challenges that come with managing their teams' performance. "The fluency of the language has benefited the organization in so many ways. Our leaders are now equipped to have more productive and effective conversations with their team members. When people feel safe and heard, they are more engaged and perform at a higher level. It has a domino effect," continues Black.

The simplicity of the business models from Blanchard is also a huge benefit. "The models are easy to teach, learn and apply—and that's what makes this learning experience so different," says Black. "The facilitation materials are comprehensive. Leaders are provided with information to teach the concepts to their teams so that team members understand why their leader's behaviors have changed. Team members now also understand the role they play in their own performance. People can put new skills into practice immediately. Blanchard content is proven and valuable to people leaders at all levels in the organization."



Together, Blanchard and Aya have partnered to create an exceptional leadership learning program that is successfully developing their leaders and having positive impacts on team members across the business.

Blanchard Content in Aya's Leadership Development Journey

- SLII® teaches leaders how to empower their people to succeed by offering the right amount of direction and support needed on specific tasks.
- Conversational Capacity® teaches people how to have constructive dialogue, especially when challenging situations arise.
- Building Trust teaches how to build trust in the workplace and how to repair it when it's been broken.
- Blanchard Management Essentials® teaches fundamental skills that all new managers need for success.

Enable leaders at every level to become the ultimate agents of progress and transformation for your organization.
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