

A Regional Leader in Health Care:

Building Leaders for the Future



Challenge

A regional academic medical center is focused on innovating employee excellence. Integrity, excellence, and teamwork are just some of the core values that drive the focus on leaders who can effectively impact the organization through behavior change.

Five years ago, the medical center had limited leadership content, one leadership-education facilitator, and an uncertain future regarding leadership preparedness and development. They needed a foundational leadership program to build on year after year to provide more growth opportunities for their emerging leader population.

Solution

Because of her knowledge of *The 7 Habits of Highly Effective People*®, a leadership educator from the medical center turned to FranklinCovey's All Access Pass® because passholders are able to access all of FranklinCovey's world-renowned content live in-person or online. "It was a perfect solution for this expanding group of leaders," she says. "Positive things happened to our employees that we didn't even expect, such as access to solutions and tools that immediately established trust with their teams, and improvements to performance evaluations and staff meetings." The All Access Pass has many leadership-development solutions across departments and disciplines. "It's for

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everyone, no matter their position—physicians, nurses, administration—they were provided with immediate access to leadership development, which fostered greater bonds and a common leadership language throughout the organization,” she says. “I don’t know how you can get better results than that.”

Results

With the help of FranklinCovey’s All Access Pass, the medical center’s leadership education and development program was transformed. Ongoing work sessions and leadership-development experiences occur throughout the year, covering multiple areas of need for staff. They use FranklinCovey *InSights*® and *Excelerators*® as digital on-demand training, in addition to multiple live work sessions for leaders, including:

- *The 4 Essential Roles of Leadership*®
- *The 6 Critical Practices for Leading a Team*™
- *Leading at the Speed of Trust*®
- *The 7 Habits of Highly Effective People*®
- *Project Management Essentials*®
- *The 5 Choices to Extraordinary Productivity*®

FranklinCovey LiveClicks® webinars are exceptionally helpful for emerging leaders at the medical center who are unable to leave their responsibilities, or who work in remote locations and cannot take time away for full days of training. The medical center also used the certification process included in their All Access Pass to certify 10 new facilitators, one of whom is a senior leader. “What I love about the content in the FranklinCovey All Access Pass is that I don’t have to coach our internal trainers on how to use it,” he says. “It’s plug and play.”

The medical center’s favorite feature of the All Access Pass is the ability to mix and match content. This saves time and energy, because so much of the content needed is included in the pass.

About

The medical center is experiencing dramatic growth and consists of over 25,000 employees in an academic medical center operating six hospitals—with more under construction.

Industry

Healthcare

Number of Employees

25,000+

Opportunity

A medical center focuses on innovating employee excellence. With the help of FranklinCovey’s All Access Pass, their leadership education and development program has been transformed and growth continues to expand today.

Solution

- All Access Pass®
- *The 4 Essential Roles of Leadership*®
- *The 6 Critical Practices for Leading a Team*™
- *Leading at the Speed of Trust*®
- *The 7 Habits of Highly Effective People*®
- *Project Management Essentials*®
- *The 5 Choices to Extraordinary Productivity*®



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance with unlimited access to FranklinCovey content. The pass comes complete with tools, assessments, videos, digital learning modules, and all of FranklinCovey’s training courses—available Live-Online, On Demand, and Live In-Person.

For more information, contact your FranklinCovey client partner at 888-868-1776.

