

Company:
Rarecyte

Location:
Seattle

Company Size:
70

Industry:
Biotech

Success Story

Revitalizing RareCyte's Leadership: The Impact of Reverb's Management Training 101



RareCyte revitalized its management with Reverb's Management Training 101, fostering essential skills for all managers. The course established a common language, offered flexibility, and built a supportive community, enhancing RareCyte's leadership. Reverb's engaging content and practical exercises were eagerly integrated into RareCyte's manager culture and emphasized the importance of leadership investment.



When Rarecyte grew rapidly in 2021, they employed a group of new and promoted managers with a wide range of experience and training. The HR Manager, Kelly, and her job share partner sought a training program to align the managers with a shared vision that was comprehensive, flexible, and affordable.

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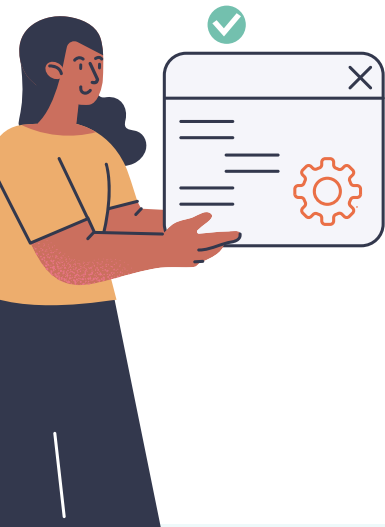


SOLUTION:

Familiar with Reverb from previous experiences at other firms and aware of our proficiency in aiding small teams, Kelly visited the Reverb website seeking training solutions. She was drawn to Management Training 101 for its accessibility, resources, and affordability.

Before partnering with Reverb, RareCyte's management training was described as "on the lighter side at best." Due to their small size, HR handled manager development through informal one-on-one sessions, career discussions, and goal setting. As the company expanded, these informal sessions became unscalable. Recognizing the need for structured training, Kelly and her job-share partner introduced Reverb's Management Training 101 to Rarecyte's managers.

RareCyte wanted a unified management foundation and language, which the course provided through its self-paced format, one-year accessibility, and pacing calendars. These calendars benefitted those desiring structure and enabled manager cohorts to align their learning schedules. They also appreciated the program's affordability and comprehensive content, particularly the curated resource library that allowed managers to delve deeper into specific topics of interest.



RESULT:

RareCyte's new and first-time managers valued Reverb's training as an easily digestible playbook. Even seasoned managers found it to be a valuable refresher, gaining new insights. They appreciated and utilized one-pagers on topics like conflict resolution and coaching, often printing and referencing them. Following the course's advice, they promptly prioritized check-in meetings and fostering a sense of community. Quarterly manager roundtables have since been implemented, aiding individual manager growth and fostering a co-learning environment.

“ This course created a common foundation and language among our managers. Our new managers greatly appreciated being handed a playbook on day one, and our more senior managers thought the course was a great refresher. Management Training 101 helps us continue to create a culture of communication, learning, and trust. ”

– Kelly O'Connell
HR Manager, RareCyte