

# AAH Pharmaceutical Limited

Just What The Linac Doctor Ordered!



**With 3,800 employees and 20 locations across the UK, AAH is the UK's leading distributor of pharmaceutical and healthcare products and services to pharmacies, hospitals and doctors. Making over 100,000 deliveries a week and with over 20,000 products stocked AAH is the largest pharmaceutical wholesaler in the UK.**

Operating in an incredibly competitive market sector customer experience is extremely important in winning and maintaining business. AAH Pharmaceuticals had an established and extremely experienced senior management team, and a team of aspiring young managers embarking upon the management career ladder for the first time.

The challenge for Linac was to take this talent pool and develop them into more effective and efficient managers with an appetite for change and the ability to create a positive culture. The programme had to deliver a quick tangible Return On Investment (ROI).

Linac set about designing a tailored Institute of Leadership & Management (ILM) endorsed, modular management development programme. It was essential that the programme was assessed and measured for Return on Investment. Work based learning projects were built into the programme, enabling direct ROI to be demonstrated. Projects were scoped and crafted so that the delegates would apply problem-solving techniques back in the workplace to resolve real work issues. Each project required delegates to carry out a full cost benefit and ROI analysis to clearly identify the business return from their project.

The programme targeted a minimum of a 3:1 return within 12 months. At the end of the programme delegates presented their achievements to the senior leadership team. Cost savings achieved from the individual delegate projects secured an immediate 4:1 return on fully loaded programme costs which exceeded all expectations.





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...And here is the great feedback that we got from AAH!

*"Linac's ability to deliver best-fit learning solutions and quickly capture the 'essence' of your organization is what sets them apart from other providers in the market today. From experience, the recipe to Linac's success is their adaptability, creativity and collaboration."*

**Marie Lynch, National Training Manager  
AAH Pharmaceuticals Ltd**

Call Linac today to find out how we can help you to get the best out of your managers

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