



CASE STUDY: CLIMBING FORTUNE'S BEST PLACES TO WORK

Hayden Homes, the largest privately-owned homebuilder in the Pacific Northwest, partnered with Wildsparq to build leaders at every level of the company. Now that investment shows up on the national stage, year after year.

A company that promotes from within, with team members spread across Washington, Oregon, Idaho, and Montana, Hayden Homes needed a practical way to:

- Develop leaders promoted from the field
- Equip leaders with training that fits busy schedules and tools and insights for real leadership moments
- Build a culture worth recognizing

Challenges

- Most leaders rose from construction roles and lacked skills required in leadership roles.
- No internal resources to develop and equip leaders for real moments.
- Training had to fit varied learning styles, already-busy schedules, and a limited budget.

Solutions

Hayden Homes built its entire leadership development initiative on Wildsparq. They used Wildsparq to:

- Multiply leaders at every level, from the executive team to the front line
- Equip leaders with training, tools, and insights to empower real behavior change
- Build connection across different teams and locations

Results

#3

Moved from #7 to #3 Best Places to Work in Construction

#21

Moved from #97 to #21 Best Medium Sized Workplaces

98%

Employee satisfaction

25+

Top Workplace honors in last 5 years

Testimonial

"We love Wildsparq. It aligns with our leadership philosophy, and it has become a very important part of our culture."

— Patti Murphy, VP of Employee Experience

Conclusion

Hayden Homes believes leadership is a continual process, not a one-time program. Wildsparq is how they deliver it. Years of consistency have helped power a steady climb up Fortune's national rankings and a culture 98% of team members call a great place to work.