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MDA Leadership Publishes Guidebook for Effective Leadership

“Awaken, Align, Accelerate” Framework Helps “Good” Leaders Become “Great”

MINNEAPOLIS, Minn. (April 20, 2011) – Companies that invest in leadership development perform better than their competitors, increase employee engagement, improve retention, and increase the quality of their talent pipeline, according to multiple research studies.

As a guide to helping businesses enhance their leadership, MDA Leadership Consulting has published [“Awaken, Align, Accelerate: A Guide to Great Leadership”](#) (2011; Beaver’s Pond Press). The 480-page guide “explains, illustrates and demystifies” the steps required for becoming a great leader, according to Scott E. Nelson, executive vice president of MDA, and co-editor of the book.

“In today’s business world, the need for leaders to focus on self-development and coaching others to greater levels of effectiveness has never been more compelling,” Nelson said.

“‘Awaken, Align, Accelerate’ provides a fresh, comprehensive and practical approach to leadership development and a pragmatic set of in-depth development insights, exercises and tools.”

“Awaken, Align, Accelerate” is based on MDA’s powerful and pragmatic framework, proven by major bodies of research and more than 30 years of MDA’s consulting efforts, to help leaders increase their effectiveness. It contains almost 2,000 leadership development suggestions and coaching tips, along with real-life case studies, self-assessments, and sample development plans.

The title, “Awaken, Align, Accelerate,” comes from the framework MDA has identified as critical to leadership success:

- Awaken potential by enabling leaders to gain insight into their impact and aspirations.
- Align individual and organizational goals by understanding the business context and connecting leadership development goals with business outcomes.
- Accelerate performance by challenging leaders to seek new experiences, gain additional knowledge and practice key leadership skills and behaviors.

“This book exemplifies MDA’s passion for developing great leaders,” said Sandra Davis, Ph.D., founder and CEO of MDA. “Leaders have untapped potential to change and to grow; this book provides the tools to make that happen.”

The guide is divided into six sections, each focused on a critical development area for effective leadership:

- Leading People – leading courageously, creating alignment, developing teams and developing other leaders
- Thinking and Deciding – thinking strategically and critically, and demonstrating business acumen
- Achieving – driving for results and innovating and risk-taking
- Relating to People – improving interpersonal effectiveness and building collaboration
- Managing Work – planning and organizing and managing execution
- Managing Self – demonstrating resilience and integrity, and developing a learning orientation

“The guide provides the keys to becoming not only a great leader, but also the framework for becoming a great coach as well,” said Jason Ortmeier, director of coaching for MDA and co-editor of “Awaken, Align, Accelerate.” “It is ideal for leaders who wish to increase their own performance, and for leaders who are actively coaching others on their teams.”

Awaken, Align, Accelerate: A Guide to Great Leadership is available for \$75.00 per copy at www.MDALeadership.com or www.BeaversPondBooks.com or call (800) 901-3480. Discounts are available to resellers and for bulk orders.

About MDA Leadership Consulting

Leadership matters. From the boardroom to the community to the playing field, leaders make the difference between mediocrity and excellence. MDA partners with organizations to strengthen individual, team, and organizational leadership. We help organizations identify the right talent to drive results, accelerate the development of leaders at all levels, and sharpen alignment between talent and strategy. By taking the time to understand our clients’ needs, strategies, and challenges, we help them build a competitive advantage through increased talent acumen and leadership performance. To learn more, visit www.mdaleadership.com.

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