



Promotion

MDA Leadership Consulting As 'Talent Storm' Looms, Firm Leads the Way

Businesses beware: a sea change is coming. Nearly 75 million Baby Boomers – 40 percent of the current workforce – will soon be retiring, outnumbering new workforce entries by five to one. With challenges such as technology, increased business complexity, and market unpredictability stretching talent resources, the demands of corporate leadership continue to grow at a frantic pace.

"It is a perfect 'talent storm' that is nearly upon us," says Scott E. Nelson, M.A., executive vice president of consulting services and a partner at MDA Leadership Consulting in downtown Minneapolis. "We are approaching a dearth of seasoned business judgment, mature thinking, and leadership versatility. Organizations must be strategic, thoughtful, and intentional in preparing for this storm to navigate it successfully."

Mapping the Course in Plain Terms

Established in 1981, MDA has worked with CEOs and corporate boards to mine and refine executive talent and has built a proven, successful practice around CEO succession and leadership continuity. The firm partners with companies of all sizes – from *Fortune* 100 companies to emerging businesses – in virtually every sector. MDA's highly effective CEO Blueprint™ process begins with an in-depth understanding of a particular organization, its definition of success, current talent capabilities, and future leadership pipeline requirements. The blueprint maps the course with clearly defined requirements, processes, and tools. Similarly, using leadership pipeline concepts for future senior leadership demands gives an organization a path to follow.

Moving Forward, Compass in Hand

Once leadership selections are made, MDA turns its focus to a new set of challenges – integrating and developing leadership talent to advance the long-term success of each organization. MDA's signature leadership development framework pursues the following:

- **Awakening** leaders' potential through powerful insight and feedback
- **Aligning** development objectives with business needs
- **Accelerating** development through results-focused coaching and targeted skill building

"The research is conclusive," explains Sandra Davis, Ph.D., L.P., founder and CEO of MDA Leadership Consulting. "Businesses that work to ensure a continuous supply of capable, qualified talent improve their performance and their long-term prospects. We are passionate about helping organizations do this, because we believe the quality of leadership is a key driver for their success."



Sandra Davis, Ph.D., L.P.

*MDA Founder and
Chief Executive Officer*

MDA was founded on Davis's wholehearted belief in the power of strong, capable leadership and its unrivaled impact on organizational success. Davis continues to nurture her firm's passion for helping organizations solve talent challenges, including CEO succession.

"Two out of every five new CEOs do not survive the first 18 months, and over 60 percent never make it to their fourth anniversary. I am proud to say that MDA's CEO succession work continues to produce stellar results. All of our recommended candidates over the last 20 years have passed the longevity test."



**MDA LEADERSHIP
CONSULTING**

Since 1981

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Scott E. Nelson, M.A.

*Executive Vice President of
Consulting Services & Partner*

For over 20 years, Scott Nelson has helped organizations of all sizes create and implement leadership development systems that build the talent necessary to achieve sustainable results.

"Leadership development and succession continues to be listed as the number one concern by chief HR officers. MDA's goal is to partner with our clients to create and implement unique talent strategies that improve leadership at all levels and increase the organization's competitive advantage."