



MDA LEADERSHIP
CONSULTING
Since 1981

--- BUILDING ---
LEADERS
AT ALL LEVELS

Leadership Development Solutions



Leadership Development SOLUTIONS

Build More Leaders Who Can Meet Any Challenge

How are you dealing with the leadership gaps in your organization? The tidal wave is coming; only 17 million Gen Xers are growing up behind 78 million Boomers. That means one of the biggest challenges for sustaining your business is developing and retaining emerging leaders with the potential to meet the demands of growth and change inevitable in successful enterprises. MDA helps by designing the right development strategies and systems to expand and strengthen the pool of versatile leaders in the context of your unique business. We help you focus on this simple pattern: **awaken, align, accelerate.** **Awaken** more individuals to growth opportunities and build awareness of their strengths and weaknesses. **Align** their skills and experiences with the priorities and needs of the business. **Accelerate** their ability to take on new responsibilities and deliver superior results.

What We Believe About Leadership Development

Leadership is the most critical factor in determining an organization's success. Companies that survive and prosper do so because of strong leaders. But leadership effectiveness develops over time; it's a continuous process of learning, development, and feedback. Implementing leadership development programs designed for specific levels of talent can build the *capacity* of your leadership pipeline and address the leadership gaps.

To help you achieve this goal, MDA's compelling *13 Roles of the High Performance Leader*[™] framework and steep expertise in assessments, coaching, and high-impact skill development programs will enable you to:

- ▲ Shorten the cycle time in identifying and developing high performance, high potential individuals.
- ▲ Increase breadth and depth of talent pool to ensure a robust internal pipeline.
- ▲ Engage senior executives in the ongoing development of emerging leaders.
- ▲ Build leadership versatility to effectively compete in today's dynamic, global marketplace.

The MDA Leadership Development System

MDA offers a full range of leadership development strategies that help individuals learn through targeted skill building, one-on-one coaching and mentoring relationships, and on-the-job experience. Our comprehensive approach allows you to make the right choices for your organizational strategies, goals, and people.

Leadership Assessments

Use development assessments, personality measures, 360° feedback, and other tools to identify skills, leadership potential, derailers, and experience gaps among your top performers. Find your high potential talent at the earliest stage and put them on the fast track. Awaken the organization—and your leaders—to growth opportunities.

Leaders Teaching Leaders

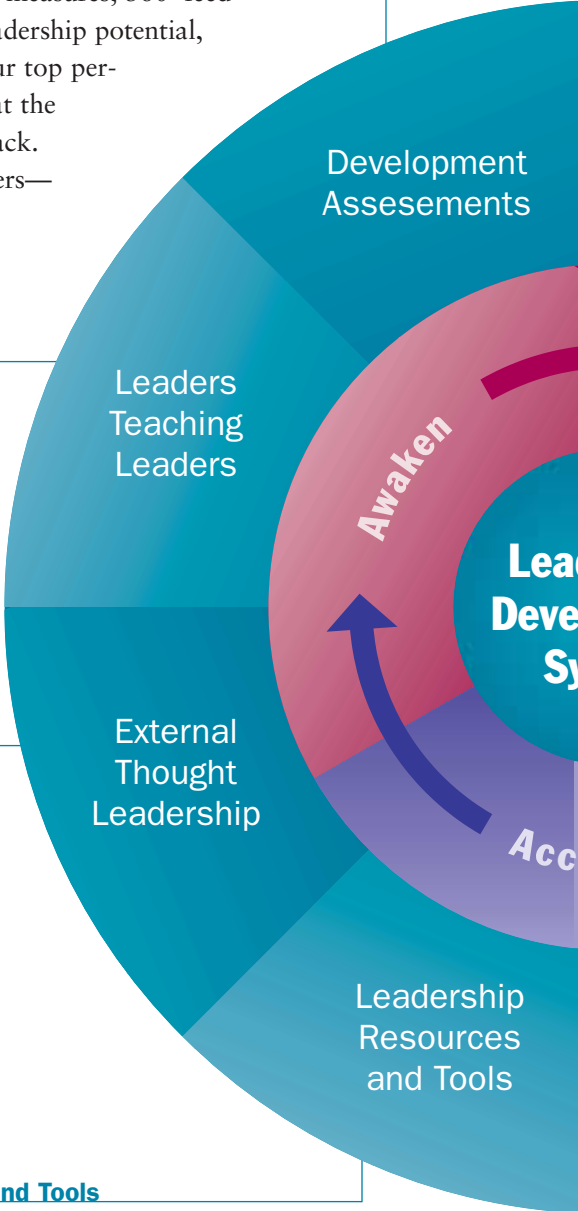
Perpetuate your leadership pipeline by developing your own leaders into the ultimate coaches, mentors, and trainers. Use leaders to identify and develop other leaders in order to broaden and deepen the pool of organizational talent. Make leadership a prized skill and value within the business.

External Thought Leadership

Bring the most experienced outside voices inside your organization. Invite experts to speak to your internal audiences and share their perspectives on the qualities of successful leadership outside your own industry. Freshen your internal dialogue and seed your pool of new ideas by capturing and discussing external trends.

Leadership Resources and Tools

Allow your leaders to learn at their own pace and in their own time and space. Supplement individual and group leadership development strategies with publications, toolkits, online resources, multimedia presentations, and other materials aimed at self-paced learning.





360°/Multi-rater Feedback

MDA offers *360° Observations™ for Development* with several options including instrumentation only (with certification) and 360° feedback and planning. It awakens leaders by providing them with concrete data about how others view them and how they can enhance their style and effectiveness. MDA's 360° survey can be leveraged alone or combined with a more robust development planning or executive coaching program.

Development Assessments/Individual Development Planning

MDA offers two types of development assessments that can serve as a starting point for individual development planning, or be combined with other development efforts to build awareness of strengths and weaknesses. The *Comprehensive Assessment for Development* provides a robust development feedback and introduction to action planning. The *Fast Track Assessment for Development* is a streamlined, virtual process that provides a basic development summary and can serve as a good starting point for introducing development planning into the organization.

High Potential Identification & Development

Too often, organizations learn that effective performance in a current role does not guarantee equally effective performance in a more senior, more critical position. For organizations interested in building their bench strength, better identification and development of true high potential talent is critical. MDA's assessment and leadership development expertise shortens the cycle time in identifying and developing an organization's high potential talent.

Custom Leadership Development Programs

From small, intense programs with a senior team to broad programs touching hundreds of employees, MDA knows what it takes to motivate and develop talent in a group environment. From our retail and corporate *Growing Edge Development Program™* to custom programs using interactive, skill-building modules, combined with self-discovery/assessment and manager involvement, MDA's experience and knowledge of development best practices results in programs that increase organizational capacity.

Executive Coaching

Coaching can be an effective development tool, especially at higher levels of the talent pipeline where a personalized approach generates greater results. MDA offers a variety of coaching programs for mid-level managers to CEOs including *High Performance Coaching for Enterprise and Function Leaders*, where we apply the *13 Roles of a High Performance Leader™* model. See the *Coaching Resource Guide* for a more detailed summary of MDA's coaching programs.

About MDA Leadership Consulting

With
great leadership,
anything is possible!™

We believe leadership matters. From the boardroom to the community to the playing field, leaders make the difference between excellence and mediocrity. Since 1981, MDA Leadership Consulting has helped organizations select the right talent to drive strategy, sharpen organizational alignment between talent and resources, and accelerate the development at all levels of the leadership pipeline. From our headquarters in Minneapolis, Minnesota, client teams work with mid- and large-cap companies with roots in America's heartland. MDA consultants are schooled in an integrated approach—a mix of talent management, leadership development and organizational alignment—all of which impact the quality of leadership in an organization.

Without
great leadership,
nothing works.™

About our Team

MDA has an experienced team of development experts who understand the dynamics of developing high performing talent. Our consultants bring a diverse set of business experiences, academic backgrounds, and personalities to consulting engagements. To learn more about our team, visit us at www.mdaleadership.com



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