

Contact:
MDA Leadership Consulting
Randy Shimanski
612-436-9901
rshimanski@mdaleadership.com

MDA Leadership to Partner with U.K.-based ASK Europe

Partnership will advance global reach of both leadership development firms

MINNEAPOLIS, Minn. (July 19, 2011) – MDA Leadership Consulting has formed a strategic partnership with [ASK Europe](#), a U.K.-based provider of leadership development and assessment services, to strengthen each company's existing global reach and leverage each other's talents and core capabilities.

Through this strategic partnership, MDA and ASK will be able to support each other's existing and new clients across a broader array of projects and geographies, according to Scott E. Nelson, executive vice president and partner of MDA.

"This is an exciting opportunity for both firms as we deliver large-scale solutions to our global clients," Nelson said. "We are thrilled to be partnering with ASK and expanding our operations into the UK and European markets with a more seamless delivery of leadership and organizational development tools and services."

ASK provides customized management and leadership development tools and consulting to many of the world's best-known private and public companies, including PricewaterhouseCoopers, Invesco and Siemens. The firm combines its expertise in organizational development, management and leadership development, and executive coaching to provide high-return business results.

"ASK and MDA share consistent and corresponding values and approaches in both consulting and delivering business outcomes for clients," said Dr. Anton Franckeiss, managing director, ASK Europe. "That includes the consistent application of our shared methodologies when working with clients in the critical arenas of people development, executive coaching, leadership and organizational development."

About ASK:

ASK is a leading global behavioral consultancy offering customized management and leadership development solutions to many of the world's best known private and public sector organizations. Rather than adopting conventional training methods, ASK's unique approach focuses on behavioral change. Experienced consultants help managers at all levels improve managerial and leadership performance.

ASK utilizes proprietary processes to measure the transfer and application of learning into the workplace. Evidence of the effectiveness of this strategy is then monitored by the unique ResultsEngine® transfer and application system.

ASK improves workplace performance through:

- **Organizational Development** – implementing strategies to help organizations change beliefs, attitudes, values and structures and better adapt to new markets, technologies and business imperatives
- **Management and Leadership Development** – designing and implementing customised high impact personal development programmes for managers and leaders
- **Executive Coaching** – providing timely and positive interventions that meet the challenging coaching demands of executives by helping individuals to identify their goals, access all of their gifts, acquire and practise new skills, and fulfil their potential.

ASK provides bespoke OD consultancy, developmental assessment and Executive Coaching solutions to a wide range of clients from both the public and private sectors. Clients include NXP, Saint Gobain, Siemens, Atkins, Elsevier, Invesco, and Bentley Motor Cars. For more information, please visit www.askeurope.com.

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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