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**Local Consulting Firm Establishes First-Ever
Licensing Agreement with Top Leadership Institute**
*MDA Leadership Consulting will leverage
Center for Creative Leadership content in consulting services*

Minneapolis, Minn. (June 12, 2008) – In a unique, first-ever agreement, MDA Leadership Consulting (MDA) has contracted with the Center for Creative Leadership (CCL) to license CCL-developed content that will be incorporated into leadership development services developed and delivered by MDA to MDA’s client base.

“MDA’s strategy leverages “best-in-class” tools and expertise that already exist in the marketplace,” explained Scott Nelson, MDA’s vice president of leadership development. “No one has better leadership development content than CCL. MDA is pleased to be affiliated with an organization the caliber of CCL and, more importantly, excited to have access to excellent content that will benefit our clients.”

“As a mission-driven organization, CCL makes sharing knowledge about leadership a top priority,” said Martin Wilcox, CCL’s Director of Publications. “This partnership with MDA will help us reach out to many talented groups of leaders and help make them even more effective.”

CCL experts have written and published more than 45 publications that provide specific, targeted development suggestions on a variety of leadership competency areas – from giving good feedback, handling conflict, and building influence and authority. As part of the license agreement, MDA will be able to use the content from these publications to develop specific MDA products, such as a development tool kit that would be a companion to MDA’s competency model.

“We know that leadership development is one of the biggest challenges companies face as they devise strategies to combat the talent shortage,” said Nelson. “Helping our clients generate better development results is a core part of leadership development practice. The CCL content will allow us to better meet this need.”

In addition to the licensing agreement, MDA will be a distributor for selected CCL publications, particularly the 37 Ideas into Action Guidebooks and various field guides. CCL has contracted with only a handful of distributors worldwide. The publications are available online at www.mdaleadership.com

In addition to the contract with CCL, MDA partners with the Fort Hill Company to offer the DevelopmentEngine online development follow-up services, Hogan Assessment Systems for the Leadership Forecast Series personality inventories, and a number of other test publishers.

About MDA Leadership Consulting

Founded in 1981 as an organizational psychology firm, MDA Leadership Consulting helps organizations create outstanding, sustainable results through better leadership. Headquartered in Minneapolis, MDA provides talent planning, succession planning, selection assessment, senior hire integration, organizational alignment, organizational change consulting, leadership development and executive coaching services. For more information, visit www.mdaleadership.com.

About the Center for Creative Leadership

The Center for Creative Leadership (CCL[®]) is a top-ranked, global provider of executive education that develops better leaders through its exclusive focus on leadership education and research. Founded in 1970 as a nonprofit, educational institution, CCL helps clients worldwide cultivate creative leadership - the capacity to achieve more than imagined by thinking and acting beyond boundaries - through an array of programs, products and other services. Ranked among the world's top providers of executive education by *BusinessWeek* and the *Financial Times*, CCL is headquartered in Greensboro, N.C., with campuses in Colorado Springs, Colo.; San Diego, Calif.; Brussels, Belgium; and Singapore. Its work is supported by more than 500 faculty members and staff.

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