

# Major Manufacturer Enhances Leadership Pipeline through MDA Executive Coaching

## Challenge

According to the McKinsey Global Institute, employers in advanced economies could face a shortfall of up to 40 million college-educated, high-skill workers by 2020. Rather than risking a talent shortage that jeopardizes their competitiveness and longevity, forward-looking organizations are proactively developing their high-potential employees. For example, a major family-owned Minnesota manufacturer wanted to ensure it lasts long past its current fourth-generation leadership. With strong board support, this manufacturer engaged MDA Leadership to deliver executive coaching to the company's high-potential employees, in order to be prepared for more senior leadership roles as opportunities arise.

## Solution

With a family-owned business – or any business – succession cannot be taken for granted. While more than one-third of all Fortune 500 companies are family-controlled, just three percent of family-owned businesses make it to the fourth generation and beyond, according to the Family Business Center. The company board recognized the need to tackle succession and leadership development head-on and systemically, in order to ensure quality development opportunities for both family and non-family leaders.

After working diligently to understand this manufacturer's business, needs and culture, MDA Leadership designed an in-depth two-year executive coaching program. Available to a select group of five high-potential employees annually, the program is based on the MDA Value Pyramid™, a results-based program to help coaching recipients deliver bottom-line value through improved leadership practices and competencies. In year one, coaching recipients meet formally each month with their MDA Leadership coaches; in year two, they meet quarterly. MDA Leadership's consulting focuses on helping coaching recipients better understand their leadership strengths and growth opportunities, while providing insight and guidance on inevitable leadership challenges.

## Results

While coaching success can be measured at a number of different levels, MDA Leadership's executive coaching program has exceeded the manufacturer's expectations. The coaching recipients consider it an honor to be chosen for the program; they consistently report gaining a clearer understanding of the practices and behaviors required for the company's senior leadership, as well as heightened awareness of their own strengths and growth areas. Ultimately, the coaching recipients are delivering greater business and leadership impact and more effectively sustaining the company's dynamic culture. The manufacturer's board and senior management credit MDA Leadership with helping create the backbone of the company's succession and talent pipeline plans.

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Team up with MDA to build your leadership talent today and equip your organization to take charge of tomorrow.