

Delivering Critical Insights into the

BREATH & DEPTH

of Your Leadership Talent

THE BENCH STRENGTH EXPERIENCE™

INTRODUCING The Bench Strength Experience™

Delivering Critical Insights into the Breadth and Depth of Your Leadership Talent

The greatest limiter of business growth today is lacking the right talent to fill mission-critical roles. And if you think now is tough, with some job vacancies at all-time highs, the coming years will likely be even more challenging.

By 2030, the global talent shortage could hit more than 85 million employees, costing companies an estimated \$8.5 trillion in unrealized revenue, according to a major industry study.

No matter your business, you're likely seeing at least one of these talent-related warning signs:

- Insufficient viable internal candidates for key leadership openings that place prime business opportunities at risk
- Incomplete knowledge of organizational bench strength, especially for manager and director roles
- Inadequate understanding or measurement of individual employees' leadership potential
- Employees in supervisory roles who don't objectively understand their capacity to lead
- Geographically dispersed employees, making it difficult to identify future leaders

What keeps CEOs up at night? CEOs are most concerned about growth opportunities constrained by their organizations' inability to attract and retain top talent, according to The Conference Board. That is why top-tier organizations are proactively identifying and developing their high-potential employees early in their careers. They want to be certain they're investing in the right people at the right time, and providing them with the right development resources to achieve their potential.

That's also why discerning organizations are turning to MDA Leadership for the Bench Strength Experience—a comprehensive, industry-leading assessment and development process designed to give them critical insights into the depth and breadth of their leadership talent, and to give participants an unmatched learning and development experience.

"I want to see assessment and development integration that leads to growth that is career- and life-changing. Compared to others, there is more substance in your assessment-development deliverables."

—Large general contractor



What is the **BENCH STRENGTH** Experience™?

In today's hypercompetitive marketplace, the quality of an organization's talent matters more than ever. You cannot wait for great leaders to emerge naturally over time.

Organizations who wait to invest in leadership risk their best future leaders walking out the door, as 33% of high potentials unrecognized by their organizations are actively looking to leave. In contrast, when organizations identify, formally recognize, and develop their high-potential leadership talent, the risk of departure drops to just 14%.

MDA Leadership's Bench Strength Experience delivers exceptional early identification insights and value for organizations, their leaders, and individual participants.

Benefits of the MDA Bench Strength Experience™

For the Organization	For HR and Managers	For the Individual
<ul style="list-style-type: none"> Insight into aggregate leadership strengths and development needs Identification of "hidden gems" and key differences across employee populations Deep insights and implications for leader selection and development that will shape your future talent strategy 	<ul style="list-style-type: none"> Insight into the critical difference between performance and leadership potential Clear understanding of HR and manager roles as well as education on how to support participants through the learning journey Preparation for effectively conducting high-impact career conversations 	<ul style="list-style-type: none"> Grounding in the mindset necessary to achieve significant leadership growth Understanding of the attributes and behavior required to be successful in future leadership roles Insight into own leadership strengths and growth opportunities

All delivered via a powerful, scalable, and flexible technology-enabled learning platform.

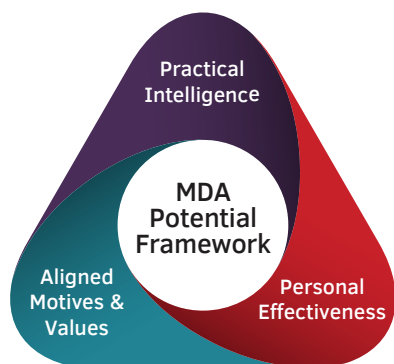
The Bench Strength Experience is built on a foundation of scientific leadership research, based on MDA Leadership's 40 years of expertise assessing leaders for mission-critical roles in top organizations, and wedded to a variety of high-tech learning and development solutions. It accurately identifies potential in the earlier stages of employees' careers and gives these employees and their managers the development insights and tools needed for true leadership growth.

The Bench Strength Experience is particularly useful for assessing and developing leaders entering or in new supervisory or managerial roles. It measures these three key foundational components of leadership potential:

Practical intelligence—Is she curious? Does she manage complexity well, show good judgement despite ambiguity, and think effectively about the future?

Personal effectiveness—Does he take initiative and persist in challenging situations? Can he influence and direct others' efforts, while building trusting relationships?

Aligned motives and values—Are her values, goals, and behaviors aligned with the organization? Is she clear about her current capabilities and future goals, and seeking opportunities to learn?



The BENCH STRENGTH Experience™

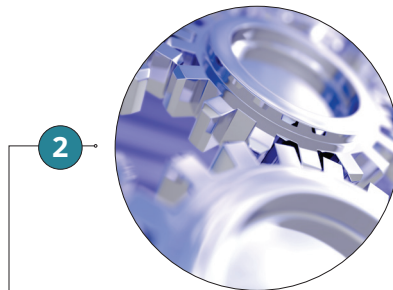
With the Bench Strength Experience, an organization gains critical insights into its existing leadership bench and ways to strengthen their talent practices to build the bench it needs for the future.

The Bench Strength Experience includes six distinct phases:



1 Getting Ready

Through a state-of-the-art learning platform, all participants, their managers, and HR resources learn about the differences between performance and potential, and the most effective approach to leadership growth. This critical education helps everyone get into the right mindset early on, and gets participants primed and excited to begin their important leadership journey.



2 Assessment

All participants complete a series of multiple, scientifically validated inventories online measuring their “bright-side” everyday behaviors, “inside” motives and values, critical-thinking skills, and watch-out factors that may become professional derailers.



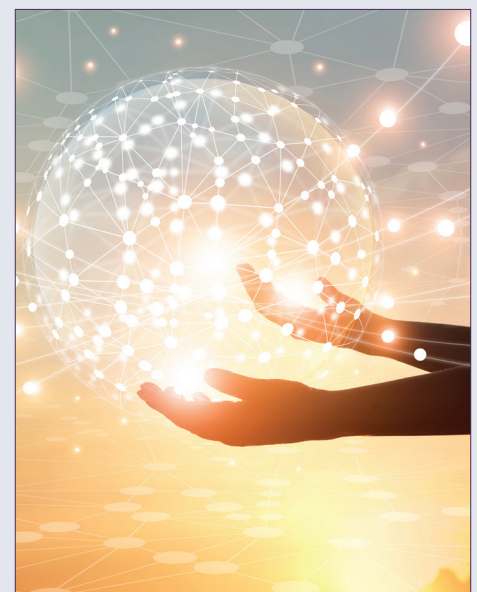
3 Organizational Insights

MDA Leadership provides the organization with deep insight into the depth and distribution of its leadership talent and the implications for business success. These insights will serve as a strong foundation for your organization’s future talent strategy.

Potential vs. Performance—What’s the Difference?

Many organizations make the mistake of confusing performance with potential, but they are not the same. Performance does not necessarily indicate potential. In fact, studies suggest that as few as 3 in 10 of a typical company’s top performers will also have strong leadership potential.

Success in managerial and more senior leadership roles depends on a unique mix of skills, values, and priorities. That is why measuring one’s capacity or potential for leadership, as opposed to simply assessing current performance, is so important—to determine if an individual has the capability to thrive in a role which requires advanced skills and responsibilities.



All participants, their managers, and HR resources learn about the desired attributes of great leadership, the differences between leadership performance and potential, and the most effective approach to leadership growth.



Participant Insights

Participants gain valuable insights about their leadership strengths and areas for development in a live group session.



Growth Planning

Participants are provided with resources and tools to prepare them for growth planning and meaningful career conversations with their leaders.



Growth Acceleration

Supported by MDA's powerful learning platform, participants stay connected, participate in learning communities, and build their leadership brand.

"MDA does an incredible job of pinpointing strengths and development needs as well as sharing insights. The firm also provides feedback for individuals in a development-oriented way and supports the start of development plans in a meaningful manner."

– **Jason Ortmeier**, Senior Director of Learning & Development, Mortenson

You need a smart way to get an early read on your frontline talent.

Why the Bench Strength Experience™?

The supervisors and managers you choose today represent the internal pool from which tomorrow's mid- and senior-level managers will be drawn. You need a smart way to get an early read on your frontline talent. You want to know, in advance, who has the chance to become a top leader in years to come. Who is curious, manages ambiguity and complexity well, and takes a long-term view? Who takes charge and drives results, while

supporting and collaborating with others? Who truly aspires to lead and will be committed to achieving your organization's success?

MDA Leadership's Bench Strength Experience answers these critical talent questions and provides keen insight into the depth and distribution of your leadership talent, enabling you to invest when and where it will have the greatest payoff.

Development OPPORTUNITIES for Participants and Their Leaders

Beyond assessment, the core of MDA Leadership's Bench Strength Experience is the development opportunities it provides for both individual participants and their leaders.

The Bench Strength Experience combines the powerful insights of leadership assessment with the vehicle and space for personal growth and development. Unlike a traditional assessment, where the focus may not even be on development, our process equips individuals with the tools they need to drive their own development.

All Bench Strength Experience participants engage each other via an award-winning technology platform on which best-in-class thought leadership and content combine with collaborative learning to create a truly one-of-a-kind experience. Participants prepare for the journey with immersion in growth mindset content, and later translate their assessment insights into specific actions for development.

Within this digital learning platform, participants form a social community of colleagues all on the same growth journey. It is within the collaborative discussion boards and the real-world application "missions" that the magic really happens: entire cohorts of early leaders, learning and developing together. The flexibility of the platform allows organizations to send cohorts from a few dozen to thousands of learners at a time. Gamification through points and a leaderboard add to the fun—and the competition.

The online platform provides managers and HR professionals with a library of resources to support their efforts and empower them to be excellent talent developers. Equipped with this knowledge, they are better prepared to support participants through the process (e.g., know and explain the differences between potential and performance) and conduct high-impact career conversations.

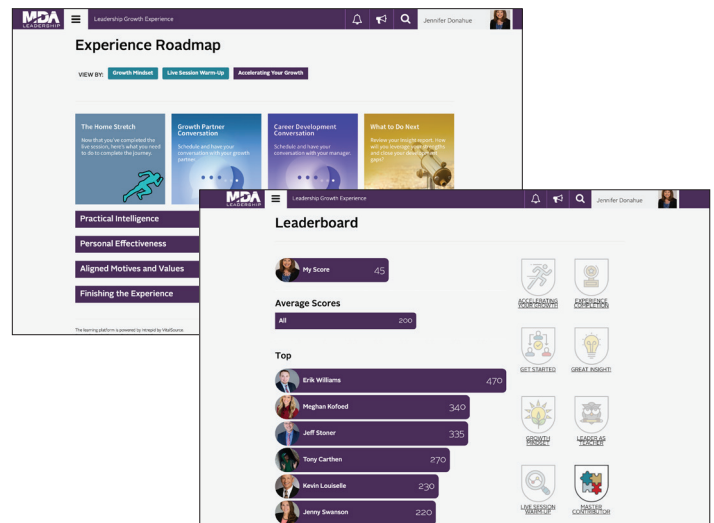
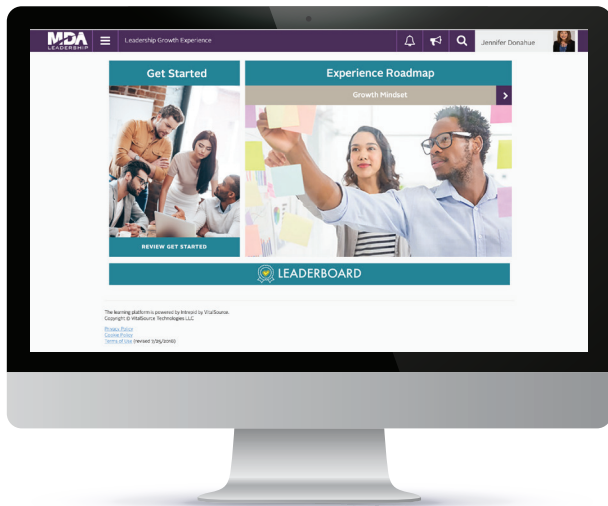
"MDA enables us to make really smart investments in our people because their leadership assessment and development solutions are configured to the context of our business, scaled to the right size, and integrated together seamlessly. We know we are driving development that matters and change that will last, and can see the impact on our business."

– **Paul Georgoff**, Director of Talent Development, Dacotah Bank



Organizations gain a far deeper understanding of their bench strength and how to close any gaps from a development standpoint. They also benefit from more effective leaders at the frontline and mid-level. This stronger leadership will translate into higher engagement, retention, and productivity among your largest population of employees and the foundation of your leadership pipeline.

You need the right talent to fill mission-critical roles today and tomorrow. MDA's Bench Strength Experience will provide your organization with the deep talent insights you need to make the right business investments. For your early-career leaders, it provides a developmental and growth experience that accelerates learning at the speed of business and at scale, while establishing long-lasting learning communities deeper in the organization.



Let's Connect

To learn more about MDA Leadership's Bench Strength Experience, please contact us at +1 (612) 332-8182 or by email at info@mdaleadership.com.

Better LEADERS Create Better Results™

From the boardroom to the community to the playing field, leaders make the difference between mediocrity and excellence. MDA Leadership partners with organizations to strengthen individual, team, and organizational talent.

Our areas of expertise include:

- Integrating your business and talent strategy to drive growth
- Identifying the right talent to achieve your goals
- Developing leaders at all levels to create a high-performance culture

To achieve better business results by elevating your Talent Acumen™, contact us to create your TALENT STRATEGY FOR THE LONG RUN®.

Continuity Trust Partnership
Results Sustainability Achievement
Collaboration Alignment Impact
Accord



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