

Developing a
POWERFUL
leadership pipeline ready
for your top priorities

LEADERSHIP DEVELOPMENT



Understanding Your EXACT Leadership Needs

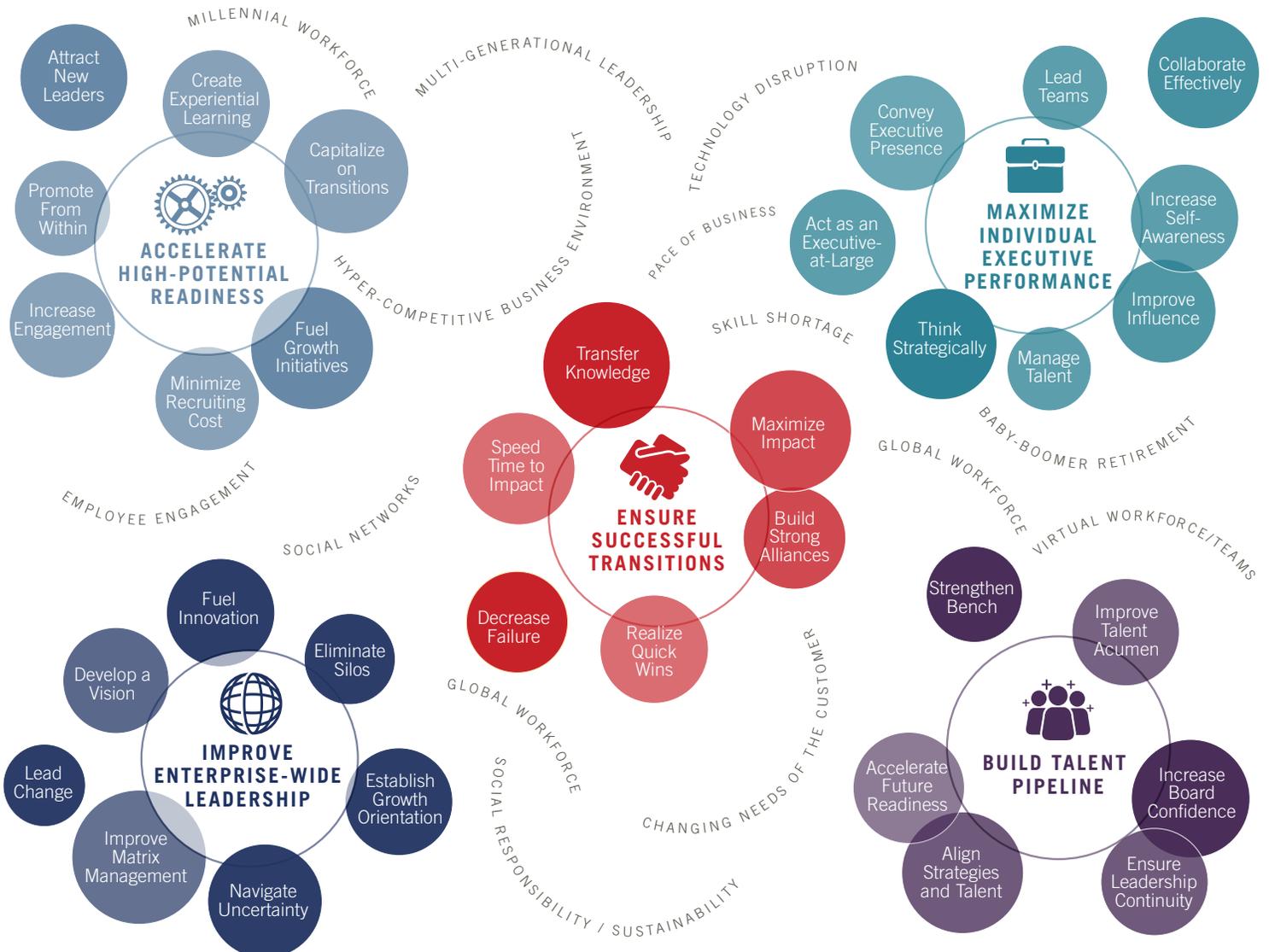
Better leadership requires understanding your environment, yet organizations are operating within a rapidly changing landscape in which competitive advantage is fleeting.

While no two organizations' leadership needs are alike, consider some of the most common leadership development needs in the infographic below.

What are your goals? What challenges are in your way? What are the outside forces affecting your success? By understanding your environment, MDA Leadership can assist in identifying the right talent strategy to address your leadership challenges.

MDA's experience with leadership teams is a strength due to your deep expertise and knowledge as to what it takes to help leaders grow. It was telling to me that several of our board members were very familiar with MDA's work from their former employers.

—**Karen Bohn**, President, Galeo Group, and Board Member, Otter Tail and Alerus Financial Corporations



Awaken, Align, Accelerate® Your LEADERS

Based on decades of experience helping organizations outperform through superior leadership, our proven development approach can help your leaders rapidly achieve meaningful, sustained results.

MDA Leadership's Learning Point of View and Methodology

Our Awaken, Align, Accelerate® framework is a simple and practical approach that helps demystify the development process. The three-phased approach helps leaders 1) understand their impact through assessment-driven insight (Awaken), 2) see how personal development goals intersect with desired business outcomes (Align), and 3) enhance their performance (Accelerate).



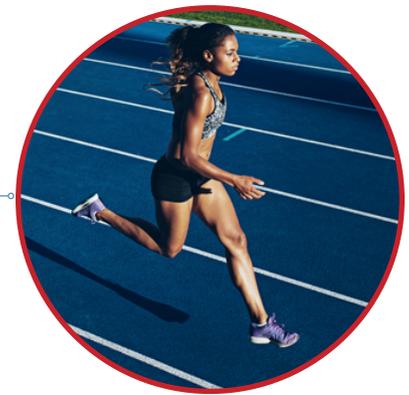
Awaken Potential

- Gain increased awareness
- Understand others' perceptions
- Learn how behavior affects performance



Align Goals

- Understand business context
- Define explicit outcomes
- Create congruence



Accelerate Performance

- Seek new experiences
- Gain additional knowledge
- Practice key behaviors



Provide a leadership development experience that is focused on what your organization needs people to Know, Do, and Believe

- Our development approach is aligned with your business and talent strategy.
- We design an experience focused on your desired outcomes.
- You provide a learning experience that drives lasting impact.

Leadership-Driven SUCCESS

A stronger leadership bench produces up to two times the revenue and profit growth of a weaker bench.¹

MDA Leadership provides a range of tailored, assessment-based leadership development solutions that promote stronger leadership and superior business results. What strategies will work best for your organization?

Experiential Leader Development

Deliver targeted, action-based development that is practical, sustainable, and generates ROI

- Offer immersive, integrated action learning experiences that have a wraparound component (pre-work and post-work) and are grounded in real-world context
- Provide results-focused learning and toolkits based on problem solving and design thinking
- Resolve immediate business issues and grow participants' leadership capacity with team projects
- Gain easy-to-measure business results, maximizing your leadership development investment

Emerging/High-Potential Leader Development

Provide individualized insights for emerging and high-potential leaders

- Deliver tailored development recommendations and growth plans
- Ensure awareness of potential leadership blind spots
- Develop individual strengths and minimize potential derailers

“MDA understands the objectives of a leadership development program and makes excellent suggestions in terms of design elements. You also bring in the right expertise to lead and facilitate programs. All this combines for an outstanding experience for both learners and the organization.”

—**Dan Haag**, Senior Vice President and Chief Administrative Officer, Sundt Construction, Inc.

C-suite and Executive Team Development

Help executive teams navigate their changing environments and evolve to keep their organizations vital long into the future

- Provide organizations with an understanding of the executive leadership they have, the future leadership they need, and a plan to bridge the gap
- Based on a board's criteria and an organization's norms, assess and analyze executive candidates to provide a definitive and well-grounded hiring recommendation
- Supply a framework for quickly aligning board, CEO, and senior team expectations

Individual and Team Assessments

Leverage a full suite of assessment capabilities to target development and generate insights that lead to action

- Awaken the organization—and your leaders—to growth opportunities, providing the motivation for change
- Highlight individual and team strengths and opportunities across each pipeline level
- Identify skills, leadership potential, derailers, and experience gaps among top performers

Executive Coaching

Accelerate leadership growth and capacity through one-on-one development support

- Gain deep insight into leadership impact
- Understand what is required to be successful at different levels of leadership responsibility
- Create a roadmap for growth, based on aspirations and organizational needs
- Leverage neuroscience and growth mindset practices to create sustainable change

¹Corporate Executive Board

EXPERIENTIAL Leader Development

Organizations need their next generation of leaders to assume greater leadership scope, responsibility, and complexity at a rate faster than their predecessors.

Much will be asked of these future leaders—are they ready? What do proven experiences look like that truly prepare leaders to meet and exceed more demanding expectations?

We believe targeted developmental experiences like the one illustrated below—that include assessment, a strong experientially based formal learning program, and cross-functional action learning projects—better equip leaders to maximize their development and contributions.

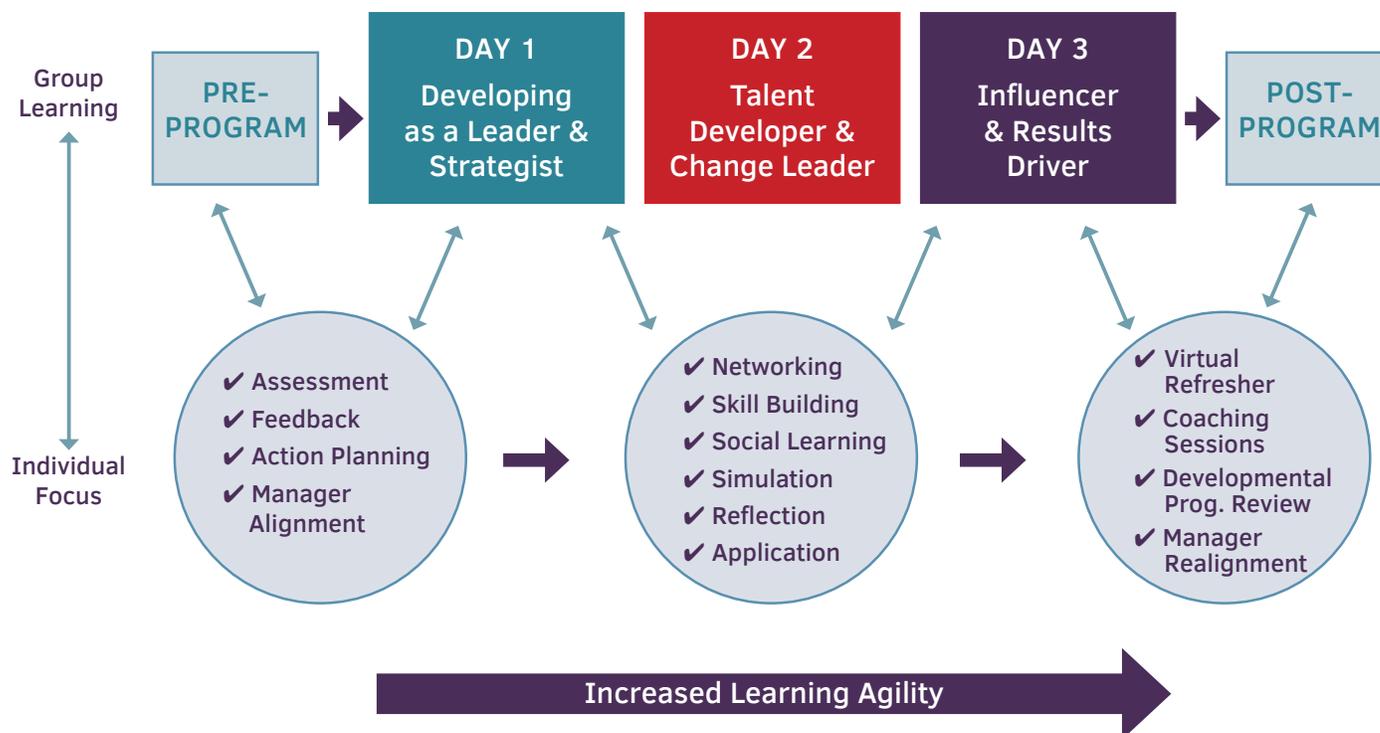
More specifically, action learning is a process that elevates and accelerates both individual leadership as well as organizational capability. The process combines opportunities for leaders to engage in business-relevant activities, while simultaneously leveraging the meaningful coachable moments that arise throughout the journey.

This approach creates critical insight into leadership potential, maximizes individual learning, and offers tangible organizational benefits.

We had a great experience with the Function Leader Development Experience (FLDE). The payoff has been even beyond what we expected for the business. The people we selected to attend now have a close cohort relationship. Since then, a few of the participants have been promoted and are well positioned as successors to senior executive roles.

– **Alixandra Colehour**, Vice President, Human Resources, Select Comfort Corporation

Sample Learning Architecture: Function Leader Development Experience



Why Clients COUNT on MDA

For nearly 40 years, leading organizations have turned to us for leadership development. Here's what sets MDA Leadership apart and why clients keep coming back:

- ✓ **Accelerated development delivers business results faster**—Our unique Awaken, Align, Accelerate® leadership development framework awakens leaders, aligns them with your business strategy, and accelerates development.
- ✓ **A focus on Talent Acumen™ elevates leadership performance**—Your leaders learn how to effectively identify talent, make excellent talent decisions, distinguish between performance and potential, build a robust leadership pipeline, create a development culture, and provide powerful coaching.
- ✓ **Integrated assessments focus your development for maximum impact**—Assessments are integral to our leadership development solutions, so that we can recommend a targeted approach that generates real results.
- ✓ **Pipeline approach leads to consistent, enterprise systems**—We offer leadership development solutions at all organizational levels to increase the breadth and depth of your talent pool and build a robust internal talent pipeline. Our integrated systems approach ensures you are hiring, selecting, developing, and promoting your leaders effectively at all levels.
- ✓ **Client-centric solutions support your business and sustain learning**—Our targeted and practical pre-work and post-work—along with just-in-time and self-directed development tools and content—ensure applicability of our solutions to your organization and help you to achieve sustainable results that last long beyond the classroom.
- ✓ **Future-focused thought leadership and content keeps your leaders at the forefront**—Through our proprietary Learning Resource Network (LRN), MDA AcceI5 microlearning technology platform, Online (social media) Leadership Presence Assessment, network science technologies, and the wise application of neural science insights, we enable our clients to explore the latest advances in leadership development in ways that are safe, smart, and effective.
- ✓ **Trusted advisors offer critical talent insights to advance your business goals**—Our consultants are committed to understanding your unique business needs and context, which enables them to capture your cultural nuances, speak your language, and align with your values. As a result, they become trusted advisors who deliver well-informed, high-impact insights.





Let's Connect

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

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 for us, 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 Banks, Inc.

MDA Leadership provides tailored solutions based on your organization's unique strategy and culture, which leads to better outcomes.

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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