

Function Leader Development Experience

Now is perhaps the single greatest leadership development opportunity in our lifetimes. Confronted by waves of new and increasingly complex leadership demands, function leaders must have the ability to lead through unprecedented times.

“I loved the focus on innovation and strategic thinking. In addition, I learned about my own leadership style, how to delegate better, and how to capitalize on my team to better execute strategy.”

Corey Walther, COO & Chief Compliance Officer, Allianz Life

That is why MDA Leadership is pleased to offer a unique, transformational **Function Leader Development Experience (FLDE)**. This innovative 3-month virtual development journey enables busy function leaders to accelerate their business impact, improve their leadership effectiveness, and enhance their resilience and well-being as they navigate waves of disruption.

Why Attend FLDE?

Called the “linchpin” of organizations, function leaders have arguably the greatest impact on your business performance. A future of disruptions and uncertainty puts a premium on organizational capabilities to rapidly learn, pivot, and execute with agility. Function leaders are the “critical middle” who exercise these capabilities, serving as executors and shapers of strategy in real time, vital talent developers, change leaders, internal influencers, and results drivers. As your function leaders succeed, so too does your organization. Their development represents your best investment.

The criticality of function leadership to any high-performing organization led MDA to create FLDE based on our original research into the factors most predictive of excellence in a function leader role. The career path of the function leader leads increasingly to the senior leadership table, with positions like CMO, CFO, and CHRO. Function leader development is an investment in those who play a central role in the current success of the business and will play an increasingly more critical role in its future success.

To Register/RSVP

Please visit:
mdaleadership.com/programs

Email us at:
info@mdaleadership.com

or call: 612.332.8182

Attendance is limited;
please RSVP early.



Virtual+ Learning Experience

MDA's learning design ensures an exceptionally engaged and energizing experience that optimizes learning. The design includes carefully sequenced, multimodal activation experiences, simulations, small and large group discussions, on- and offline refreshers, as well as networking events such as a virtual speakeasy and movie night.

Participation in an intensive and immersive virtual program enables leaders to practice the remote leadership capabilities they must increasingly master to lead in the future. MDA has specifically designed this virtual edition of FLDE to emphasize:



Today's organizational disruptions

A contextualized program to equip function leaders with the understanding and experience to engage in vital conversations and successfully lead through significant organizational disruptions. An emphasis on leading through crisis, disruption and recovery, and becoming a more collaborative, inclusive and human-centered leader.



Experiential learning

The "E" for experience in FLDE is emphasized more than ever, taking participants from initial assessments to cohort learning sessions and applications to one-on-one coaching to become better leaders in their organizations.



National peer connections

An unprecedented opportunity for participants to learn with and from other function leaders, and make individual and network connections to last a lifetime. MDA will facilitate highly relevant growth triads for the participants in order to capture maximum learning and growth.



Multiple modalities

Based on the latest neuroscience research, this virtual experience provides learning in separate sessions, instead of consecutive days, to give participants space for reading, reflection, and activities between sessions. Technological tools further participant connectivity and learning.

Who Should Attend FLDE?

Someone who is serving as a function leader—a director, executive director, vice president, or senior vice president—and who is:

- Assuming an expanding role or in consideration for a more strategic leadership role
- In a leadership role, but wants to become a stronger enterprise leader
- Virtually leading a distributed workforce and wrestling with today's most pressing leadership demands
- Leading an operations, manufacturing, marketing, sales, finance or human resources function, or a business unit, geographic region, product group or customer segment

Targeting the development of your function leaders is one of the smartest investments an organization can make to boost performance.

Know that in today's demanding leadership environment, leaders of all kinds, but in particular function leaders, are seeking greater effectiveness and confidence in their roles. When confronted with new and challenging leadership disruptions, it's normal for any leader to suddenly feel stressed and isolated. This virtual learning edition of FLDE is specifically designed to provide all participants with the confidence, connection, and collaborative support they need to lead more effectively as function leaders.

Participant and Executive Sponsor Testimonials for the MDA FLDE

"The highlight of the FLDE program was learning about the roles of functional leaders and how to apply them. I really appreciated the networking where I received valuable coaching from others based on their experiences. Overall, it was a phenomenal investment of time."

Shailesh Bhor, Vice President, Technology, Sleep Number

"The highlight of the FLDE program was the change management content and how it re-energized me to think about my role differently."

Karla Wiles, VP, Marketing Communications, EBSCO

"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, Sleep Number

Key Business/Learning Outcomes

In an interactive, virtual learning format, the MDA FLDE will deliver to participants targeted developmental experiences, such as robust assessment, strong experientially based formal learning programs, cohort learning, and challenging work applications to better equip function leaders to maximize their development and contributions.

The FLDE program is built on a validated research model of the five pivotal roles that drive function leader success. Participants will grow in each of the following roles:

Strategist: Ability to bridge where the function is now with where it needs to go

Change Leader: Acts as a skillful sponsor and champion of effective change initiatives

Talent Developer: Applies the mindset and tools to attract, develop, and retain key talent

Internal Influencer: Thinks and works collaboratively across functions to influence

Results Orchestrator: Achieves consistent, timely, high quality results through others



Award-winning Facilitators and Content Experts



**Jim Laughlin,
MFA**

As co-lead of MDA's Leadership Development and Coaching Services, Jim helps leaders, teams, and organizations accelerate their growth and impact through leading-edge development solutions and practices. For nearly 40 years, MDA has helped large- and mid-sized companies solve their talent issues and get the results they need year after year.



**Nancy Weidenfeller,
Ed.D.**

For more than 25 years, Nancy has found a common element in the work that excites her: helping organizations achieve performance results by focusing on people issues. She has an extensive background in organization development, talent management, human resource systems design, and women enterprise leaders.



**Kathy Pearson,
Ph.D.**

An award-winning educator, Kathy works extensively with mid- to senior-level executives, where she teaches on a variety of topics including executive decision-making, strategic agility and change management and execution. Kathy also teaches in executive education for the Wharton School at the University of Pennsylvania.

FLDE Pre-Program Activities

- Assessment experience
- Feedback meeting with deep insights
- Manager Alignment
- Microlearning

FLDE Virtual Experience

(3.5 days over 4 weeks)

- Virtual Learning Experience
- Asynchronous Learning Platform
- Development Support Group

FLDE Post-Program Activities

(8 weeks)

- Manager Alignment
- Coaching
- Growth Planning
- Microlearning

Delivery and Pricing

The 2021 FLDE includes:

- Pre-workshop assessment and analysis
- Virtual learning sessions – 3.5 days over a four-week period – featuring a collaborative asynchronous learning platform and microlearning
- Developmental coaching from experienced executive coaches
- Searchable leadership microlearning platform
- Ongoing peer support network
- \$9,500 per participant

2021 Schedule

FLDE Virtual Experience

March 9, 16, 23, 30