

Delivering Critical Insights into the

BREATH & DEPTH

of Your Leadership Talent

THE AWARD-WINNING BENCH STRENGTH EXPERIENCE™



INTRODUCING The Award-Winning Bench Strength Experience™

Delivering Critical Insights into the Breadth, Depth, and Diversity 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 the depth and diversity of your leadership bench, especially for managers and directors
- Inadequate understanding or measurement of individual employees' leadership potential
- Employees in supervisory roles who don't objectively understand their capacity to lead
- A geographically dispersed, remote or hybrid workforce, 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 diverse top talent, according to The Conference Board. That is why leading 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 in an equitable way, 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 program designed to give them critical insights into the depth, breadth, and diversity of their leadership talent, and to provide participants with an unmatched learning and development journey.

The Bench Strength Experience won a 2021 Brandon Hall Group Gold Award for Excellence in the Best Advance in Leadership Development category. Winning organizations demonstrated a people-centric approach while driving superior business results.



What is the BENCH STRENGTH Experience™?

In today's hypercompetitive and disruptive environment, 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%.

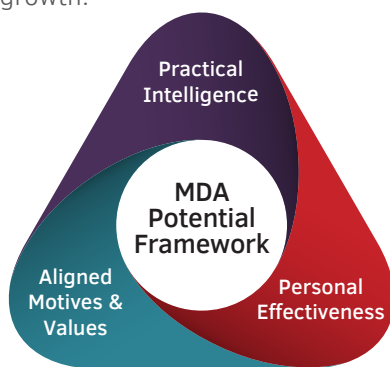
MDA Leadership's Bench Strength Experience delivers exceptional early identification insights and value for organizations, their leaders, and individual participants.

Benefits of the MDA Bench Strength Experience™

For the Individual	For Managers	For the Organization
<ul style="list-style-type: none"> • Powerful insights into their leadership strengths and growth opportunities. • Broader relationships across the organization and deeper peer-to-peer learning networks. • Belief in the power of a growth mindset applied to intentional professional development. • Robust feedback that translates into a relevant development plan and meaningful manager conversations. 	<ul style="list-style-type: none"> • Alignment on the differences between high performance and potential for leadership. • How to coach and lead with a growth mindset and create a development culture. • Tools and a framework to facilitate meaningful career conversations with their employees. 	<ul style="list-style-type: none"> • Unparalleled insights into the breadth, depth, and diversity of lower levels of the leadership pipeline and those who might someday be candidates for leading others (e.g., supervisors, managers) and leading leaders (e.g., directors). • Talent analytics that can be leveraged to inform future talent development strategy and investment.

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 this person curious? Do they manage complexity well, show good judgement despite ambiguity, and think effectively about the future?

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

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

The BENCH STRENGTH Experience™

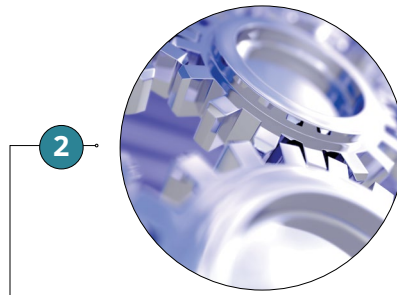
With this solution, your organization gains critical insights into its existing leadership bench and ways to strengthen its talent practices to build the diverse bench it needs for tomorrow.

The Bench Strength Experience includes six distinct phases:



Getting Ready

Through a state-of-the-art learning platform, all participants and their managers 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.



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.



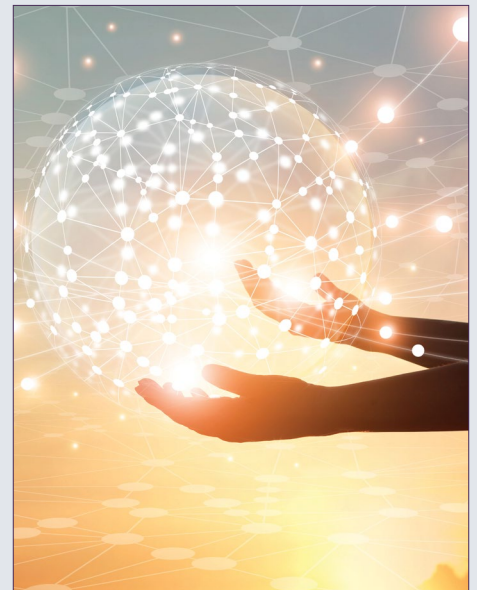
Organizational Insights

MDA Leadership provides the organization with deep insight into the depth, diversity, 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.

Leadership Potential vs. Current Performance

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

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.



The Bench Strength Experience™ truly prepares the entire organization to support the development of your high potentials, ultimately building a deep talent pipeline to sustain your future growth and success.

4



Individual and Community Learning

Participants engage each other through an award-winning technology platform in which best-in-class thought leadership and content combine with collaborative learning. They excitedly share their experiences online to build community.

5



Participant Insights and Growth Planning

Participants gain valuable insights about their leadership strengths and areas for development in a live group session, then leverage tools and resources to prepare for growth planning and meaningful career conversations with their leaders.

6



Growth Acceleration

Supported by MDA's powerful learning platform, participants stay connected, engage with and learn from senior leaders, and build their leadership brand.

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

“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, Vice President,
Talent Development, Mortenson

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 questions, enabling you to invest when and where it will have the greatest payoff. Further, it creates the space for deep talent and development discussions at multiple levels of the pipeline in a way that didn't exist before.

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 growth.

Participants engage each other through live learning sessions and our award-winning digital 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 an immersion in growth mindset, understanding what it means to lead, and later translate their assessment insights into specific actions for growth.

Participants begin to connect with and form a powerful and inspiring community of colleagues through our digital platform as they embark on the journey together. Collaborative discussion boards, engaging live learning moments, and real-world application missions bring the learning—and the magic of growing in community—to life. The flexibility of the platform allows organizations to send cohorts from a few dozen to hundreds of learners at a time. Gamification through points and a leaderboard add to the fun—and the competition.

In tandem with the participant experience, managers embark on a parallel learning journey and are exposed to the same tools and content. They engage with one another as talent coaches who are fully equipped to support their participants through the development experience and then lead regular, meaningful career conversations. HR executives serve as co-moderators and facilitators, while senior leaders engage as storytellers and guest coaches.

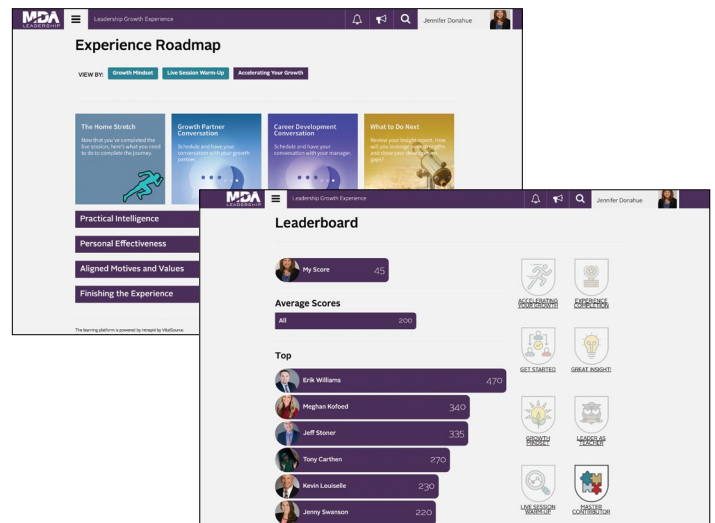
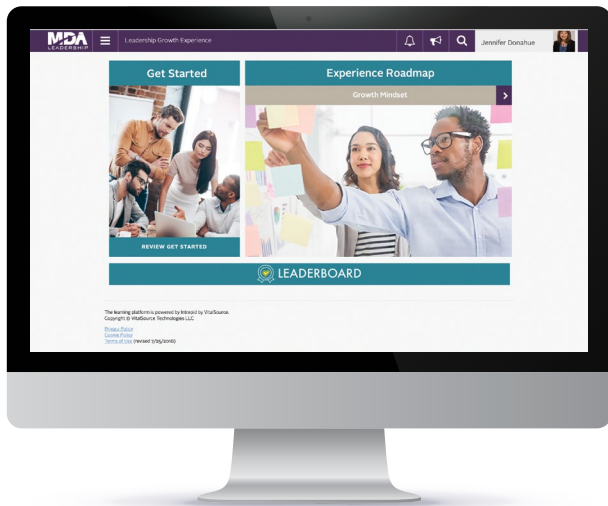
“MDA enables us to make really smart investments in our people because their leadership assessment and development solutions are configured to the context of our business, scaled to the right size, and integrated together seamlessly. We know we are driving development that matters and change that will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

– **Paul Georgoff**, Chief Talent Officer,
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.

LEADERSHIP Matters™

The need for great leadership is urgent. At the speed business moves, you can't afford to wait, and you can't afford to get it wrong.

We know how to build *your* next generation of leaders—and it starts by really getting to know *you*. Curiosity is in our nature. It's what drives us to dig deeper, tuning in to every nuance of your business until we truly understand what makes you unique. It's how we bring you the insight and clarity to make more confident talent decisions. And how we design the right development experiences that will transform your leaders in life-changing ways.

Leadership is complicated. So team with a trusted advisor who can make it simpler. We've got superior expertise and proven methodologies to help you grow great talent faster. So you can stand ready for business with a leadership pipeline prepared to power your success.

Continuity Trust Partnership
Results Sustainability Achievement
Collaboration Alignment Accord
Impact



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