

Awaken-Align-Accelerate®: A proven method to optimize your leadership development investment

...a powerful development methodology—based on the best neuroscience and behavioral science research—that achieves better, measurable, and more lasting results.

Leadership development programs are a major investment in organizational dollars, resources, and time. Many leadership development providers claim to create effective development programs for your leaders by adapting their approach to your business context. And yet, even if this “customization” involves adjusting and connecting program content to your organization’s leadership capabilities and/or business challenges, it will fail to have the impact your investment deserves.

Why? Essential elements of the program will be missing—in fact, the key elements that lead to enduring leadership growth will be absent. Through decades of experience, MDA has crafted a powerful development methodology—based on the best neuroscience and behavioral science research—that achieves better, measurable, and more lasting results for individual leaders, cohort groups, and the organization as a whole.

MDA’s Awaken, Align, Accelerate® (A3L) methodology is designed to propel leaders and cohort groups to new levels of effectiveness through data-driven insights, intentional alignment with organizational goals, accelerated development practices, and essential support mechanisms. These core components are imperative to individual development planning, leadership coaching engagements, and formally designed leadership programs that create ready-now leaders who can successfully drive your business forward.



Awaken Potential

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



Align Goals

- Understand business context
- Align personal and organizational goals
- Enlist social support



Accelerate Performance

- Gain critical skills and knowledge
- Develop proven habits and practices
- Leverage stretch opportunities





Awaken: Motivate and fuel leadership growth with unmatched insights

Even a well-developed leadership program will fail to fully catalyze change and growth in participants unless those participants understand both their leadership “wiring” at a deep level and the perceptions others have of their leadership effectiveness. In the Awaken phase, MDA’s carefully curated, validated assessment instruments plus 360-degree feedback provide leaders with unmatched, data-rich insights into their internal motives and preferences, everyday leadership strengths, and potential derailers, as well as how diverse others perceive their capabilities.

MDA’s assessors and coaches help leaders effectively process this in-depth feedback, creating “catalyst moments” of deep self-awareness that fuel their drive to improve and focus their attention on critical growth areas they need to fulfill their leadership potential. Our unique process of pre-program, assessment-based development planning, which we call Growth Planning, leverages neuroscience and behavioral science findings to ensure individuals gain the needed internal motivation, habits, practices, and resources to measurably improve their leadership impact.



Align: Ensure a business focus by connecting individual insights to organizational goals

Leadership development is a contact sport, not a solitary endeavor. It must be strategically targeted as well as shared with and supported by many stakeholders for real change and growth to occur. After gaining increased awareness in the Awaken phase, MDA’s leadership philosophy stresses the importance of developing solutions in context with others during the Align phase. Effective leadership requires alignment between a leader’s capabilities and the demands they face in their specific role, business, and industry to successfully perform and achieve organizational outcomes. This phase also creates congruence and agreement among developing leaders and key stakeholders in your organization.

Research consistently demonstrates that social support in the form of a Growth Network is essential to a learner’s developmental follow through and growth, with the manager’s involvement the most critical factor. To ensure impact, MDA’s assessment-based coaching and leadership development solutions create regular opportunities for the manager, and if available, HR Business Partner, to understand, contribute to, and support the leader’s Growth Plan.



Accelerate: Quicken the pace of leader development and advancement

Growing organizations need ready-now leaders at all levels who can effectively handle increasingly complex leadership challenges and expanded responsibilities. MDA’s development programs are immersive leadership journeys that expedite the development and readiness of targeted leaders during the Accelerate phase. By applying the best science-based methods and practices, including simulations, action learning, business challenge assignments, “heat experiences” with live issues, and practical application toolkits, we are able to enhance the development speed and trajectory of key leaders. MDA’s skillfully designed cohort-based development experiences also include strong involvement of senior leaders as teachers, outside-in injections of expertise, and deep peer networks that lift up your next-generation leaders. Acceleration is also achieved through pre- and post-program coaching and other in-the-flow of work support mechanisms, including curated microlearning and growth network activation.

Notably, our designs accelerate not only individual leader development, but also the collective capability of your leaders to shape inclusive, high-performance cultures. And we measure our impact, including what we call multi-directional impact—that is, the positive impact our programs deliver not only for participants, but for their managers, direct reports, and other program stakeholders. We will work with you to prove your leadership development investment is making a real difference to your organization.