

Are your leaders ready to lead you into the future?

MDA's Change Leadership Experience: Join us for one powerful day of simulation-based learning, real-world application, and networking with cross-industry peers



In today's world, the ability to lead change has become the ultimate competitive advantage.

**Tuesday,
May 6, 2025**

8:30 am – 5:30 pm central
The Collaborative
at Capella Tower

Gain mastery to lead change at all levels

- Immersive team simulation
- Extensive change toolkit
- Peer networking
- Immediate business application

Business transformation is no longer optional—it is a necessity. Yet the success of these transformations often depends on having the right leadership and change practices in place. Companies that effectively align their leaders with evolving business needs and prepare them for future challenges create sustainable growth.

With this in mind, MDA will host a one-day Change Leadership Experience designed for leaders at all levels responsible for driving business transformation and change initiatives, along with their key stakeholders, peers, and teams. Empower your leaders to master change—and accelerate your most important leadership capability.

Why Attend MDA's Change Leadership Experience?

Business transformation is not just a challenge of operations, processes, or technology—it is fundamentally a leadership challenge. Creating buy-in can be incredibly difficult. Organizations that excel at managing change successfully align their teams around new strategies in response to critical challenges or opportunities. Mastering this process fosters resilience and builds long-term competitive advantage.

In just one day, your leaders will learn proven change management theory and practice key concepts through an engaging simulation experience that successfully demonstrates how to lead human-centered change. After the ExperienceChange® simulation, participants engage in a “Work-Out” session, applying tools and lessons learned to their own real-life change challenges that they can take back to their own organizations and teams.



Register Today



MDA's Change Leadership Experience

Tuesday, May 6, 2025
8:30 am – 5:30 pm central

The Collaborative
at Capella Tower
225 S. Sixth Street
Minneapolis, MN

Change agility—for yourself, your team, your organization—is the single most important leadership skill for your future success. With a one-day investment, your leaders receive:

- Expert facilitation in proven change management theory
- An innovative, interactive, and immersive change simulation experience
- An extensive change leadership toolkit for every step of the change process
- Immediate application opportunities for their current and future change management challenges
- A cross-industry peer network that can be tapped long after the session

Price: \$899 includes lunch and networking event

Spaces are limited, so register your leaders and/or team today at <https://bit.ly/MDA-Change-Leadership-Experience>

This expert-guided workshop teaches both the “what to do” and “how to be” of successful change. Backed by more than 25 years of research, industry insights, and results, it combines proven change management theory with hands-on practice in an innovative, interactive, and immersive change simulation experience.

MDA's Change Leadership Experience

Our Change Leadership Experience is an engaging one-day workshop designed for individuals and teams responsible for driving change. Using the ExperienceChange® simulation, participants will learn important theoretical concepts and lead a simulated organization called GlobalTech through a strategic shift, dealing with employees who are enthusiastic, on the fence, and resistant.

This innovative, interactive, and immersive change simulation features gamified elements where participants compete for the most effective change strategies in a competitive yet collaborative environment with real-time feedback.

With an 18-month timeline and a \$500k budget, teams must develop a change management plan to boost buy-in from 6% to over 60%. The success of GlobalTech depends on these strategic efforts.

After the simulation, participants engage in a “Work-Out” session, applying tools and lessons learned to their own real-life change challenges that they can take back to their own organizations and teams.

Your leaders will return with MDA's extensive digital change leadership toolkit that includes essential tools for every stage of the change process from analysis through to planning and implementation.

During and after the event, your team will connect with like-minded leaders across industries and walk away with a peer network that they can tap into long after the session.

This cohort-based development experience is specifically designed to provide all participants with the confidence, connection, and collaborative support they need to lead change more effectively.

Need Change at Scale? We can bring this exceptional experience to your organization for a group of 15-200+ leaders. Let's talk!

About MDA Leadership

MDA Leadership specializes in crafting and delivering award-winning, transformative leadership development experiences for every level of your leadership pipeline. We understand your leaders need development experiences uniquely suited to their business context and leadership level. Development that's grounded in the best, science-informed insights and practices. Development that deepens relationships and builds networks. And development that respects their time commitment, stretches them, and equips them with difference-making insights, practices, and tools. Invite your leaders to join us today.

This one-day event is not eligible for continuing education credits and does not include any level of certification.



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