

CEO & BOARD SERVICES

Achieving leadership

EXCELLENCE

today and tomorrow

MDA
LEADERSHIP

Who will LEAD your organization in the future?

Experienced leaders of the baby boomer generation continue to retire at a pace of 10,000 per day.¹ This means leadership continuity will remain a top priority in boardrooms and executive suites.

Unfortunately, most organizations are not ready. Two-thirds of U.S. public and private companies report that they have no formal CEO succession plan in place, according to a survey conducted by the National Association of Corporate Directors. And only one-third

of the executives who have such a program in place are satisfied with the outcome.² As such, boards and CEOs at all organizations—from Fortune 100 companies to nonprofits—know they need to craft effective succession plans for their CEOs and senior teams.

CEO & Board Advisory Services

High-integrity and high-impact leadership are today's expected business norms. As CEOs and boards seek ever higher degrees of performance, MDA Leadership helps them achieve more, both individually and collectively. MDA senior consultants, expert in the needs and demands of senior management, work alongside leaders to help them plan for the future. Of note, 95% of the CEOs MDA Leadership has helped organizations select have remained in their roles for at least four years or longer. This is an astounding record of selection insight, considering current CEO turnover rates.



CEO SERVICES || Forging Leadership Continuity

MDA Leadership helps organizations accelerate succession success and minimize the disruption and risk associated with CEO transition.

CEO Blueprinting™

The CEO Blueprinting™ process guides organizations through the critical task of articulating the leadership they need from the next CEO within the context of their strategies and plans for growth. The insights contained in the Blueprint™ go beyond core capabilities for performance, addressing leadership style, motivation, and culture fit. Boards find great value in having early alignment around CEO role expectations for the future (the what) before any candidates are discussed (the who).

CEO Succession and Selection

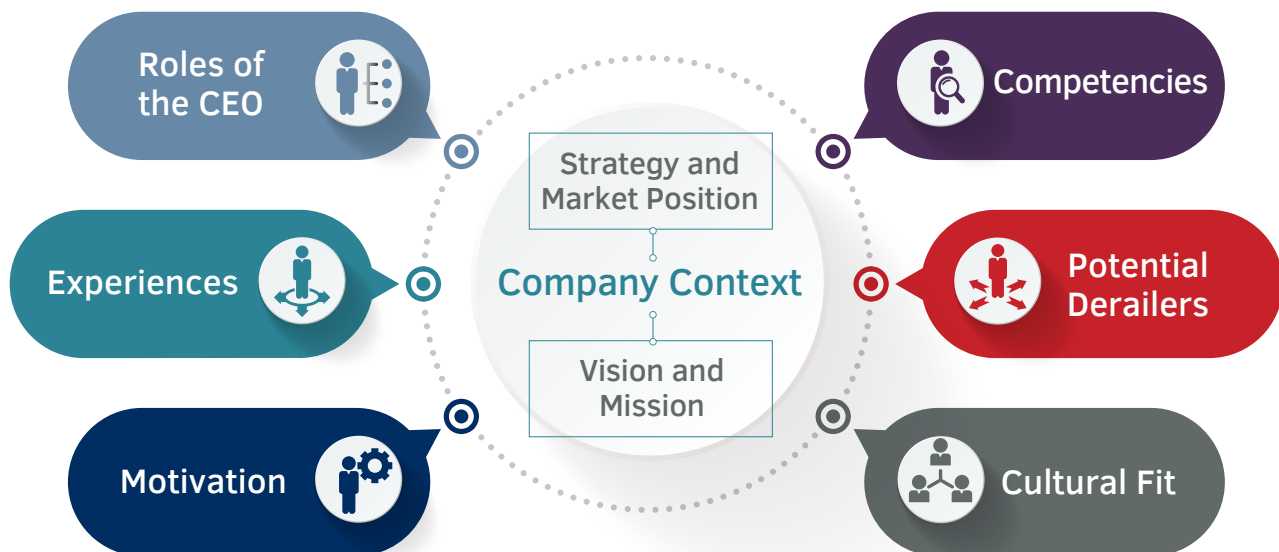
Based on the CEO Blueprint™ or other board criteria, we evaluate internal candidates to provide a definitive and well-grounded assessment of CEO viability.

Our evaluation sheds light on others' willingness to follow and also addresses the key experiences and development needed to prepare for transition and accelerate learning. If needed, we use an equivalent assessment to evaluate external candidates and provide comparisons on fit and viability.

CEO Transitions

CEOs are often left on their own to navigate their new relationships, roles, and agendas. Whether the executive is a first-time CEO, newly promoted within the same organization, or an external CEO brought on board to drive significant change, success is not a given. CEO transition coaching provides a framework for quickly aligning board, CEO, and senior team expectations. We also work with retiring CEOs, helping them to determine how to let go and set new pathways for their futures.

CEO Blueprint™ Components





MDA's executive transition process is well-thought-out. They are here to guide our new executives and acclimate them to the senior team and organization at large. MDA gets our senior executives performing at a high level quickly.

—A national premier retail organization

C-SUITE SELECTION & SUCCESSION

Delivering Leadership Excellence for the Future

MDA Leadership helps CEOs articulate executive leadership needs, identify top talent, and accelerate C-suite transitions.

Senior Executive Blueprinting™

Succession planning begins at the top. CEOs, in partnership with Human Resources and their boards, must think carefully about the talent they need for the future in key leadership roles. Similar to CEO Blueprinting™, MDA Leadership helps our clients articulate the executive leadership they will need to successfully navigate emerging business challenges and drive evolving strategies.

C-suite Selection and Succession

Not all C-suite hires and promotions achieve success. We help CEOs select the right executives by bringing an informed, experienced, and objective voice to the table. Based on a CEO's criteria and an organization's norms, we assess and analyze executive candidates to provide definitive and well-grounded promotion and hiring recommendations.

C-suite Transitions

About 60% of executives say they were not prepared for the strategic challenges they faced in their new senior leadership roles.³ MDA Leadership accelerates effective transition into the C-suite. Through a unique discovery process, we help executives gain deep insight into what it will take to be successful given stakeholder expectations, team dynamics, and the nuances of C-suite leadership. Our seasoned coaches guide leaders in designing and executing highly relevant and engaging onboarding plans.

BOARD SERVICES | Enhancing Board Effectiveness

MDA Leadership helps boards strengthen their governance roles and internal dynamics.

Board Evaluations

Most boards are required to evaluate their own performance on an annual basis—an exercise that can range from “checking the box” to an experience that truly engages board members in the right conversations. Our services include full board evaluations, individual director reviews, peer feedback, chair role transitions, and action planning.

Board and CEO Consultation

Creating strong board and CEO collaboration requires mutual trust and respect. Forging and maintaining productive relationships cannot be left to chance. MDA Leadership provides trusted advisor consultation for CEOs and their boards to foster alignment in critical areas such as decision-making, role clarity, governance, and communication.

CEO Coaching and Trusted Advisor Consultation

Two-thirds of CEOs don't receive any outside advice on their leadership skills, and yet almost all would be receptive to suggestions from a coach.⁴ Since a one-size-fits-all playbook for CEOs doesn't exist, MDA Leadership provides CEO coaching. Whether business performance is hitting the mark or not, even seasoned CEOs benefit from the safe place and counsel we provide to help them evolve their leadership.

MDA Leadership's CEO Blueprinting™ process takes disparate input and opinions, then aligns and crystallizes them, so that the board and leadership team are on the same page, creating clarity and alignment for all.

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

Why Clients **COUNT** on MDA

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

- ✓ **We understand leadership at the top**—Having worked with boards and C-suite leaders since our inception, we have unique insights into how that world is different from all others. Few can claim our depth of experience.
- ✓ **The MDA Leadership Blueprinting™ process drives alignment on expectations**—Our unique approach develops the desired future leadership profile for your C-suite executives and ensures alignment for the future.
- ✓ **Tailored solutions support your success**—MDA Leadership provides solutions tailored to your organization's unique strategy and culture, which leads to better outcomes.
- ✓ **Compelling insights lead to better talent decisions**—MDA Leadership is known for its excellence in executive leadership assessment. Our clients make superior judgments about leadership readiness and potential based on our insights.
- ✓ **Our “candor because it counts” approach enables better business decisions**—MDA Leadership consultants possess an outstanding ability to form candid, trusting partnerships with our executive clients. You will always hear straight talk from us.
- ✓ **Our “best of both worlds” firm provides superior client service**—Clients regularly cite MDA Leadership for having the expertise and solutions of a large firm combined with the customer focus and service typical of a small firm. It's a winning combination.
- ✓ **We use our curiosity to “get” your organization**—Our diverse client roster shows that we can adapt to your style and strategy. Because we partner with companies across all industries, from public global Fortune 100 corporations to privately owned entities as well as nonprofit organizations, we have a rich experience base for understanding your world.





Let's Connect

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

World-class search companies will bring you strong candidates with impressive resumes. Yet we needed to find out if the candidates would be a good cultural fit. MDA helped us to understand the person we were interviewing and evaluate the intangibles in their leadership capabilities, which was extremely valuable. Ultimately, MDA enabled us to evaluate and select the best CEO candidate and reduce the risk of making the wrong choice.

—**Roger Fix**, Former Chief Executive Officer, President and Chairman of the Board, Standex International Corporation

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

¹The Washington Post, https://www.washingtonpost.com/news/fact-checker/wp/2014/07/24/do-10000-baby-boomers-retire-every-day/?utm_term=.246ec8724e85

²McKinsey & Company, *The Board Perspective: A collection of McKinsey insights focusing on boards of directors*, August 2016

³Ron Carucci, *Harvard Business Review*, "Executives Fail to Execute Strategy Because They're Too Internally Focused," November 2017, <https://hbr.org/2017/11/executives-fail-to-execute-strategy-because-theyre-too-internally-focused>

⁴Gretchen Gavett, *Harvard Business Review*, "What CEOs Really Want From Coaching," August 2013, <https://hbr.org/2013/08/research-ceos-and-the-coaching>

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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