



COACHING SERVICES

Leadership Coaching for
AUTHENTIC
Growth and Lasting Change

Being a LEADER is a significant responsibility

The impact that your leaders have on both people and results is greater than almost all other factors affecting your organization.


Leadership truly does matter! Yet much of what it takes to be a great leader is not intuitive. Even less intuitive is how both perspective and approach need to change as one advances to new levels of leadership.

We also know that what it takes to be an effective leader is different today than it was even a decade ago. To ensure future success, your organization will require its leaders to take on greater leadership scope, responsibility, and complexity at a rate faster than ever before. Much will be asked of your leaders. Are they truly ready? Are they performing to their greatest potential? MDA Leadership can help. Our coaching services are all about impact: enabling insight, building leadership capability, accelerating readiness, and improving business results.

Bottom line: At MDA Leadership, we know what it takes for leaders to succeed. Grounded in **Organizational Psychology** and **Neuroscience**, our research-based, best-in-class leadership coaching engagements leverage

our deep understanding of critical components essential to real, sustained growth, such as:

- The impact of personality and individual differences on leadership effectiveness
- The use of data to inform insight and ongoing learning
- How to translate insight into sustained growth and business results
- The conditions needed for growth and change, leveraging the latest research on the brain and in neuroscience
- What it takes to be successful at different levels of leadership
- Clear alignment with organizational needs and top priorities
- How organizations work and the role of leadership in organizations
- The underlying market and cultural context of your organization



I greatly appreciated the written development summary. However, much more valuable was the leadership consultant's interpretation with context of the results, which gave me real, actionable insights that I can apply every day.

—Dr. Mark Eley, VP Energy Services Upstream
— E Hemisphere, NALCO Champion, An Ecolab Company

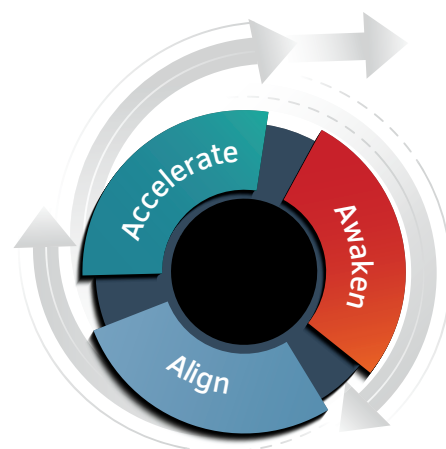
What I really want from a firm is that they aren't afraid to be candid with the people they are developing. I like rigor, follow-through, and substance. I want to see assessment and development integration that leads to growth that is life- and career-changing. Compared to others, there is more substance in your assessment-development deliverables.

– A large general contractor



The MDA Leadership **COACHING** Framework

Our coaching is based on the proprietary MDA Leadership Awaken, Align, Accelerate® development framework. The Awaken and Align phases of the work create a flywheel effect, generating powerful momentum for change and growth in the Acceleration phase.



Awaken

Coaching Discovery and Feedback

- Take inventory of one's leadership journey, noting learnings, aspirations, and priorities
- Deepen insight into one's own style, motivations, and potential derailers
- Understand true impact on others

Align

Growth Planning and Engagement

- Structured reflection
- Share insights/learnings with manager and HR business partner
- Collaboratively shape a roadmap for growth with a Growth Plan

Accelerate

Practice, Discuss, and Measure

- Receive timely, focused coaching support around new practices, experiences, and related insights
- Course-correct through regular Growth Check discussions with the leader's manager and HR partner
- Deepen insight by soliciting feedback, insights, and recommendations from a trusted and chosen Growth Network

MDA COACHING Engagements

MDA Leadership offers several types of coaching engagements designed to produce different outcomes. All can be tailored to each leader’s particular situation.



Insight to Action

Awaken

Align

- Establishes a strong foundation for growth
- Leverages best-in-class inventories as well as impact data and recommendations from select colleagues and stakeholders
- Creates a meaningful Growth Plan, which serves as a six- to 12-month roadmap for development
- Best supports those new to leadership; those who want to “kick off” development in a very informed way, yet who may not need or desire ongoing coaching; or situations where it is unclear whether a more robust coaching engagement would make sense



Leadership

Awaken

Align

Accelerate

- Starts with Insight to Action, then accelerates learning and growth through timely and regular growth discussions
- Provides opportunities to reflect on newly implemented practices and mindsets, and to accelerate the formation of new and productive neural pathways from which to draw upon in one’s leadership
- Includes critical Growth Check meetings with the manager and HR to discuss and calibrate on progress and needs
- Spans six, nine, or 12 months in duration, depending on the need and level of the leader, with strong momentum from the first step through the closing meeting



Function Leader

Awaken

Align

Accelerate

- Best supports function leaders as well as those preparing to advance to the function leader level through a nine-month engagement
- Incorporates the Awaken components included in Leadership Coaching
- Provides content-specific coaching, frameworks, and tools that are especially useful to those at this critical level of leadership in the Align and Accelerate phases
- Includes an optional three-day Function Leader Development Experience: a comprehensive, cohort-based development program featuring experientially based learning, simulations, practical tools, insights from world-class faculty, and a network of highly accomplished and motivated peers with whom to engage in social learning



Integration

Awaken

Align

Accelerate

- For leaders new to a role and/or organization, provides onboarding support for the critical first 120 days
- Leverages our proprietary 11Q tool to gather insights from key stakeholders to enable the leader to understand the real landscape and critical pathways to success
- Includes a team session to accelerate alignment on needs and expectations



Emerging Leader

Awaken

Align

Accelerate

- Accelerates growth in soon-to-be leaders, new leaders, and high-potential individuals through a six-month engagement
- Provides invaluable content for immediate impact, including High Impact Conversations®, Stakeholder Mapping, Leader as Coach, and other frameworks



Targeted Skills

Align

Accelerate

- Offers a structured engagement based on one to two areas of specific skill development, identified by the organization or leader
- Differs from Leadership Coaching in that there is a much stronger focus on didactic learning, frameworks, and skill building around one or two pre-identified competency areas than on insight building or “awakening”
- Provides more of a “training” experience. Higher-level competencies like Executive Presence, Strategic Thinking, and Influencing Others are best incorporated into our more insight-based Leadership Coaching engagements.



Trusted Advisor

Accelerate

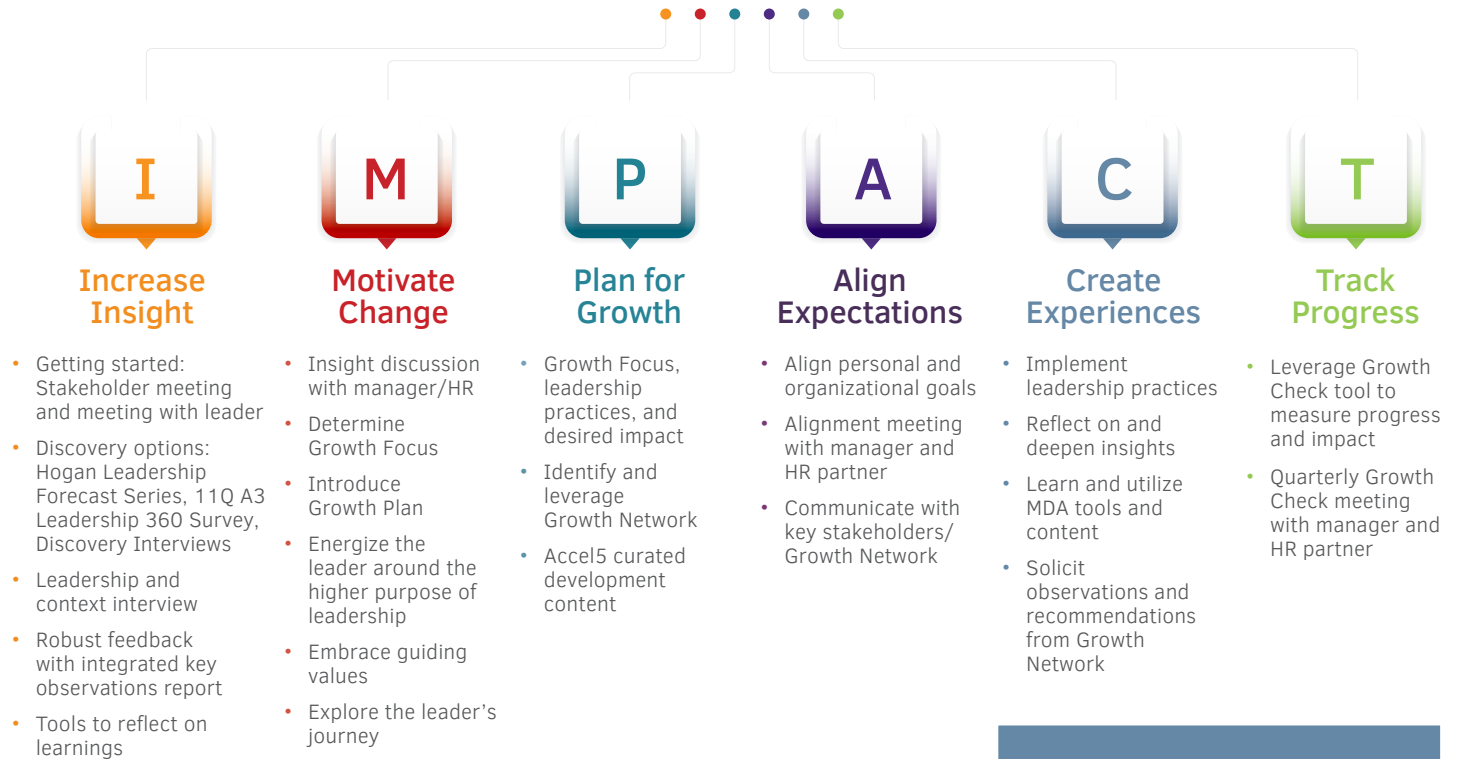
- Offers a less structured engagement that is arranged directly with the leader (most often an executive), which is usually preceded by Leadership Coaching
- Typically provides support for six months to one year, where the frequency, cadence, and focus of meetings are determined collaboratively between the leader and coach

MDA does an incredible job of pinpointing strengths and development needs as well as sharing insights. The firm also provides feedback for individuals, gives feedback in a development-oriented way, and supports the start of development plans in a meaningful manner.

—Jason Ortmeier, Senior Director of Learning & Development, Mortenson

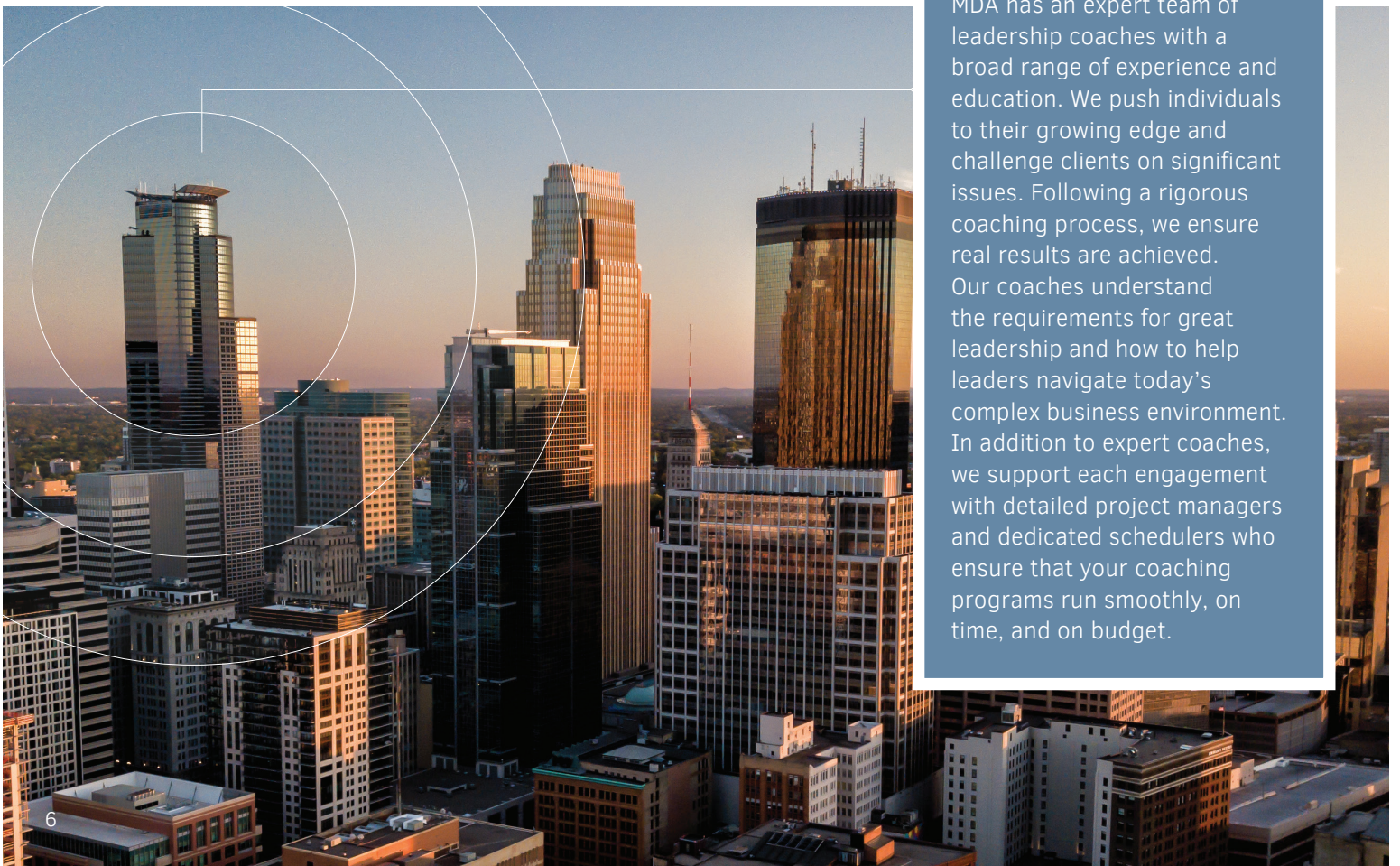


IMPACT: The MDA Leadership Coaching Process



MDA Coaching Team

MDA has an expert team of leadership coaches with a broad range of experience and education. We push individuals to their growing edge and challenge clients on significant issues. Following a rigorous coaching process, we ensure real results are achieved. Our coaches understand the requirements for great leadership and how to help leaders navigate today's complex business environment. In addition to expert coaches, we support each engagement with detailed project managers and dedicated schedulers who ensure that your coaching programs run smoothly, on time, and on budget.



The transition work is well thought-out. Someone is here to help guide new executives and acclimate them into the senior team and organization at-large. You get our senior executives performing at a high level quickly.

– A premier national retailer

The NEUROSCIENCE of Leader Development

Grounded in brain science, our coaching practices are designed to be optimally conducive to learning, change, and growth. Our process:

- Provides a bridge to each next step, taking as much confusion and discomfort out of the work as possible—learning does not need to be painful!
- Minimizes the potential for “fight or flight” threat reactions and other causes of defensiveness by putting leaders in the driver’s seat, taking judgment out of the picture, and providing the right balance of support and challenge for each leader
- Creates an environment that lights up the parts of the brain that enable expansive thinking and curiosity
- Transforms leadership capability and flexibility by increasing awareness and insight, reducing automatic responding and reacting, and increasing mindful action and communication
- Enables a significant amount of data collection and processing opportunities to best facilitate informed learning and the formation of new neural pathways
- Enables frequent opportunities for both reflection and practice, given the iterative nature of learning
- Leads to growth and contentment in leaders beyond their effectiveness at work, bringing an increased sense of wellness and efficacy to their lives

Let’s Connect

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

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

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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