

PRESS RELEASE

01 JULY 2011

ASK Europe plc forges strategic alliance with MDA Leadership Consulting

Leading behavioural and organisational change specialist, ASK Europe plc, has formed a strategic partnership with US-based MDA Leadership Consulting to strengthen each company's existing global reach and leverage each other's talents and core capabilities.

The partnership will enable ASK and MDA Leadership Consulting to support each others' existing and new clients across a broad range of projects and geographies, from individual assessment through to people and organisational development. Dr Anton Franckeiss, ASK's Managing Director, sees enormous potential for both companies:

"ASK and MDA share consistent and corresponding values and approaches in both consulting and delivering business outcomes for clients," said Dr Franckeiss. "That includes the consistent application of our shared methodologies when working with clients in the critical arena of People Development, Executive Coaching, Leadership and Organisational Development."

Scott Nelson, Executive Vice President of Consulting Services and Partner of MDA Leadership Consulting, commented, "We are thrilled to be partnering with ASK to expand our operations into the UK and European markets. This strategic alliance highlights the very best in leadership development and we are confident this long term relationship will provide responsive and flexible solutions."

ASK offers customised organisation, leadership and executive coaching solutions to many of the world's best known private and public sector organisations, such as PricewaterhouseCoopers, Invesco and Siemens.

MDA Leadership Consulting, based in Minneapolis, USA, has partnered with organisations for the past 30 years to select, align and develop talent at all levels of their leadership pipeline. MDA helps organisations build competitive advantage through increased talent acumen and leadership performance.

For further information about ASK Europe, please visit: www.askeurope.com

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Editor's notes:

About ASK Europe:

ASK is a leading global OD consultancy offering customised management and leadership development solutions to many of the world's best known private and public sector organisations.

Rather than adopting conventional training methods, ASK's unique approach focuses on behavioural change. Experienced consultants help managers at all levels to improve managerial and leadership performance.

ASK utilises proprietary processes to measure the transfer and application of learning into the workplace. Evidence of the effectiveness of this strategy is then monitored by the unique ResultsEngine[®] transfer and application system.

ASK improves workplace performance through:

- **Organisational Development** – implementing strategies to help organisations change beliefs, attitudes, values and structures and better adapt to new markets, technologies and business imperatives
- **Management and Leadership Development** – designing and implementing customised high impact personal development programmes for managers and leaders
- **Executive Coaching** – providing timely and positive interventions that meet the challenging coaching demands of executives by helping individuals to identify their goals, access all of their gifts, acquire and practise new skills, and fulfil their potential.

ASK provides bespoke OD consultancy, developmental assessment and Executive Coaching solutions to a wide range of clients from both the public and private sectors. Clients include NXP, Saint Gobain, Siemens, Atkins, Elsevier, Invesco, and Bentley Motor Cars.

For more information, please visit www.askeurope.com

About MDA Leadership Consulting:

MDA Leadership Consulting partners with organisations to strengthen individual, team and organisational leadership. It helps organisations to identify the right talent to drive results, accelerate development of leaders at all levels, and sharpen alignment between talent and strategy. By taking the time to listen to clients' needs, strategies and challenges, MDA helps clients to build a competitive advantage through increased talent acumen and leadership performance.

MDA's key capabilities and areas of expertise include Leadership Development, Talent Assessment, Organisational Performance and CEO & Board Services.

Clients include Cargill, Fairview Health Services, Malt-O-Meal, General Mills, Prime Therapeutics, The University of Minnesota, University of MN Physicians, Ecolab, Medtronic, Macy's and U.S. Bank.

For more information, please visit <http://www.mdaleadership.com>

