

Linkage MENA FAQ

1. Who is Linkage Inc? Why should we use them?

Linkage Inc. is a global organizational development company with over 20 years of experience and the world's foremost provider in Leadership Development Solutions and Organizational Development.

We provide clients around the globe with integrated solutions that include strategic consulting services, customized leadership development and training experiences, tailored assessment services, executive coaching, and benchmark research.

Linkage is a part of a tight global network of international locations. Besides the fact of being in the business for 21 years, and being a part of a global network with thought leaders and intellectual property - OUR APPROACH to solutions is our real STRENGTH. We build a partnership when working with a client's organization. First and foremost, we get to know about our client's business, goals, challenges, and needs; and then proceed to build customized development solutions.

2. What is Linkage MENA relationship to Linkage Inc?

Linkage MENA is a full international partner with Linkage Inc., but we focus specifically on the Middle East and North African region. Linkage Inc. also has a solid network in other locations globally. However, as a regional partner we understand the culture and values of the region's business needs, along with their strengths and weaknesses.

3. How is Linkage MENA different from the competition?

1. Linkage has partnerships with some of the world's most esteemed Thought Leaders, i.e., **Warren Bennis, William Bridges, Bill Rothwell, David Allen, Marshall Goldsmith, Noel Tichy, Clinton Christensen**, just to name a few.
2. We have a profound focus and expertise on Organizational Development and Leadership Development.
3. We are part of global network that includes 16 worldwide locations.
4. We have a very sound regional location in the heart of the Middle East and North Africa.
5. We have more than 21 years of industry experience in which many of our clients are listed in *Fortune 500*.
6. Linkage has usage of over 50 proprietary tools and 200 programs, 35 titles, and we host at least 15,000 attendees annually.

4. What programs and services does Linkage MENA offer?

Our core offerings are in Change and Transition Management, Leadership and Management Development, and HR Development Systems. Our clients' main concentration is on change. They seek to build the skills of leaders and managers so that they are equipped to handle the change and, therefore, direct HR professionals to be able to fully support those changes.

Linkage MENA products and services are customized leadership skill building programs, comprehensive assessment tools and executive coaching and consulting services focused on driving strategic change, and results-based, hands-on learning programs.

Our core offering learning programs are in:

1. Leading Organizational Transition
2. Change Master Certification
3. Change Leadership
4. Managing Organizational Transition
5. Enhancing Your Management Skills
6. Coaching for Optimum Performance & Results
7. The Linkage Communication Clinic
8. Maximizing Your Influence
9. Systems Thinking
10. Strategic Thinking
11. Designing & Implementing Leadership Development Systems
12. Consulting Skills for HR Professionals

Linkage MENA can also offer a full range of Linkage products and services. In addition to the 12 core programs, we also offer 53 others that can be offered on site.

5. How can Linkage MENA partner with us?

We build partnerships when working with a client because we first get to know them and their business focus, goals, challenges, and needs. Then we build customized development solutions. Linkage can also transfer the capability to your internal HR/OD professionals by offering them “Train the Trainer” programs, so that they can partner with senior leadership to better understand the challenges and facilitate the progress.

Linkage MENA can also build on what you have, like assessment that you have had previously analyzed, to build on that, and then consult with you to match your areas of needs.

6. How do you customize your approaches for the MENA region/culture in this economy?

Our research indicates that the core set of leadership competency needed for success are universal. It is the **application need specification to the culture** that we ensure by teaming with local partners and building our programs to their specifications.

7. What steps do you take to customize your programs/services?

1. We meet with senior leaders to totally understand your business, your goals, and challenges.
2. We get to know the needs of the targeted audience through a focus interview process.
3. We will work with your HR/ OD professionals to understand their needs, and learn if there is an existing foundation to build on.

4. We have instructional design experts that work with Linkages' programs and products to meet the specific needs of the client and they will also work with your internal experts.
5. Our experienced consultants (with an average of 15 years experience) will deliver application focused solutions to your leaders and manager's specific challenges, and then concentrate on those applications during the setup.
6. We follow-up to ensure that the participants are utilizing the tools properly.

8. How do you measure the business impact of your program?

1. It is our business to understand the corporate need behind the request for the development initiative. We have to find the business reason that you are focusing on, and also find specific business needs that you are willing to spend time on so that we can define the business impact.
2. Defining the objectives of the development initiatives that are going to impact those business needs.
3. Defining the solution, finding your business needs, then relating it to the development of how leaders and managers will do, in order to measure the impact through 360 degree or Marshell's techniques on mini surveys or employee surveys to show employee behavioral change.
4. Then measure the behavior change.

9. What do you do to keep your product and services current?

1. We partner with thought leaders, who write books and talk to organizations.
2. Linkage performs research constantly.
3. Through our best practice research.
4. Based on client feedback and evaluations we evaluate all of the programs on an annual basis.

10. How do you guarantee the quality of your products and services?

1. Linkage has an annual review process.
2. We are very precise about keeping our partners happy.
3. We evaluate every single program offering with every client.
4. We have a certification process to train consultants in new products.