

## **BRAND DEVELOPMENT ASSOCIATES INTERNATIONAL'S LEADERSHIP DEVELOPMENT PROGRAM RANKS IN TOP 25 FOR 2012**

**CHICAGO** – Brand Development Associates International (BDA) has been ranked #23 in the Independent Consultants/Trainers/Coaches category of *Leadership Excellence's* annual ranking of the top 500 leadership development programs in the world. The *Leadership 500* is a ranking of the best individuals, teams, and organizations in leadership development practices and employee motivation-productivity today. BDA's 2012 ranking is up six places from last year's ranking of #29.

This year's *Leadership 500* was published in the October 2012 Edition of *Leadership Excellence* magazine, a publication founded by business greats Ken Shelton, Stephen R. Covey, Ken Blanchard, and Charles Garfield. The issue was sent to almost 200,000 of the world's "movers, shakers, and decision makers."

"We are thrilled to move up in the rankings this year," said Brenda Bence, BDA's Founder and President. "To be recognized by a publication that is as well-respected as *Leadership Excellence* and alongside so many other accomplished companies and leadership thought leaders, means a great deal to us."

To determine the *Leadership 500* rankings, *Leadership Excellence* evaluated organizations based on seven criteria: vision/mission, involvement and participation, measurement and accountability, design-content-curriculum, presenters-presentations-delivery, take-home value, and outreach.

Brenda Bence founded BDA in 2002 after more than 20 years of building mega brands for Fortune 100 companies Procter & Gamble and Bristol-Myers Squibb. During that time, Bence – who holds an MBA from Harvard Business School – was a senior executive responsible for billion-dollar businesses across four continents and almost 50 countries.

Today, only ten years after its founding, BDA does business across 30 countries and maintains offices in both the U.S. and Asia. The company provides training, coaching, and speaking services to clients located on six continents, including such companies as, Credit Suisse, Danone International, Deutsche Bank, KFC, Kraft, Lilly, Mattel, Microsoft, Sheraton Hotels, Standard Chartered Bank, RBS, UBS, and the U.S. Department of State.

Brenda Bence is a Certified Executive Coach, as well as a Certified Speaking Professional (CSP). She is the author of five marketing and branding books, which have collectively won a total of 21 international book awards.

*Brenda Bence is available for television, radio, and press interviews to talk about leadership, coaching, and personal / corporate branding. Visit [www.BrendaBence.com](http://www.BrendaBence.com) or [www.BDA-Intl.com](http://www.BDA-Intl.com), contact +1-312-242-1830, or email [Interviews@BrendaBence.com](mailto:Interviews@BrendaBence.com) for availability.*