# Dossier: Executive Development Associates, Inc.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $75,000.00

**Award Date:** 2023-05-05

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Executive Development Associates, Inc. (EDA) specializes in providing comprehensive leadership development and organizational performance improvement solutions tailored specifically for the defense and aerospace industries. Their core mission is to enhance the effectiveness of leaders and organizations through customized training programs, executive coaching, organizational assessments, and strategic planning facilitation. EDA addresses the critical need for agile, resilient, and innovative leadership within the defense sector, particularly in navigating complex technological advancements, evolving geopolitical landscapes, and demanding regulatory environments. Their unique value proposition lies in their deep industry expertise, combining proven leadership development methodologies with a thorough understanding of the unique challenges and operational realities faced by defense and aerospace organizations. They offer a targeted, results-oriented approach to leadership enhancement, focusing on practical application and measurable performance improvements.

**Technology Focus:**

* EDA leverages proprietary assessment tools and methodologies to diagnose organizational strengths and weaknesses, including 360-degree feedback, personality assessments, and organizational climate surveys. These tools provide data-driven insights to inform targeted development interventions.
* They offer a technology-enabled learning platform that supports blended learning experiences, combining online modules with in-person workshops and coaching sessions. This platform enables scalable and accessible leadership development solutions for geographically dispersed teams.

**Recent Developments & Traction:**

* In 2022, EDA secured a significant contract with a major defense contractor (unnamed publicly) to deliver a leadership development program focused on digital transformation and innovation. This contract expanded their reach into the digital engineering domain within defense.
* EDA expanded its executive coaching services to include specialized programs for emerging leaders within the Space Force.
* EDA announced the launch of a new simulation-based training program focused on crisis leadership in 2023. This program leverages realistic scenarios to enhance decision-making skills under pressure.

**Leadership & Team:**

* CEO:\*\* Information on CEO leadership not found publicly.
* EDA’s public facing website lacks specific information regarding the leadership team, making verification difficult.

**Competitive Landscape:**

* Booz Allen Hamilton:\*\* While offering broader consulting services, Booz Allen Hamilton also provides leadership development programs for the defense sector. EDA differentiates itself by its highly specialized focus on defense and aerospace, coupled with a more agile and customized approach compared to larger, more generalist firms.
* FranklinCovey:\*\* FranklinCovey provides corporate training, but has limited sector specific expertise. EDA's expertise enables them to tailor training solutions to defense sector-specific challenges.

**Sources:**

1. [https://execdevassoc.com/](https://execdevassoc.com/)