

# ActionLearning



**Lance Giddens**  
Senior Partner and  
Lead Facilitator  
Action Learning Associates

*What does it mean to be promoted into a leadership position?*

*Frankly, it means now we have the authority to serve people in a special way...*

*-Anonymous*

**Action Learning Associates (ALA)**, founded in 1989, is an international consulting firm dedicated to helping organizations achieve competitive advantage through educational programs that link team and leadership development to business strategy. ALA is recognized as the worldwide leader in the design and delivery of dynamic, high involvement, experiential learning environments for the purposes of executive development.

**Lance Giddens** is a Senior Partner and the Lead Facilitator at Action Learning Associates (ALA) and brings with him over 20 years of experience in the field of executive development. He has traveled extensively in the United States, Europe and Asia working with business managers and government leaders to develop and strengthen team and leadership skills within their organizations. Over the last 10 years, Lance has focused his work primarily in the area of leadership development utilizing performance feedback and executive coaching. In this capacity, he has been instrumental in the design and development of leadership universities at UBS, PricewaterhouseCoopers, Weyerhaeuser, Unum Provident, and Dreyer's Grand Ice Cream. A sampling of his consulting engagements follows.

**General Motors Corporation-Europe:** On an extended assignment, he spent sixteen months in Europe, where he hired, trained, and managed the program delivery to over 35,000 General Motors Europe employees. This multinational effort required program delivery in 15 languages and was a part of a major strategic effort to redirect the retail business towards creating customer focus and customer enthusiasm.

**Save the Children Organization:** Lance received the President's Award for working with the global leaders of the Save the Children Organization on location in Africa, Asia, Europe, Latin America, and the Middle East. During the course of this engagement, he conducted team workshops designed to create alignment and facilitate the implementation of a global strategic initiative. This key initiative took the mission of the organization beyond addressing the needs and welfare of the endangered children of the world to include the creation of programs designed to target the well-being of the *Mothers* and families of those children

Additionally, he has worked extensively with the Walt Disney Company, SAP America, Federal Express, CalPERS, Dreyers Grand Ice Cream Leadership University, Bank Boston's Advanced Leadership Program, UBS (North America, Europe--Graduate Training Program), Texas Instruments (Asia, North America), Radisys, Unum Provident (Leadership Development), Thrivent (Leadership Development), University of Southern California International Business Education and Research program (IBEAR), Motorola, Pratt & Whitney, Coca-Cola, and the San Miguel Corporation.

Although Lance specializes in executive development, prior to the 1996 Atlanta Olympic Games and the 1999 World Cup, he worked as a team development specialist with the United States Women's Soccer Team, which went on to win both events.

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