

WDHB and Experience to Lead Join Forces to Expand Experiential Leadership Development

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DENVER, COLORADO, USA — 8 October 2020 — WDHB, Inc. announces its acquisition of Experience to Lead, LLC, effective 2 October 2020. Both companies offer experiential learning programs for people and strategy development, with which they serve Fortune Global 500 clients. WDHB, based in Denver, with offices in Paris, Shanghai, Singapore and Zurich, has been in the L&D market for over 30 years, pioneering the Learning Expedition and other immersion-driven formats. Experience to Lead builds on over 10 years of leadership in experiential learning and its association with The Conference Board to build unique immersive leadership development experiences inspired by iconic places and moments in history. By coming together, the two companies are expanding their current portfolio and help their clients access a broader range of learning solutions.

Both organizations' approaches thrive on the power of compelling stories, authentic first-hand encounters as well as the personal experience of venturing outside of one's own world to trigger reflection, drive conversation and enact change.

Sunil Narang, President and CEO of WDHB stated, *"It is these shared foundations and the complementarity of our skills that will allow us to deliver learning journeys with unmatched variety, customization and integration to address our clients' current challenges and meet their organizational needs."*

The combined organization will continue to provide clients with the same transformative leadership experiences. *"We both share a deep belief in people's ability to learn and change as a driver for smarter leadership and better business,"* said Dick Richardson, Co-founder of Experience to Lead and member of the WDHB Advisory Board.

In a joined statement, the two companies anticipate tremendous potential to power clients' transformation journeys and help them reach their business objectives. They see key opportunities for the combined organization in a much-extended global reach, a broader spectrum of in-person, hybrid and virtual formats, greater access to ecosystem partners, expansion of its experiential learning repertoire, increased scalability and enhanced customization as well as new approaches for more sustained impact.

"We are excited that these benefits will make a tangible difference in terms of breadth and outcomes to all of our trusting partners, which include some of the best-known brands and organizations spanning industries, cultures and continents," confirmed Samuel Mueller, WDHB's Chief Growth Officer.

Referring to the new opportunities that added products and formats bring into the picture, Amanda Harmon, Integration Manager, stated, *"The combined team brings to our expanded portfolio the same unwavering enthusiasm and commitment to excellence that you have come to expect from us."*

WDHB and Experience to Lead will be building on the shared experience and knowledge of the two teams and integrating the latest in behavioral science, experience design and program delivery.

Chief Strategy Officer, Imane Terrab of WDHB, said, “*Crafting purposeful immersive experiences and leveraging reflection and conversation sets us apart with the focus always remaining on our clients. To continuously drive change, we retain these aspects at the core of our methodologies as we incorporate new insights.*”

As the organizations come together, they will shape the future of experiential learning.

About WDHB

Since 1989 when its founder coined the term Learning Expedition, WDHB has been at the forefront of experiential learning with over 700 bespoke programs attended by over 12,000 current and future leaders to reinvent themselves and their organizations. Immersion and collective intelligence are core components of WDHB’s approach to designing and delivering its signature Learning Expeditions, Events & Summits and Upskilling Programs. All of these can now be delivered as on-location, hybrid or virtual offerings. Today, the company serves global brands such as Daimler, L’Oréal and PETRONAS with Strategic Learning solutions as well as Insight and L&D Advisory services from its offices in Denver, Paris, Shanghai, Singapore and Zurich.

About Experience to Lead

With over 10 years of leadership in experiential learning, Experience to Lead has served over 3,000 Fortune Global 500 executives from over 20 industries. Through customized, immersive learning programs focused on powerful leadership stories and dynamic facilitated discussions, the learning is applicable, personal and impactful to leaders, teams and organizations. From immersive locations including NASA’s Space Centers, the Elite Athlete Training Center, Music City and historic battlefields to interactive, engaging virtual platforms where teams can collaborate and solve real challenges, Experience to Lead provides powerful, applicable learning experiences to leaders of today and tomorrow.

For more information on WDHB and Experience to Lead visit www.wdhb.com and www.experientetolead.com.

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