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PRESS RELEASE

AESA and Dr. Susan Leddick Join Forces

AESA and Dr. Susan Leddick, owner of Profound Knowledge Resources, are pleased to announce that the *Business Strategy Framework Workshop for ESAs*; *Artificial Intelligence Workshop for ESAs*; and *The ESA Women in Leadership Summit* are now solely owned and managed by AESA and are available as member services.

Dr. Susan Leddick will serve as Senior Advisor to AESA. Dr. Duncan Simester, lead developer of the *Business Strategy Framework*, has also agreed to work exclusively with AESA to deliver the same high-quality, high-demand business strategy seminar that many ESAs have attended for several years.

"We have been working for several months to form a seamless partnership that creates ongoing access to these remarkable business programs for our members. We greatly respect Dr. Leddick and Dr. Simester as national experts in ESA business development. Now, with their leadership and involvement, we can continue to provide access to these critical programs," said Dr. Joan Wade, AESA Executive Director.

"The new arrangement will increase access to future learning and service opportunities for all AESA members. To boot, my new role as Senior Advisor for AESA allows me to stay connected to the Association, its leaders, and its programming. What's not to like?" said Dr. Leddick.

"I am thrilled that the important work Dr. Simester has brought to ESAs over the past few years will continue under the AESA umbrella," she said.

The Business Strategy Framework, facilitated by Dr. Leddick and delivered and developed by Dr. Simester, attracts top educational service agencies (ESAs) from across the country. Those leaders learn and refine their ability to manage entrepreneurial business models within the not-for-profit environment.

Dr. Wade stated, "AESA has endorsed this program for years. We recommended it to our members because we could see the financial impact it has made on ESAs from across the country."

There is strong evidence that ESAs implementing the Business Strategy framework has made a significant impact on their bottom lines. One AESA member reported program growth went from \$50,000 to nearly \$2 million annually in one program area. Another ESA went from \$28 Million to over \$40 Million in overall revenue growth in five years across all entrepreneurial activities. A third AESA member reported an increase in the competence of program staff to make investments and other business decisions at lower levels of the organization.

"This is an ideal transition. Susan has done a wonderful job of developing and nurturing the growth of the program, and I am confident it will continue to prosper under AESA's stewardship. We are in the

business of transformation, and I personally am delighted with the outcomes we have achieved over the last few years. I look forward to continuing the partnership in years to come,” said Dr. Simester.

The Artificial Intelligence Workshop is newly developed. Its purpose is to engage in a national dialogue about the role of AI as a market force affecting ESAs now and in the future. Attendance at this workshop effectively creates a core group of ESA leaders who will leave better informed to evaluate AI “solutions” and to support AI applications in school districts. Led by Dr. Duncan Simester of MIT, this learning opportunity will be a significant event for ESAs and their leaders. [Dr. Simester will address the following questions during the workshop.](#)

- What is modern AI and why is it important?
- What is the role of experimentation in AI...and its practical applications?
- What four things are required to implement AI?
- Can AI help ESAs disrupt, or will it disrupt ESAs?
- What will be the first applications of AI for ESAs?

Watch for details on this program in the months ahead.

The ESA Women in Leadership Summit offers an opportunity for women leaders to explore various pathways to achieve and lead successful organizations and/or services. One of AESA’s strategic focuses is to empower greater diversity in its membership and in the organization’s leadership. Through efforts such as the Summit, more leaders are encouraged to expand their professional achievements.